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Yamaha Organizes YZF-R15 Championship



Going strong with the success of Yamaha's R15 Championships since 2008, Yamaha added another motorsport event to its name as it organized YAMAHA R15 ONE MAKE RACE CHAMPIONSHIP – Season 2010 on 5th and 6th June, 2010 in Chennai. From this year, Yamaha R15 One Make Race Championship was open to participation from both Yamaha and Non-Yamaha customers. There were 86 participants in the novice class and 13 participants in the expert class.

“Motor Sports is an integral part of our Brand Image. It has always been Yamaha's endeavor to promote motor sports along with safe biking. There are thousands of our customers who want to participate in these events for the love of the sport & thrill. This also gives us the opportunity to come closer to our consumers as they get to experience the true racing instinct of YZF - R15. The event has been extremely successful and this can be seen from the huge participation of the bike enthusiasts.” Mr. Yutaka Terada, Director – Sales & Marketing, India Yamaha Motor Pvt. Ltd

The riders were evaluated till the 4th round (total 5) and the best from each class would get a chance to race in the 'Yamaha Asean Cup Race' and based on their performance, could even climb all the way up to Motogp. To give the event a characteristic racing feel Yamaha used Daytona Racing Kits in the bikes. The Racing kit includes Racing Exhaust system, Racing ECU (Engine Control Unit), High Lift Cam Shaft and Petal shaped large Disc. These kits are developed using valuable experience gained from MotoGP racing and are designed exclusively for circuit racing.

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