

25 years of AMW and Yamaha partnership

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AMW and Yamaha Motor Company celebrate their 25th year of partnership this year and have organised a series of events and programs to show customers their appreciation of their loyalty and support. The first such event, 'Yamaha Day', was held recently and a further 12 events are being planned. Customers will be able to enjoy a Yamaha Riding Challenge Program, Super Service Camp, Big Bike Display and Mini Tour at these events. Customers will also have the opportunity to meet top Indian movie star like John Abrahams at these events. AMW became the distributor of Yamaha motorcycles in 1981 and is now responsible for a wide range of products including motorcycles, power products and outboard motors.



L-R Ito Yoshiyuki, Manager of Sales and Marketing, Japan; Hori Koshi, General Manager Sales; Thilak de Soysa, Deputy Chairman and Managing Director, AMW, and John Abraham, Brand Ambassador for Yamaha.