



**Yamaha Motor Australia**

**Yamaha Motor New Zealand**

**Dealer Website Policy**

**Confidentiality**

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Yamaha Motor New Zealand Ltd



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## 1 Dealers Independent Website

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In accordance with clause 11.8 (a) of the Australian Franchise Agreement [Standard Terms and Conditions](#) and clause 9.8 of the New Zealand Dealer Agreement, below are the Yamaha standards and requirements for a Yamaha dealerships own independent website separate to the YMA/YMNZ dealer locator landing page.

- All current Yamaha logos must be visible on the website relevant pages as outlined below and must not link away from your site.  
[Logos](#) are located on the [DAM Marketing platform](#) to be downloaded and are strictly for use as per the VI manual.
  - Yamaha also offer an API integration (Application Program Interface) for dealers who wish to have Product information, News, Events & Promotions directly uploaded to their site from Yamaha's website to save valuable time manually creating and removing them.
    - ❖ To obtain these feeds, please, contact your Sales Field Representative to discuss this feature.
    - ❖ Should you have any technical issues integrating the API, please contact the [IT helpdesk](#).
- Dealers who have a multi franchise website with a competitor product specific url address (ie [www.smithfieldharleydavidson.com.au](http://www.smithfieldharleydavidson.com.au)), must also have an active Yamaha url address (ie [www.broomeyamaha.com.au](http://www.broomeyamaha.com.au)) which also directs to their website at all times.
  - Websites can have more than one url address (aka domain name) pointing to one website;
  - All url addresses remain live based on a subscription and require renewal upon expiry. The expiry date is set when you originally purchase/renew the url;
  - Yamaha encourages all dealers to have a Yamaha url website address directed to their website to help boost their search engine optimization/google ranking.

## 1.1 Home Page

**Home** page to display the Yamaha Slogan logo mark equal in size and representation to other brands represented on the Home page;



### LOGO VI:

- The Tuning Fork must be at least 7 mm in diameter. And the Yamaha letters must be at least 6 mm high. Total width of the trademark (Tuning Fork logo and Yamaha letters) should be a minimum of 33 mm.



- Keep the space around the Yamaha Logo mark by at least a half of the diameter of the Tuning Fork Mark for the visible independency.



- The 3D Yamaha logo mark can be displayed on all other pages throughout the website



LOGO VI:

- Sufficient space is required in order to maintain visibility and isolation of the Yamaha Logo mark, since it is the symbol of Yamaha.
- Keep the space around the Yamaha Logo mark by at least a half of the diameter of the Tuning Fork Mark for the visible independency.



## 1.2 YMF / YMI

The YMF and YMI logos must be displayed on the Home page and on any Finance & Insurance pages within the Dealer's own website;



### 1.3 Authorised Service

The Yamaha Authorised Service logo must be displayed on the Service page if present; alternatively Parts page if present; alternatively Home page;



### 1.4 Genuine Parts & Accessories

The Yamaha Genuine Accessories logo must be displayed on both Parts & Accessories pages & Service pages; alternatively Home page;



## 1.5 Multi Location Sites


- All new Yamaha product is to be clearly identified by its authorised selling location with no association to other brands.
- Multi location dealer websites to clearly indicate the brands distributed from each dealership.  
Multi brand logos cannot be displayed together without their associated location identified on the same page. Example:

### Brands Location

ABC Motorcycles have five locations in New South Wales including **Sydney - George St, Parramatta - Scott St, Chatswood, Manly and Hornsby.**


#### New South Wales Stores

**CBD Motorcycles** [\[Details\]](#)  
106 George St, Sydney CBD, NSW, 2000




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**Parramatta Motorcycles** [\[Details\]](#)  
18 Scott St, Parramatta, NSW, 2150




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**Chatswood Motorcycles** [\[Details\]](#)  
494 Pacific Hwy, Chatswood, NSW, 2067




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**Manly Motorcycles** [\[Details\]](#)  
856 Pittwater Rd, Manly, NSW, 2095



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**Hornsby Motorcycles** [\[Details\]](#)  
856 Pittwater Rd, Manly, NSW, 2077

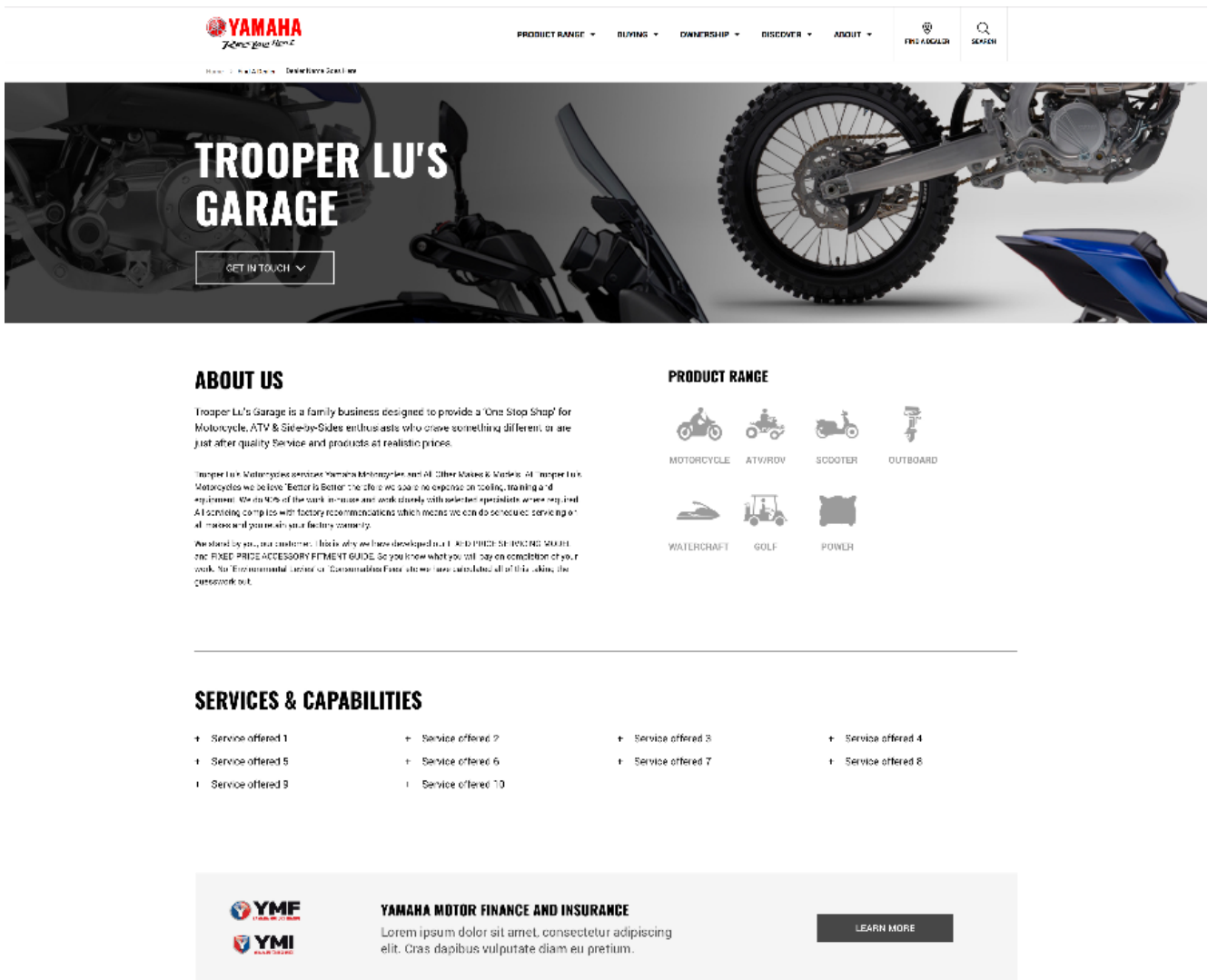


## 2 Yamaha Dealer Locator Landing Page

Yamaha has invested in building a landing page on the YMA/YMNZ dealer locator for our dealers to introduce themselves to the public. This page consists of an “About Us” section and allows customers to find dealer contact details, trading hours, location map and contact details.

This is a static page for Yamaha dealer information only, this cannot be amended to include any other brands or links which the dealer may have at the same location.

Should you require any contact information updates, please contact [franchising@yamaha-motor.com.au](mailto:franchising@yamaha-motor.com.au).



The screenshot shows a website landing page for 'Trooper Lu's Garage'. At the top is the Yamaha logo and a navigation menu with items like 'PRODUCT RANGE', 'BUYING', 'OWNERSHIP', 'DISCOVER', 'ABOUT', 'FIND A DEALER', and 'SEARCH'. Below the navigation is a large hero image of a motorcycle with the text 'TROOPER LU'S GARAGE' and a 'GET IN TOUCH' button. The main content area is divided into two columns. The left column is titled 'ABOUT US' and contains text describing the business as a family-run shop for Yamaha and other brands, offering quality service and products. The right column is titled 'PRODUCT RANGE' and features icons for Motorcycle, ATV/ROV, Scooter, Outboard, Watercraft, Golf, and Power. Below this is a 'SERVICES & CAPABILITIES' section with a grid of 10 service items, each with a plus icon and a number. At the bottom, there is a 'YAMAHA MOTOR FINANCE AND INSURANCE' section with the YMF and YMI logos, a brief description, and a 'LEARN MORE' button.



## PROMOTIONS



## GET IN TOUCH

Trooper Lu's Garage, just off the M5 at Moorebank, NSW, is here to help make motorcycling a way of life!

☎ 02 9602 3773

☎ 02 9602 4538

✉ [info@trooperlu.com.au](mailto:info@trooperlu.com.au)

VISIT WEBSITE

First Name\*

Last Name\*

Email\*

Website\*

Brand & Type

Message\*

I'm not a robot



SUBMIT

## FIND US



Units 1-3, 80 Heathcote Rd (Behind the BP Service Station)  
Moorebank, NSW, 2170

### OPENING HOURS

Mon: 9:00am – 5:30pm  
Tues: 9:00am – 5:30pm  
Wed: 9:00am – 5:30pm  
Thurs: 9:00am – 5:30pm  
Fri: 9:00am – 5:30pm  
Sat: 9:00am – 3:00pm  
Sun: Closed

### SERVICE DEPARTMENT HOURS

Mon: 9:00am – 5:30pm  
Tues: 9:00am – 5:30pm  
Wed: 9:00am – 5:30pm  
Thurs: 9:00am – 5:30pm  
Fri: 9:00am – 5:30pm  
Sat: 9:00am – 3:00pm  
Sun: Closed