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**Yamaha Motor Corporation Intelligent Machinery Group Proudly Introduces its “Connected Showroom”**

*Marietta, GA May 20, 2020* – Yamaha Motor Corporation, U.S.A., (YMUS) and its Intelligent Machinery Division is pleased to announce today the formal launch of its “Connected Showroom” based in its Marietta, GA Corporate Headquarters. With this all-new Connected Showroom, the Intelligent Machinery group now can run remote demonstrations anywhere in North, Central and South America without the need to physically travel to one of its Five North American Demo Centers.

Building on the synergy among Yamaha’s Motorsports Group, the Intelligent Machinery (IM) Group has harnessed the technology and the energy from many years of live Motorsports events to bring the experience of a live demo directly to the end user, across multiple locations around the globe simultaneously.

“We are excited to build on our fully connected demo rooms and factories to deliver a seamless demonstration experience to our customer base particularly during these times of restricted travel,” said George Babka, IM Division Sales General Manager. “Building on the technology that has captivated race fans for years, we are now able to instantly share electronic manufacturing experiences around the globe.”

“Our Intelligent Machinery Group has thoroughly connected our machines with quality controls, defect analysis, remote diagnostics, monitoring tools and third-party Manufacturing Execution Software (MES) systems. Taking the further step to add any existing or potential customer around the world to virtually step into our environment is an exciting addition to our already large base of machine platforms and software tools.”

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

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**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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