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YAMAHA'S 2019 PAN-EUROPEAN DEALER MEETING: YAMAHA MOTOR EUROPE MET ALL ITS DEALERS IN SEVILLE TO DESIGN A "FUTURE MADE TOGETHER". BY CONNEXIA.

Milan, 6 February 2019 - Following international talks during the second half of 2018, **Yamaha Motor Europe**, the European branch of the legendary Japanese manufacturer, has once again chosen **Connexia**, the Italian marketing and communications consultancy agency and happy member of the Doxa family, to organise the second edition of its **Pan-European Dealer Meeting (2019 PEDM)**, which brings together all the brand's official dealers from across Europe.

Three years after the success of the immense Barcelona meeting in 2016, the Milanese agency strengthens relations with the celebrated motorcycle manufacturer's European headquarters and confirms its role as Yamaha's strategic partner for developing the creative concept, formulation and production of the convention that periodically brings together all of **Yamaha Motor's official European dealers** from the **motorcycle and scooter, marine, ATV & side-by-side, golf car, snowmobile and power equipment** divisions.

For three days (**14-15-16 January**) Andalusia's splendid capital city, **Seville**, was home to the **2019 PEDM**, designed by **Yamaha Motor Europe** to share results, strategies, goals and the brand's vision for the imminent future. The meeting is also an opportunity to demonstrate to the entire vast network of dealers how the ecosystem of **Yamaha** products is evolving, offer them fresh motivation for further innovation and encourage them to sharpen their focus on customer service.

The impressive, modern **FIBES Conference and Exhibition Centre** in the historical Andalusian city welcomed over **2,000 guests** and kept them entertained with a packed schedule.

The meeting opened with an important **business conference** attended by the **President of the Yamaha Motor Corporation Yoshihiro Hidaka** and the **President of Yamaha Motor Europe Eric de Seynes**. They were then accompanied by all the

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heads of the main **Yamaha Motor Europe** divisions and the Japanese trials champion Kuroyama San, who brought the TY-E up on the stage (an incredible concept presented with MOTOROiD, Yamaha's first product featuring artificial intelligence). The event continued in a larger area specially set up for the occasion so that attendees could have a **closer one-to-one look** at the various activities currently promoted by the brand.

The **2019 PEDM** wrapped up with a spectacular **gala dinner** in pure Hollywood style. The stunning show featured appearances by all the official **2019 Yamaha Racing** teams and riders, including a couple of immensely popular **Monster Energy Yamaha MotoGP™** Team riders: **nine-time MotoGP™ champion Valentino Rossi** and the talented Spanish rider **Maverick Viñales** who provided a triumphant end to the evening.

Riders from the **Yamaha WorldSBK** teams were also in Seville: **Alex Lowes** and **Michael Van der Mark** from the **Pata Yamaha WorldSBK Team** and **Marco Melandri** and **Sandro Cortese** from the **GRT Yamaha WorldSBK Supported Team**. From tarmac to terrain... riders from the official **Yamaha MXGP** teams were also at the event: **Romain Febvre** and **Jeremy Seewer** from the **Monster Energy Yamaha Factory MXGP Team**, and **Gautier Paulin** and **Arnaud Tonus** from the **Monster Energy Wilvo Yamaha MXGP Team**. Special guests included **Tom Pagès**, the 2018 FMX world champion on his Yamaha YZ250, and the big wave surfer **Garrett McNamara**, who has been officially supported by Yamaha Marine during his numerous record-breaking adventures.

The entire event from business to entertainment was presented by the **British sports journalist Immy Barclay**. She is a hugely popular television presenter in the UK and this was her second time working with **Yamaha Motor Europe** having fronted the **2018 EICMA World Press Première**.

*"The core driving force behind the entire event was **"Future Made Together"**, the **creative concept** devised by **Connexia** to highlight the bond between **Yamaha** and its official dealers and the shared values and goals in which they all firmly believe," said **Paolo D'Ammassa**, the **CEO of Connexia**. "A stage show with mega video projection screens and breath-taking LED displays created for the convention auditorium as well as the massive gala dinner venue fully immersed the*

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*guests in the spectacular, infinite world of **Yamaha**, a world that **Connexia** knows well and has learned to tell its story in a uniquely original way."*

Relive the highlights of **Yamaha's 2019 PEDM** at:

<https://www.linkedin.com/feed/update/urn:li:activity:6498547186589069312/>

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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