



# Yamaha delivers connected experience

Yamaha offers remote management  
and security to TMAX drivers,  
powered by Vodafone Automotive.

The future is exciting.

**Ready?**



# Vodafone provides a full range of seamless services for TMAX drivers and a complete telematics solution for Yamaha

When was buying a car or motorbike ever purely a practical decision? For many, the car they drive, the bike they ride, is an emotional decision. Manufacturers have always understood this.

The latest wave of transport innovation seeks to strengthen these emotional ties between owner and vehicle. For Yamaha, this means real-time driving updates, security alerts and personalised usage reports.

## The challenge

### Delivering pan-European telematics service

The automotive industry moves at a blistering pace; to compete effectively, manufacturers need to stay abreast of ongoing technological developments and embrace new ways to enhance the customer experience. One trend that has been gaining significant traction is telematics – the ability to track vehicle usage and location remotely. It is a key trend not only for manufacturers, but also for associated partners such as insurance companies.

Yamaha produces one of Europe's most popular scooters, the TMAX, with sales of nearly 250,000 since its first model launch in 2001. In technology terms, the Yamaha brand aims to be an early adopter and telematics was an area the manufacturer was keen to explore.

Yamaha decided to equip the latest TMAX model with a complete end-to-end telematics service and a new app which shares useful data on the road and remotely. The main challenge was finding a telematics provider that could deploy and deliver that service across Europe in one go.

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A key requirement for Yamaha was to have a smooth and seamless operation in every city and village across Europe, ensuring that the thousands of TMAX 2017 models hitting the road could connect without fail. Vodafone was the only partner that could guarantee a pan-European service with the network coverage and local support required, making it the ideal partner for this project.

## The solution

### Seamless and secure telematics

Vodafone has designed a true end to end telematics solutions for Yamaha that comprises hardware, connectivity, connected vehicle service and customer support. With the latest TMAX SX and DX production models, a telematics unit designed and developed by Vodafone Automotive is installed in the Yamaha line fitment, which guarantees perfect integration into the bike and warranty for the system. When a bike is sold via a dealership, the customer can activate the My TMAX Connect service through a dedicated customer portal and be up-and-running within minutes. Customers get their first year of connectivity free, after which they have the option to renew the service.

The application allows the rider to remotely locate their bike using the bike finder feature, receive an alert when the bike battery is low and activate the horn and blinker remotely as a theft deterrent. Furthermore, the app can monitor riding usage, map bike trips, enable an alert if a set maximum speed limit is exceeded and set a geo fence.

Perhaps most importantly for owners, the TMAX SX and TMAX DX models are protected from theft through the Vodafone Automotive dedicated telematics infrastructure and service support organisation.

## Yamaha's new approach to vehicle ownership means stolen vehicles can be tracked in real-time. It works with Vodafone and the local police to secure recovery.

In case of vehicle theft, the telematics system sends an alert to the Vodafone Automotive Secure Operating Centre which immediately activates the tracking procedure, follows the vehicle movements in real-time and supports local police authorities in the recovery. The service is available 24/7 in 44 European countries.

For Yamaha, it addresses security issues while introducing a more enjoyable customer experience. The brand understands that many modern drivers expect more than simply getting from A to B; the Vodafone Automotive service, in tandem with the app, adds layers of information, analysis and functionality to enhance the journey. It is a hassle-free and reliable solution which Yamaha says is proving popular with customers.

### The future

#### A new approach to motoring

Yamaha's new approach to motoring introduces numerous benefits, not least the ability to track stolen vehicles in real-time. It also provides insight into riding usage, which can then be fed back to the driver and enable smarter, more fuel-efficient driving.

In full compliance with privacy regulations, Yamaha could also receive aggregated data related to driving habits and enhance its product features based on customer preferences and bike usage.

Longer term, extended functionality will see further integration of technologies such as on-board diagnostics to measure engine performance. This will build on the premium brand status Yamaha has created through Vodafone Automotive and the associated app. The hope is that the service will further enhance the customer experience and strengthen consumer loyalty to the Yamaha brand.

With initial feedback being extremely positive, Yamaha is keen to explore how it can extend the use of this innovative service. Working with Vodafone will ensure the company remains at the forefront of new technologies.

### The bottom line

- Vodafone Automotive provides reliable, pan-European telematics service for Yamaha's new TMAX models
- My TMAX Connect enables drivers to monitor usage, remotely access the vehicle and gather information on bike usage
- Stolen vehicles can be tracked in real-time while Vodafone works with local police to secure recovery

#### About Yamaha Motors

- Yamaha Motor Company Ltd was founded in 1955 and has grown to become one of the world's leading manufacturers of motorcycles and scooters
- The company has over 55,000 employees and a turnover of more than 1,700bn Yen
- The Yamaha TMAX is Europe's most popular two-wheeler with sales of nearly 250,000
- [yamaha-motor.eu](http://yamaha-motor.eu)

**[vodafone.com/iot](http://vodafone.com/iot)**

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