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Press Contact: George Babka, Sales General Manager
Tel. (619) 276-4393 (office)
E-mail: george_babka@yamaha-motor.com

Yamaha Motor Corporation Intelligent Machinery Group Announces New Website Launch

Marietta, GA., October 8, 2019 – Yamaha Motor Corporation, U.S.A., (YMUS) announces today the launch of its new website for the Intelligent Machinery (IM) Division. In addition to updating the design for a more customer-friendly experience, there's new information regarding the Robotics product line, as well as updates on several new product offerings in the SMT Equipment section.

Of note is the optimization of a mobile site page, which will allow fast and easy access to machine-specific information with just a few clicks. In addition, requests for technical, spare parts, training and brochures can be easily made from a link on the main page.

Lastly, the addition of product videos and animations will make the site much more useful as an applications decision tool for Yamaha's IM Website.

Upon announcing the launch, Tom Simpson, IM Division Operations Manager, said, "Our re-design of the website further enhances our 'One Yamaha' Vision." He added, "Streamlining the information and integrating all the IM products, including robotics, has made it easier than ever to find information quickly, request support, or contact our sales network."

"The integration of the IM Division into the overall YMUS website will allow users to access our IM portal from many new avenues and should improve the overall user experience," said Bob Starr, YMUS' Corporate Communications Manager. "Yamaha is clearly known for its diversity of product offerings and the addition of the IM Division's website into our main portal is an important step in demonstrating Yamaha's commitment to quality, performance, and value for this very specialized product line."

For more information, visit <https://www.yamaha-motor-im.com/>

About Yamaha Motor Intelligent Machinery

The Intelligent Machinery Group is a subdivision of Yamaha Motor Corporation, U.S.A. and offers a full line of machines for electric/electronic parts mounting and other production-line solutions to answer the diversifying needs of today's electronics manufacturers. Yamaha Motor Corporation, U.S.A. has sales and service offices in Japan, China, Southeast Asia, Europe and North America, providing a truly global sales and service network, delivering best in class on-site sales and service support for their customers.

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