

GEAR[®]
SHIFT

GEARSHIFT®



yamaha-motor.com

Yamaha Corporate Website

3 -7-2018

Goals of New Website:

- Funnel organic visitors to proper websites
- Incorporate “One Yamaha”
- Increase traffic to product pages
- Increase ‘Find A Dealer’ searches
- Improve SEO rankings

Site Functions

Exterior Product Links

- Motorcycle
- ATV
- Side by Side
- Snowmobile
- Power Products
- WaveRunner
- Boats
- Marine
- Golf Car
- Helicopter (NEW)
- Power Assist Bicycle
- Parts & Accessories

Additional Exterior Links

- Yamahanavi (new wheel chair)
- Yamaha Extended Service
- Yamaha Music and Electronics
- Global Yamaha Motor
- Product Recalls

Interior Links

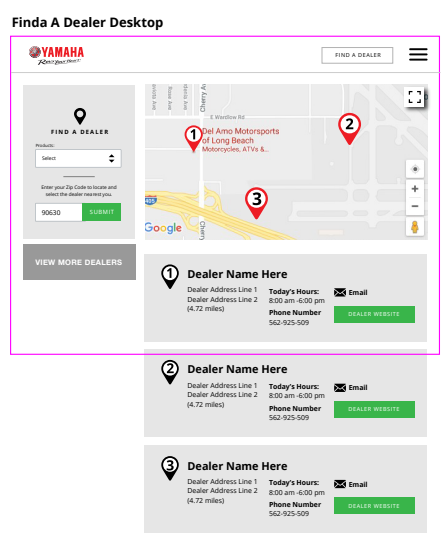
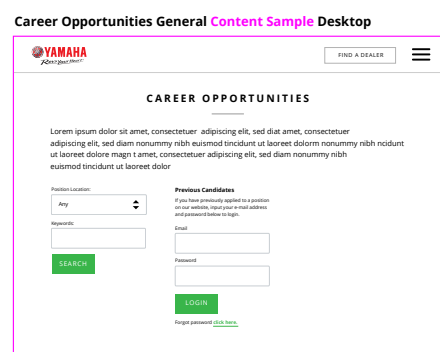
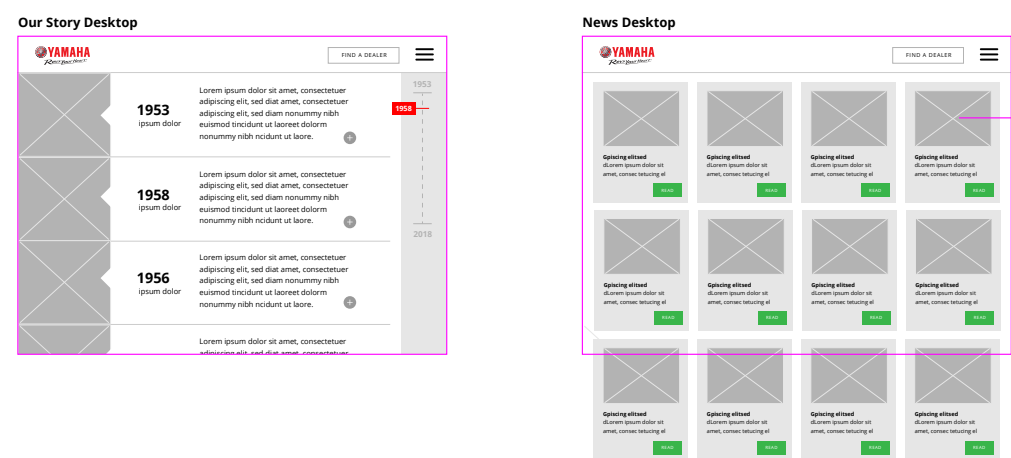
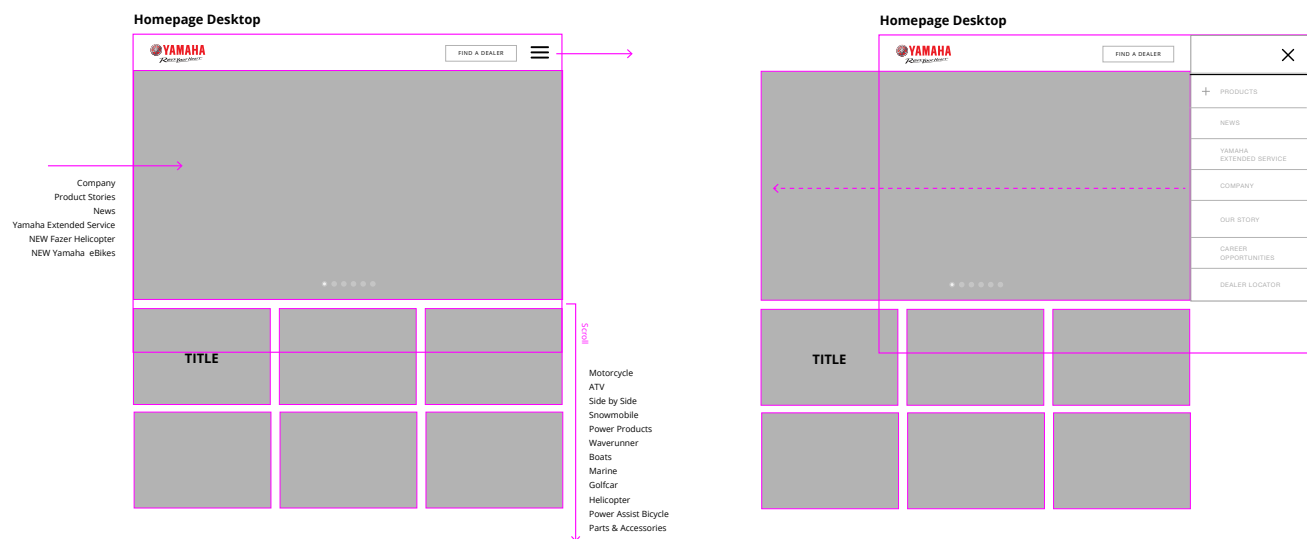
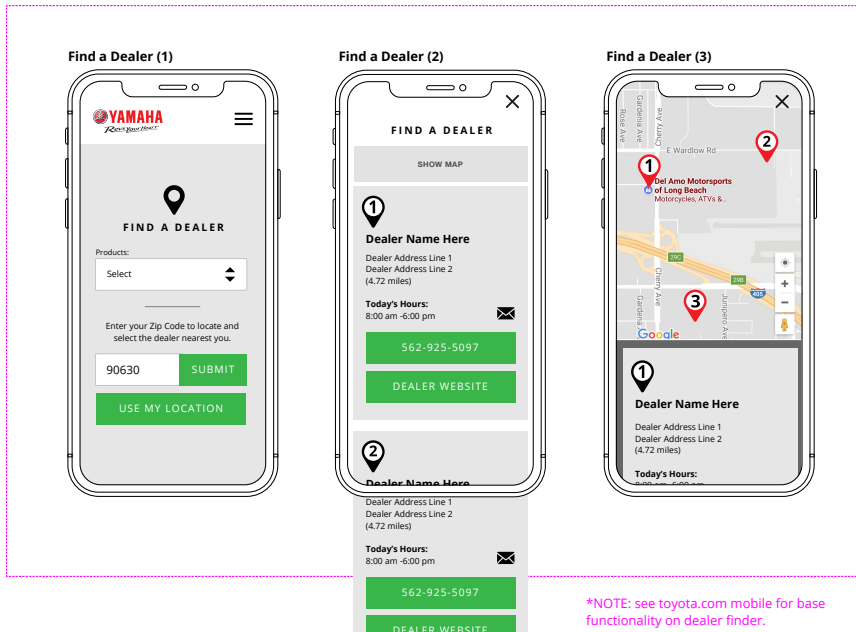
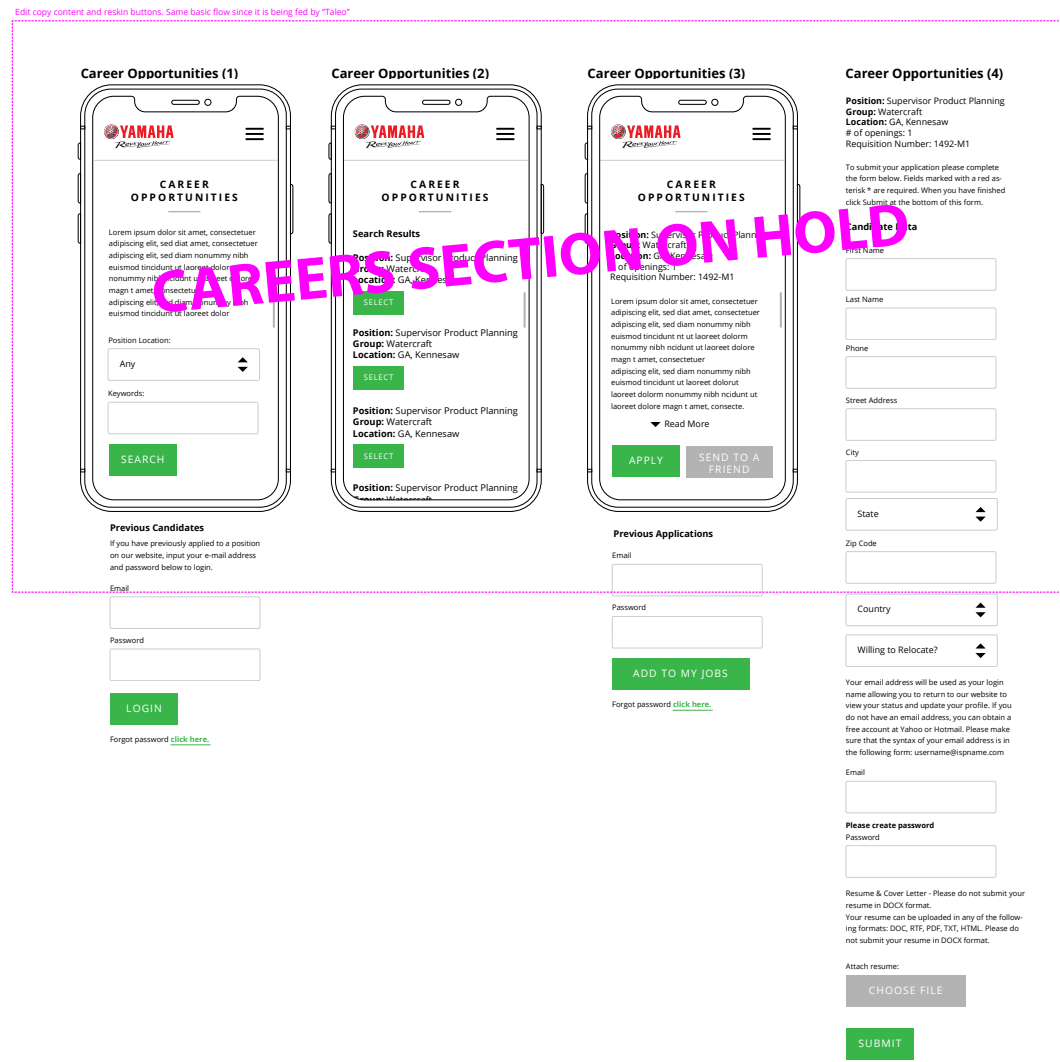
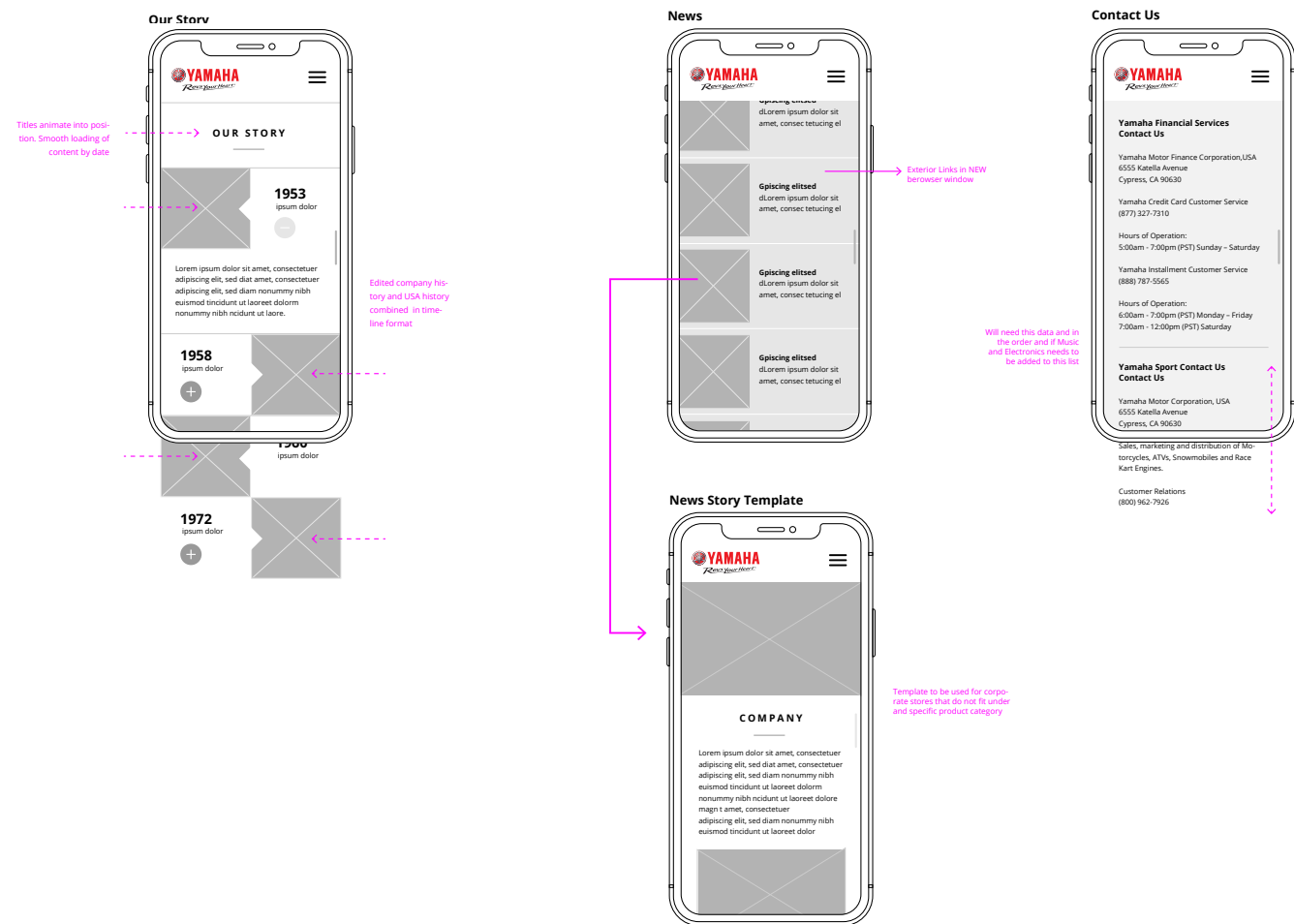
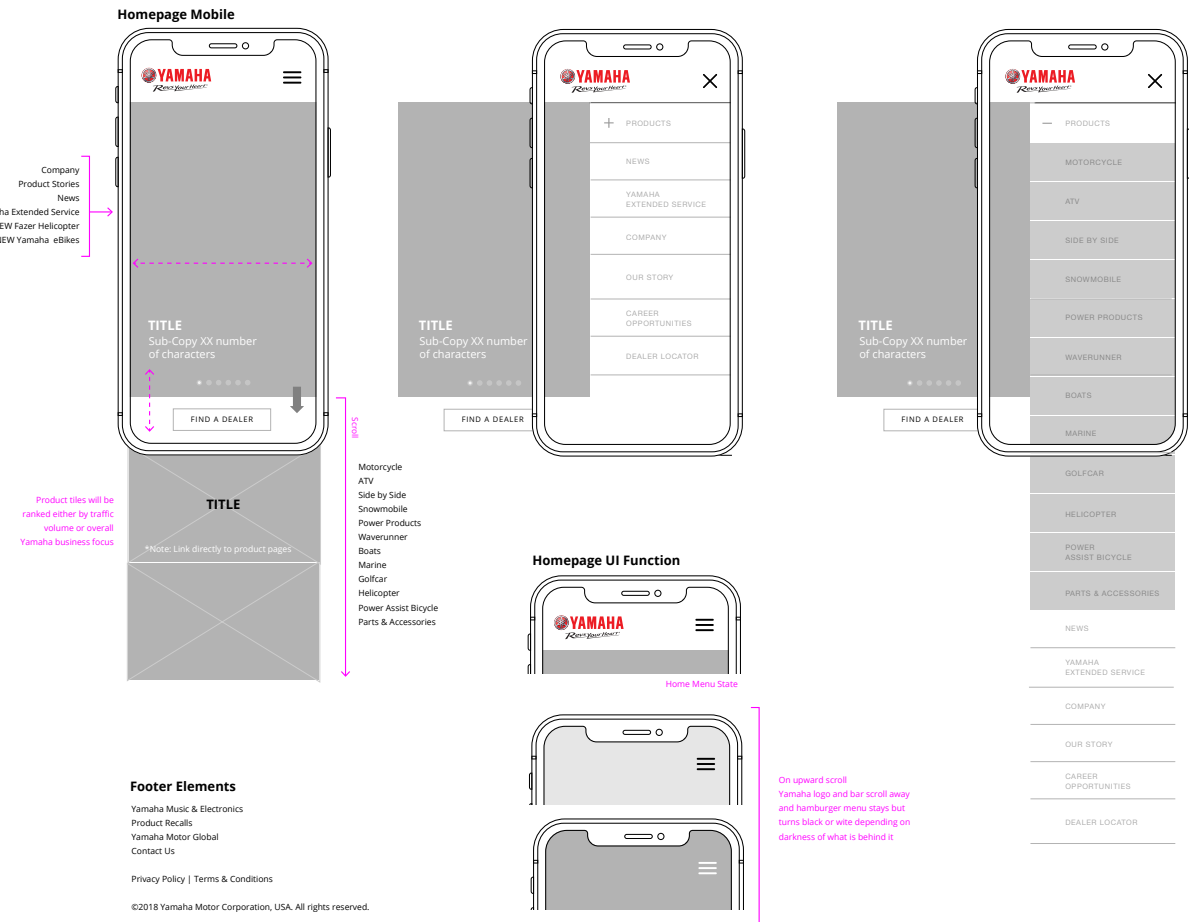
- Company / History / Timeline
- Product Stories (# of stories TBD)
- News
- Contact Us
- Privacy
- Terms & Conditions
- Become a Dealer (TBD)

Additional Features

- Find a Dealer
- Site Search
- Career Page

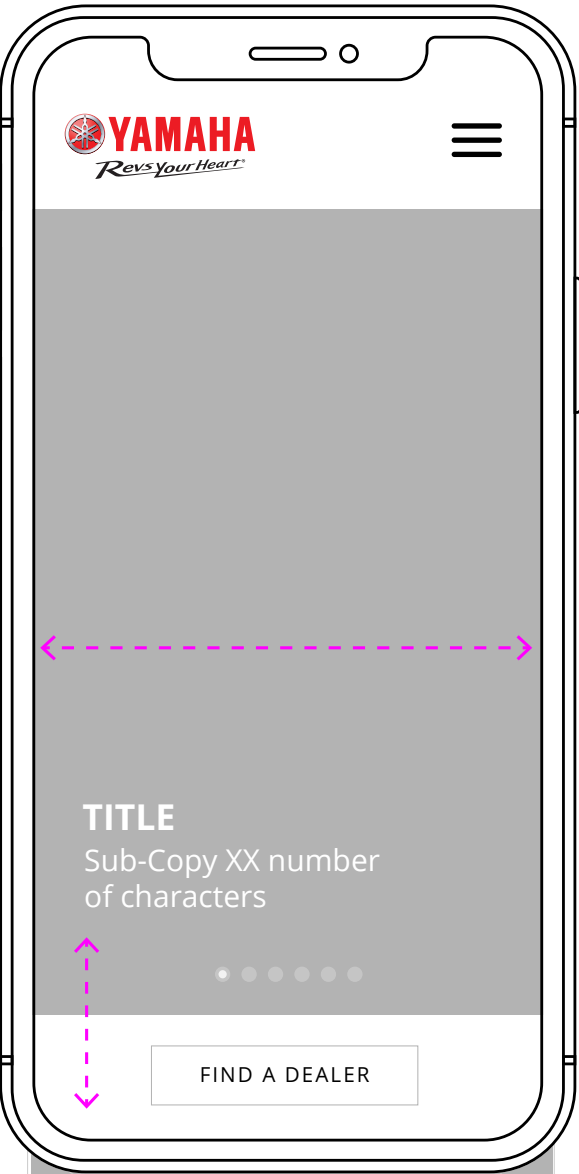
Footer items and or desktop only

Wireframe Version 4

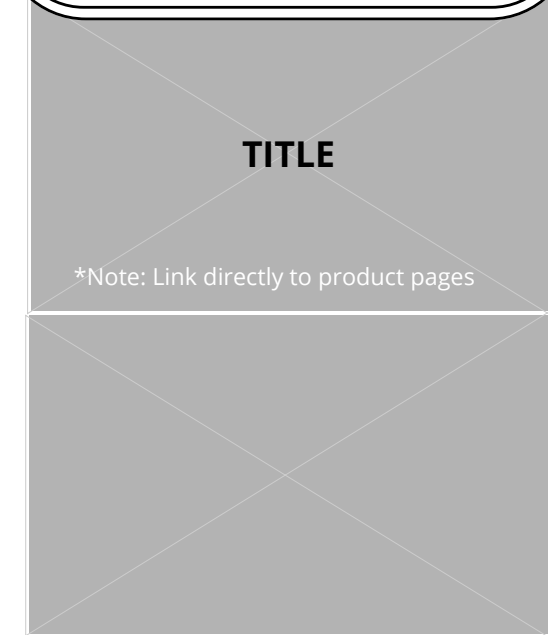


Homepage Mobile

Company
Product Stories
News
Yamaha Extended Service
NEW Fazer Helicopter
NEW Yamaha eBikes

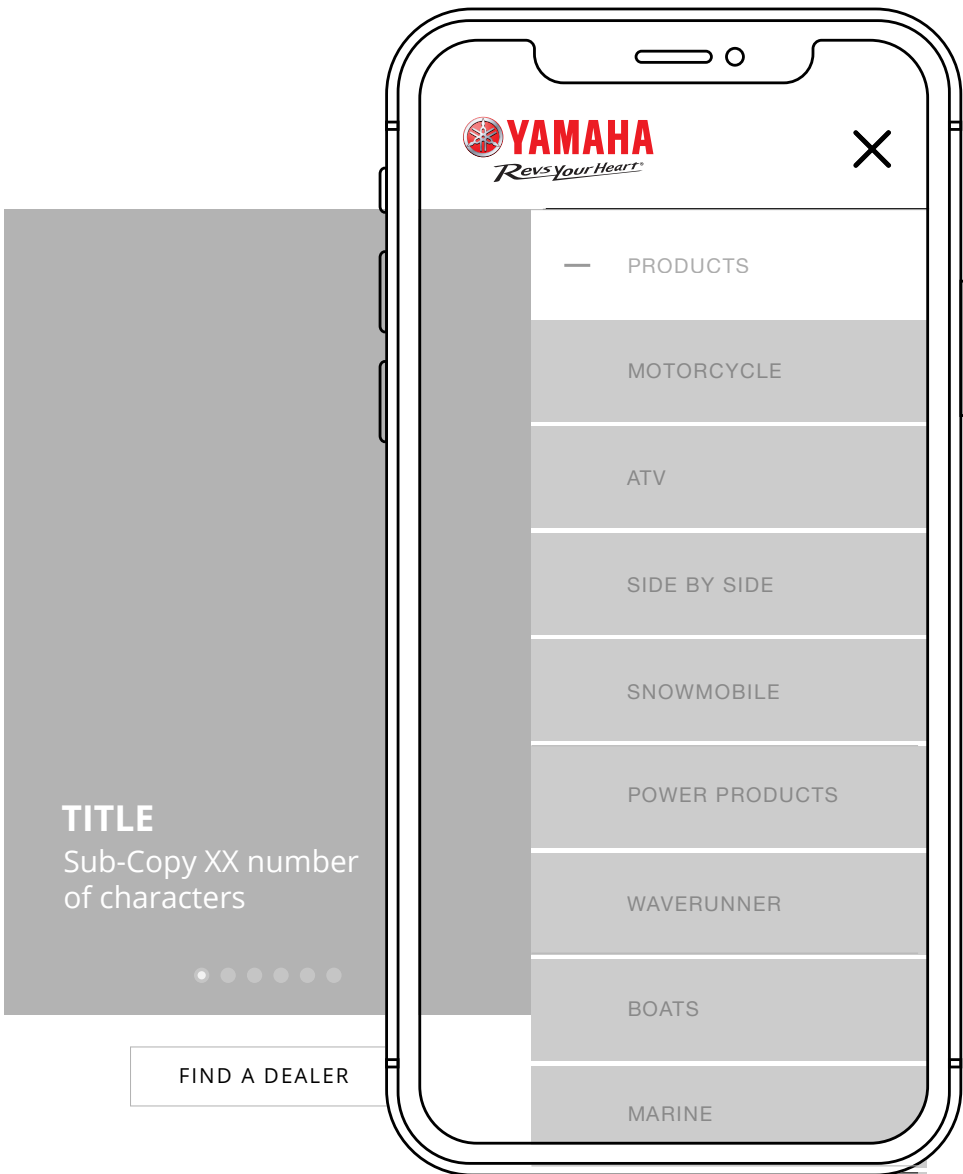
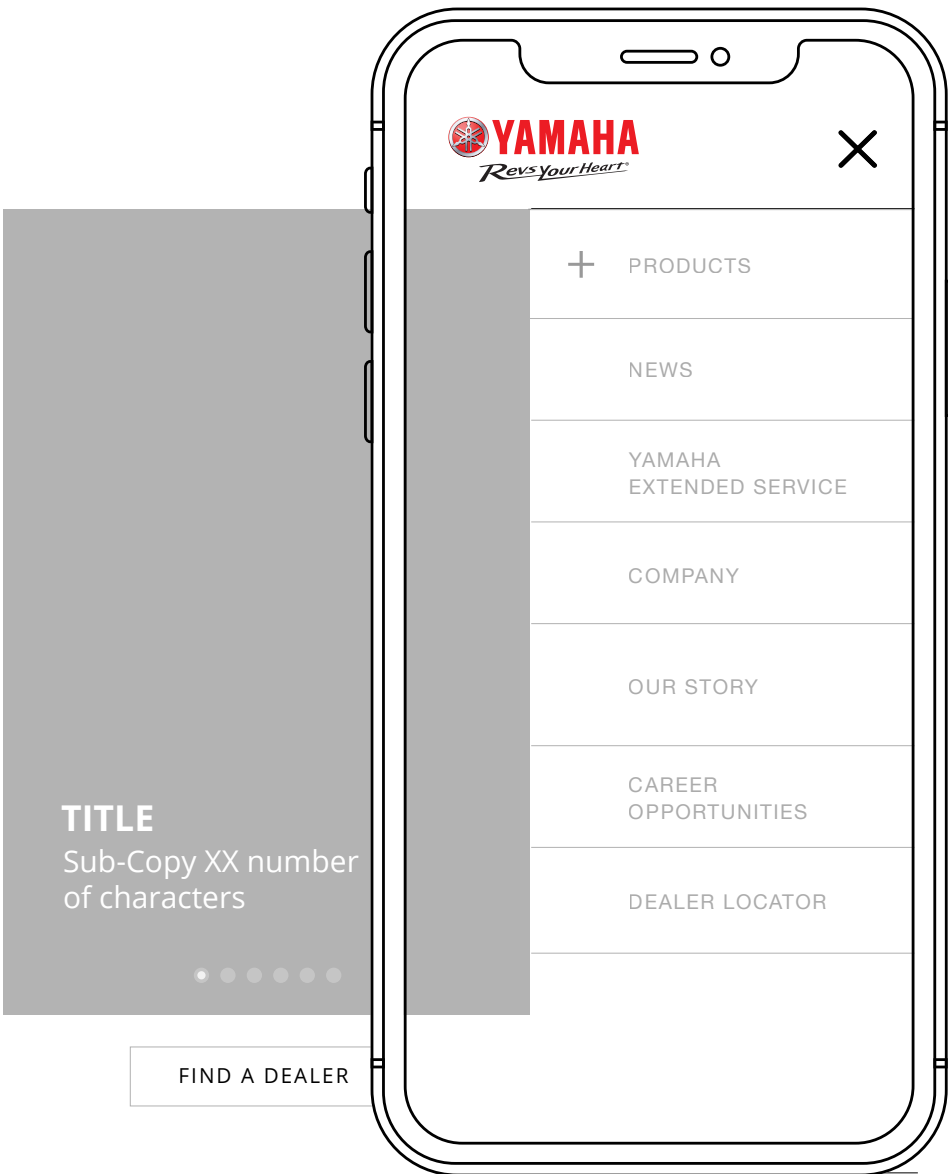


Product tiles will be ranked either by traffic volume or overall Yamaha business focus



Scroll

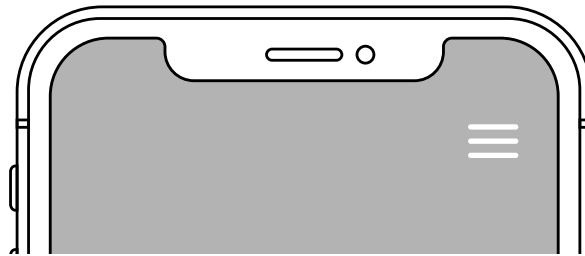
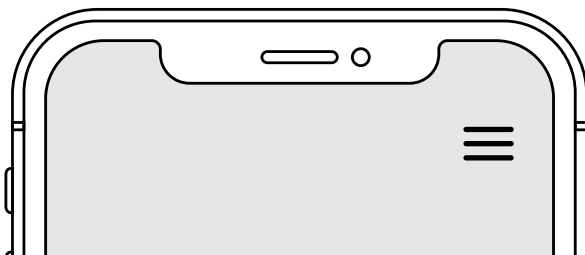
- Motorcycle
- ATV
- Side by Side
- Snowmobile
- Power Products
- Waverunner
- Boats
- Marine
- Golfcar
- Helicopter
- Power Assist Bicycle
- Parts & Accessories



Homepage UI Function



Home Menu State



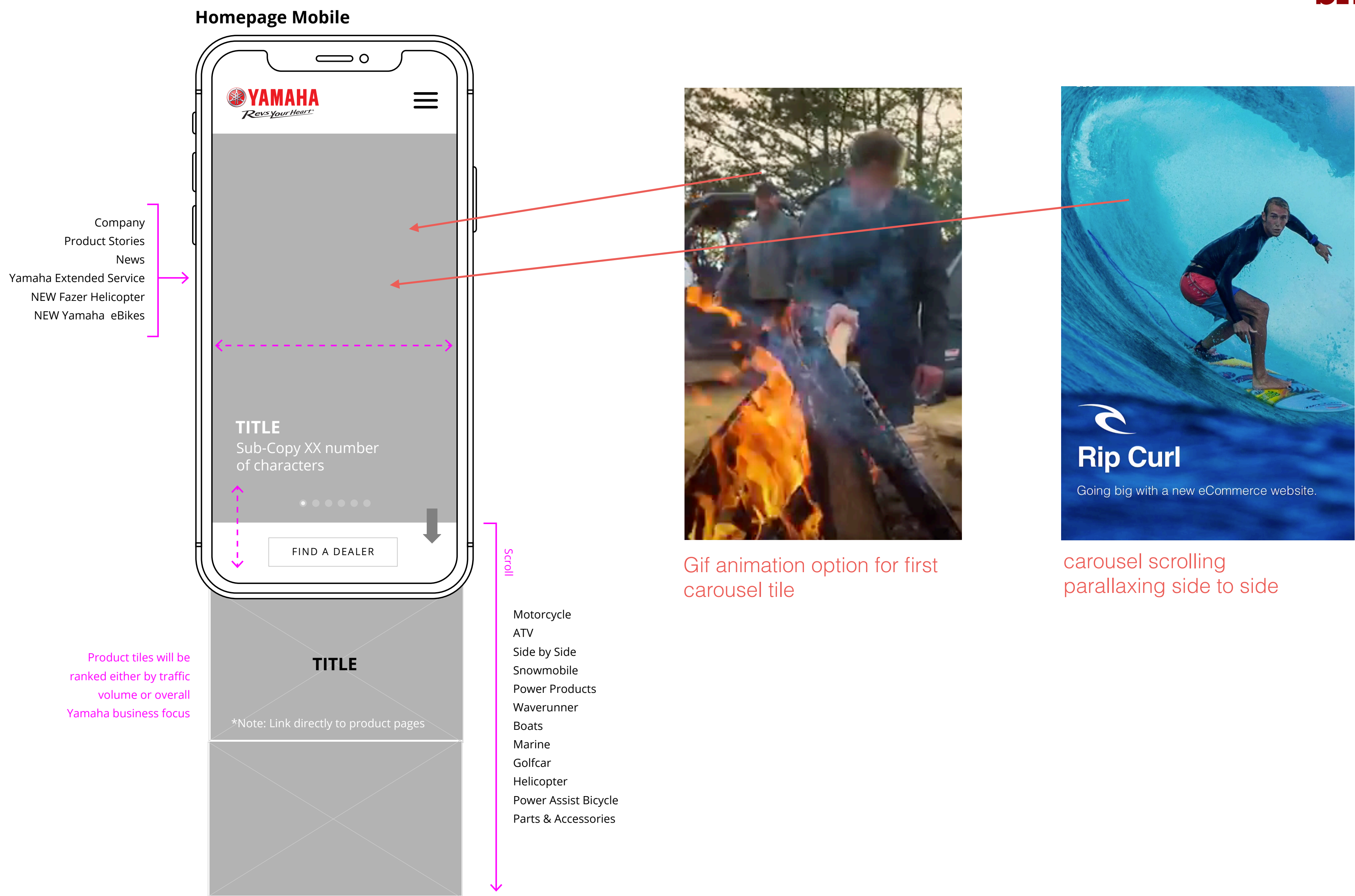
On upward scroll
Yamaha logo and bar scroll away
and hamburger menu stays but
turns black or wite depending on
darkness of what is behind it

Footer Elements

Yamaha Music & Electronics
Product Recalls
Yamaha Motor Global
Contact Us

Privacy Policy | Terms & Conditions

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CLIENT STILL ON THE FENCE ABOUT HEADER/NAV SCROLLING OUT OF VIEW.

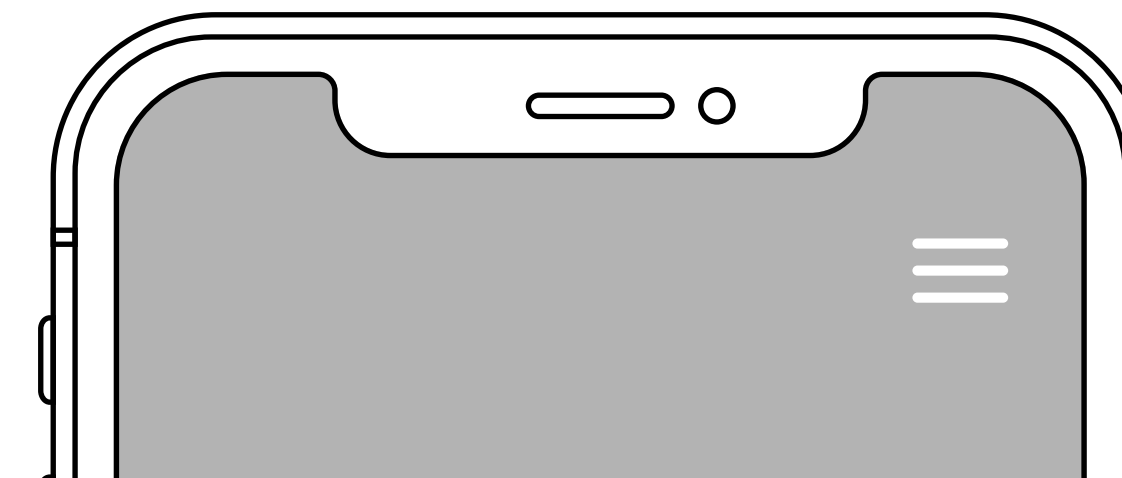
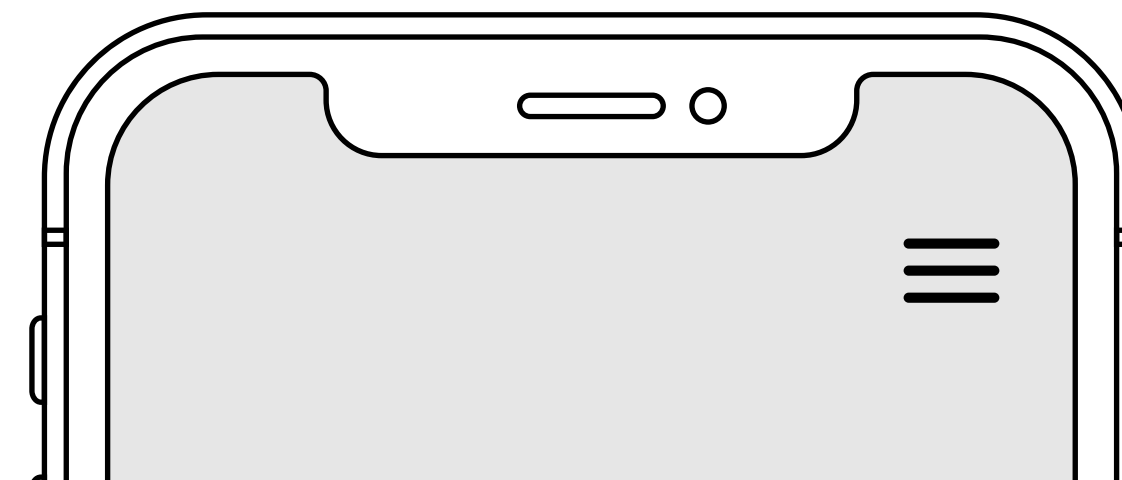
Homepage UI Function



Home Menu State



Mobile nav states/animation sample. "Menu is only element that shows on upward scrolling, turns to white or black depending on background color"



On upward scroll
Yamaha logo and bar scroll away
and hamburger menu stays but
turns black or white depending on
darkness of what is behind it

Homepage Desktop



Gif animation option for first carousel tile

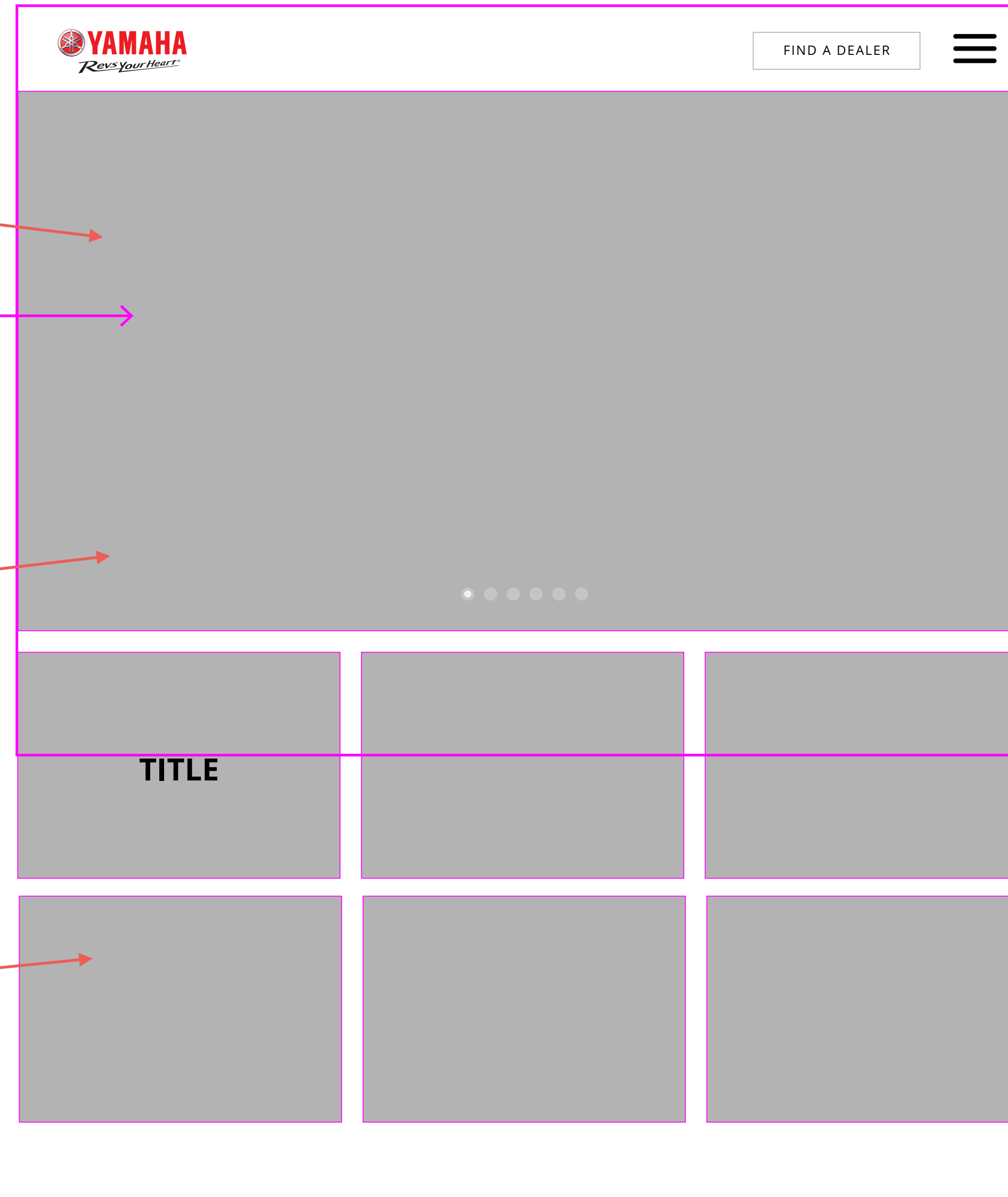


carousel scrolling parallaxing



roll-over state on desktop

Company
Product Stories
News
Yamaha Extended Service
NEW Fazer Helicopter
NEW Yamaha eBikes



Scroll

Motorcycle
ATV
Side by Side
Snowmobile
Power Products
Waverunner
Boats
Marine
Golfcar
Helicopter
Power Assist Bicycle
Parts & Accessories

Homepage Desktop



FIND A DEALER

×

+

PRODUCTS

NEWS

YAMAHA
EXTENDED SERVICE

COMPANY

OUR STORY

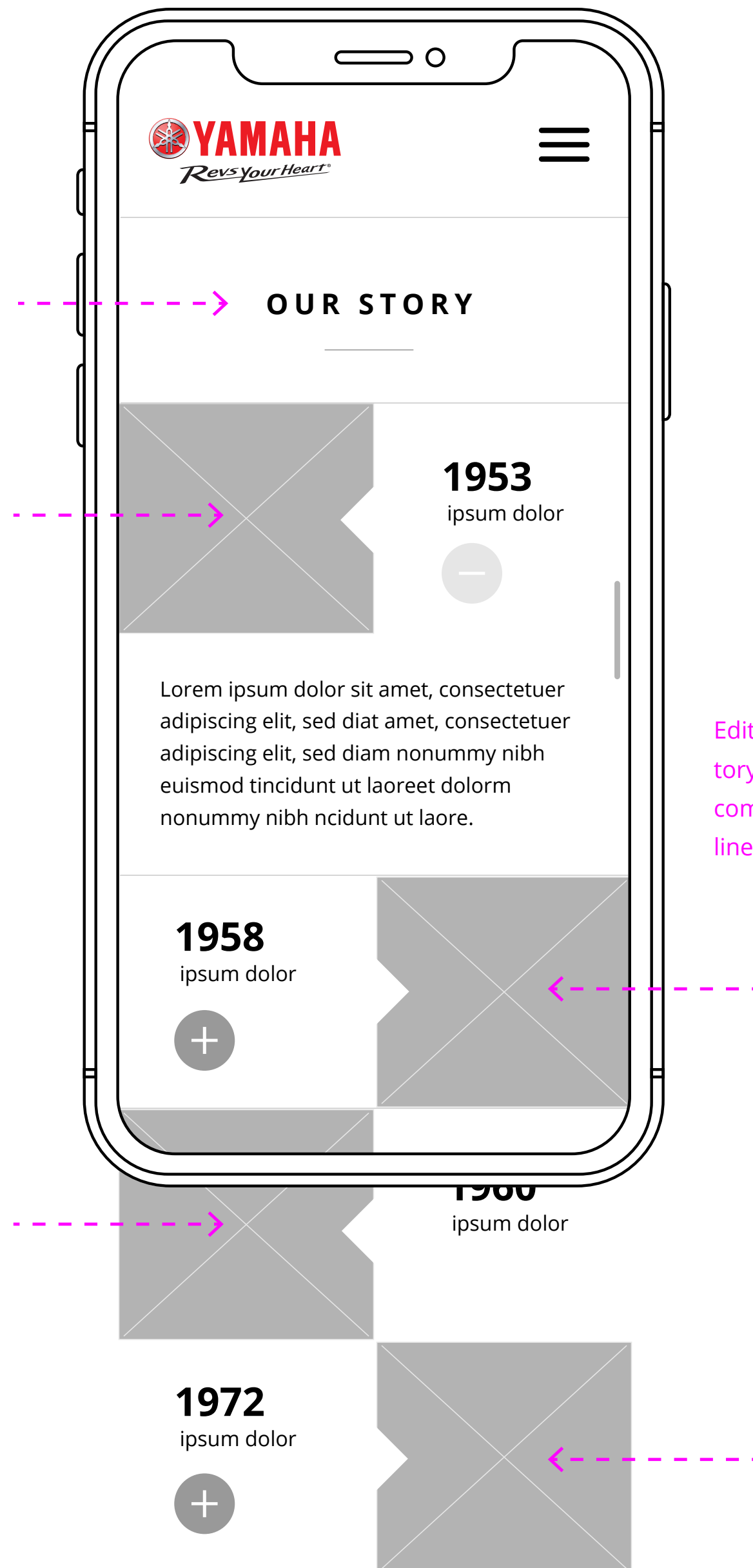
CAREER
OPPORTUNITIES

DEALER LOCATOR

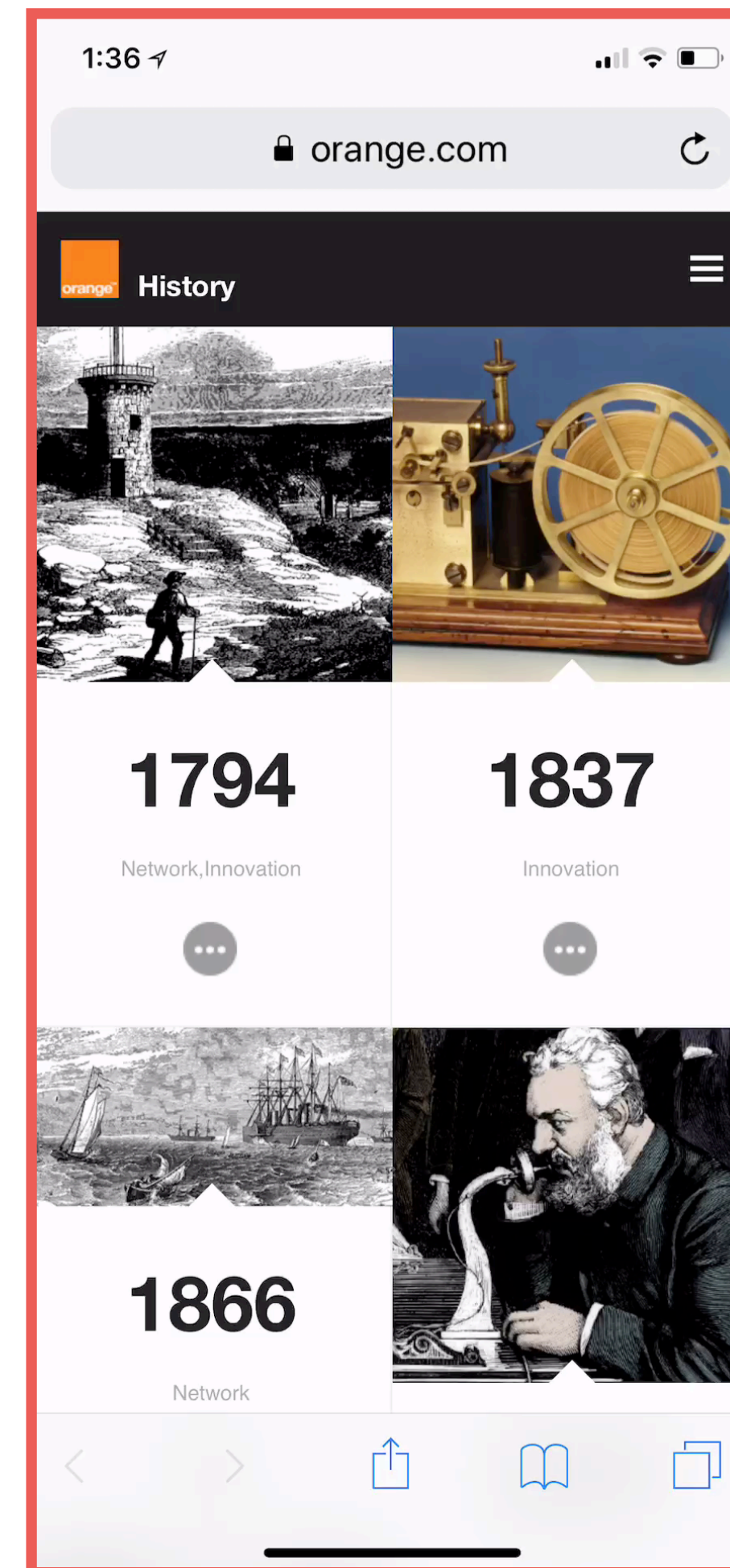
TITLE

Our Story

Titles animate into position. Smooth loading of content by date



Edited company history and USA history combined in timeline format



Proposed animation for mobile breakpoint

Our Story Desktop



FIND A DEALER

1953

ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolorm nonummy nibh ncidunt ut laore.

1958

ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolorm nonummy nibh ncidunt ut laore.

1956

ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolorm nonummy nibh ncidunt ut laore.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolorm nonummy nibh ncidunt ut laore.

1953

1958

2018

Secure | https://www.orange.com/sirius/histoire/en/history/

orange

History

History highlights | Full history | The Orange line | En

1794

First telegraph message transmitted over the Lille-Paris line: birth of Chappe's optical telegraphy

Network, Innovation

1837

Birth of electrical telegraphy

Innovation

1879

First telephone subscribers in

1896

Guglielmo Marconi makes the first wireless telegraph transmissions

1906

Development by Lee de Forest of the triode tube, the roots of broadcasting and the first long-distance telephone connections

Innovation

1929

Creation of the Ministry of Postal, Telegraph and Telephone (PTT)

1866

First transatlantic telegraph cable

Network

1876

On 14 February, Alexander Graham Bell lodges the first telephone patent

Innovation

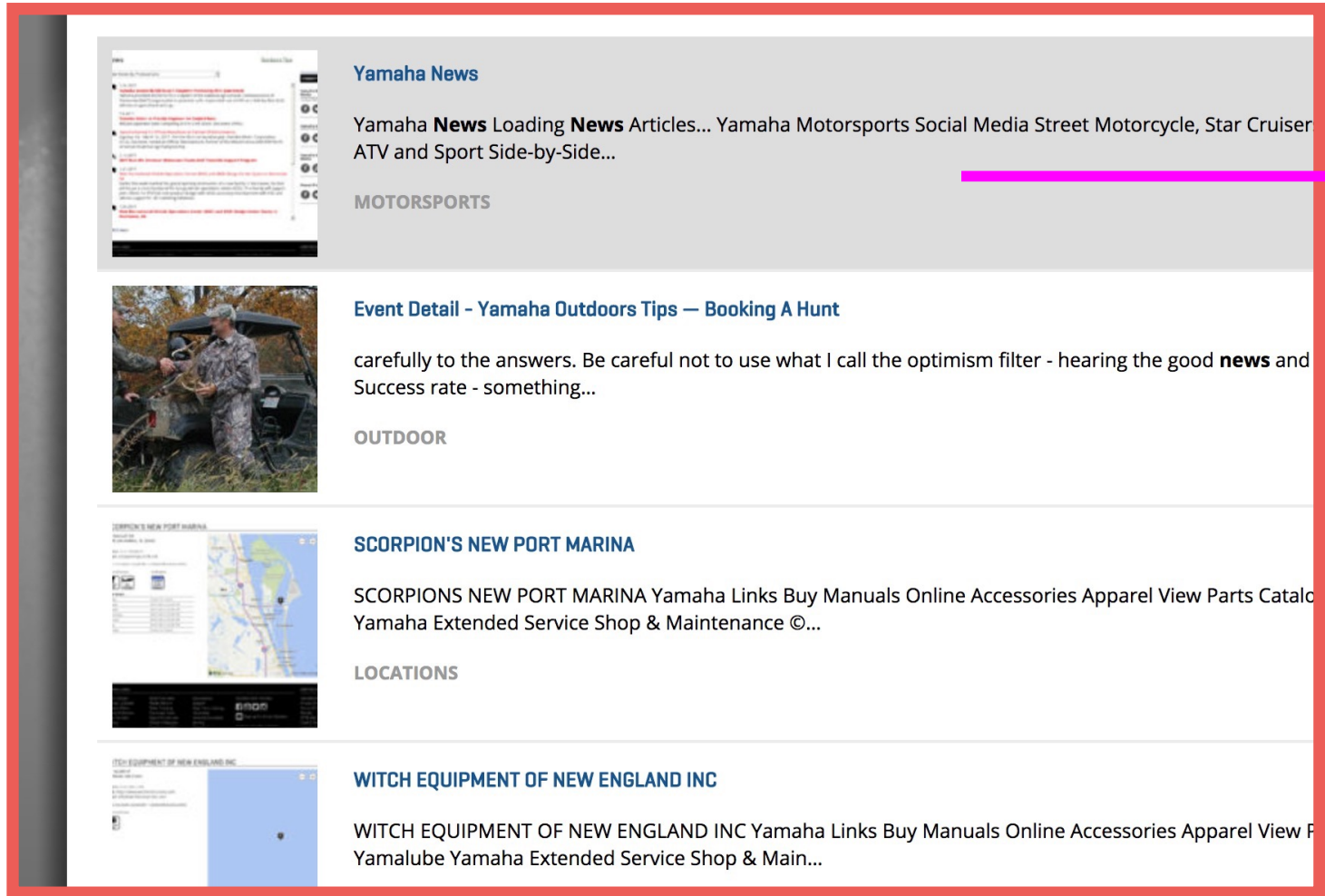
1794

2017

TOP

Proposed animation for desktop breakpoint

News

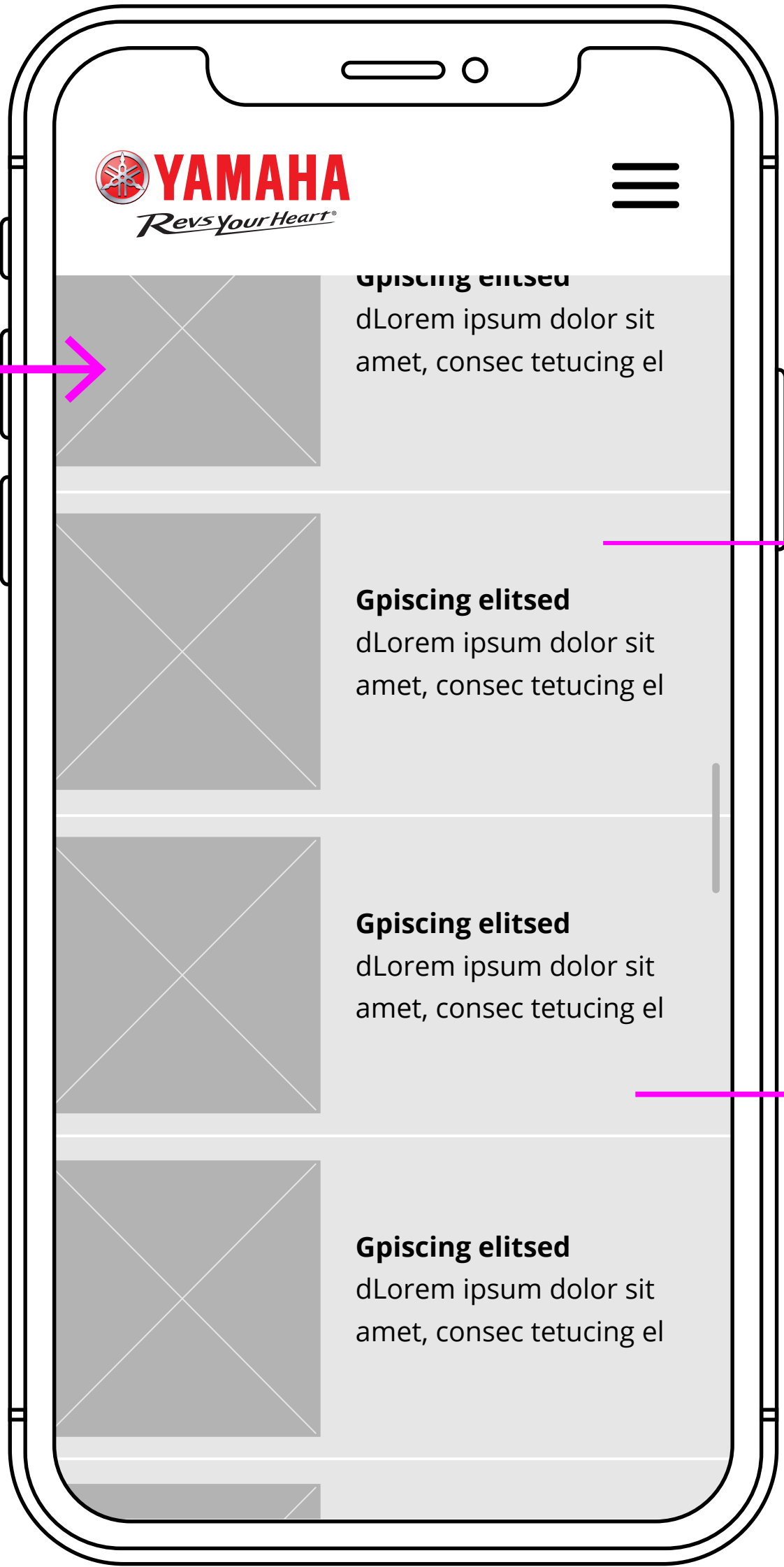


CMS ability to update top 20

- Headline
- Image
- URL

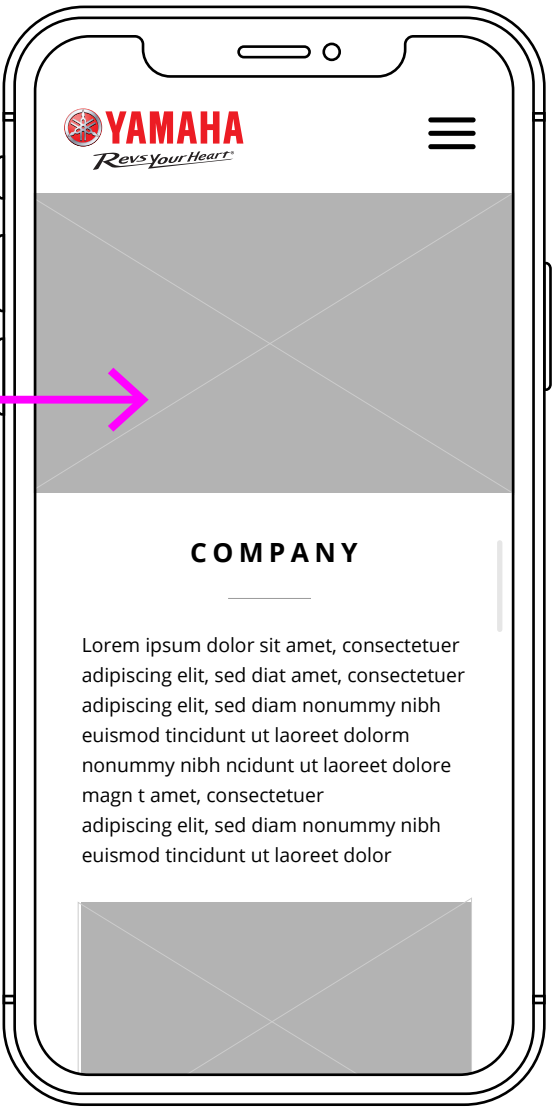
URL from:

<https://www.yamahamotorsports.com/motorsports/search?addsearch=news>
<https://www.yamahawaverunners.com/news/>
<https://yamahaoutboards.com/en-us/utility/news>
<https://www.yamahagolfcar.com/pressroom/>



Exterior Links in NEW
berowser window

News Story Template



Template to be used for corpo-
rate stores that do not fit under
and specific product category

Sample Story Template

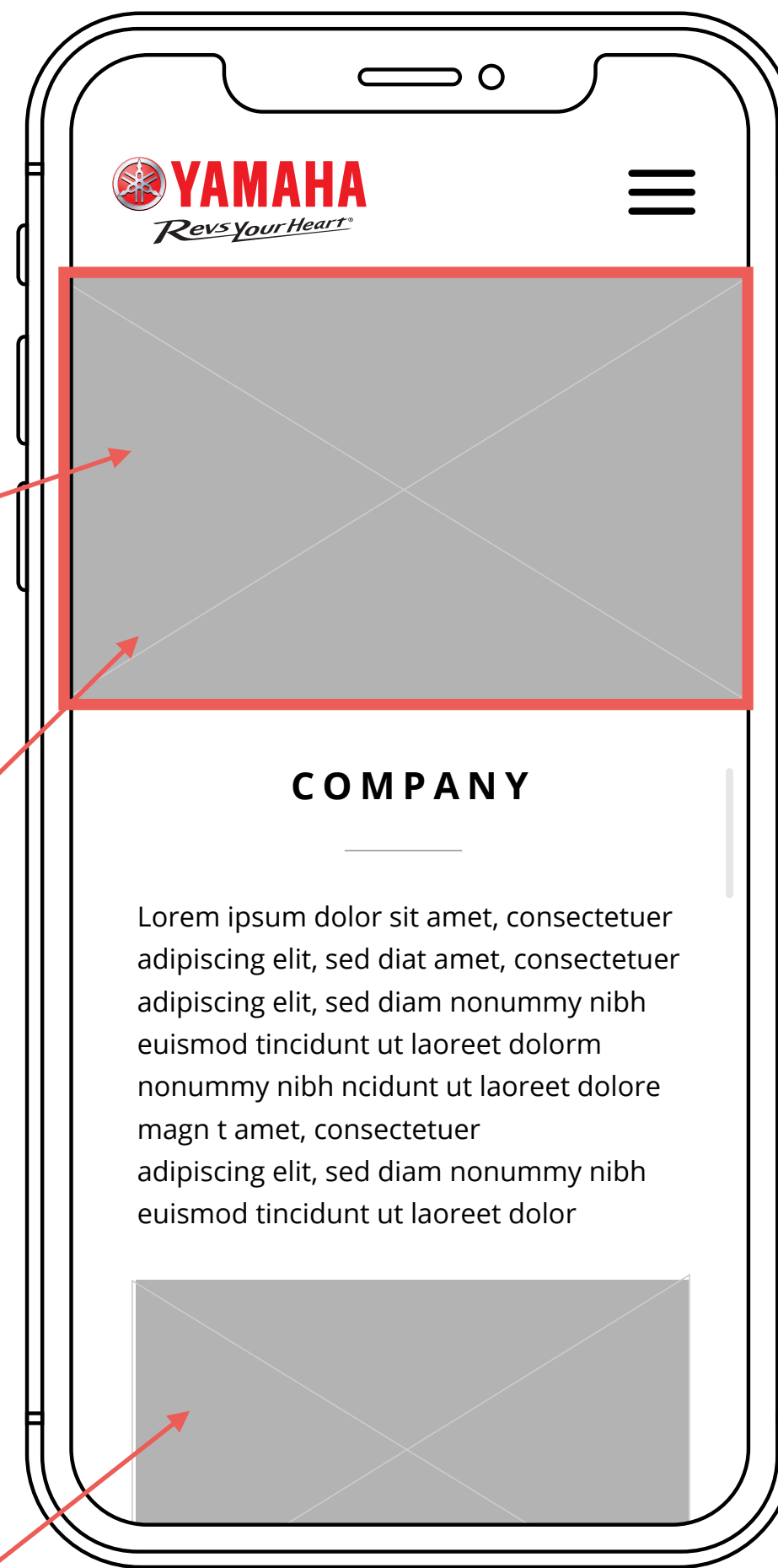


Static with link to Modal or Gif animation
no sound loop

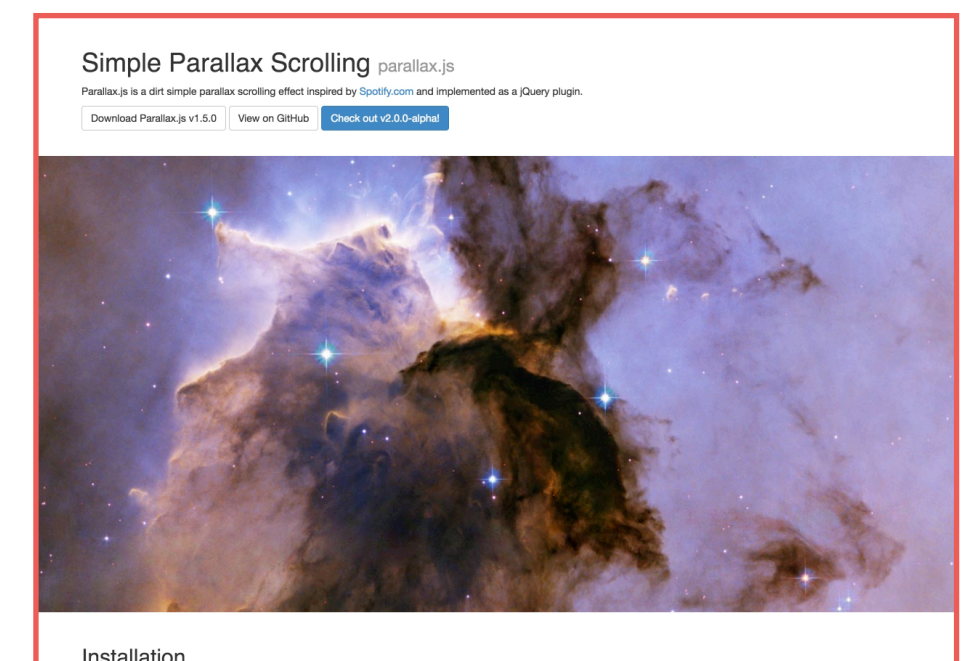
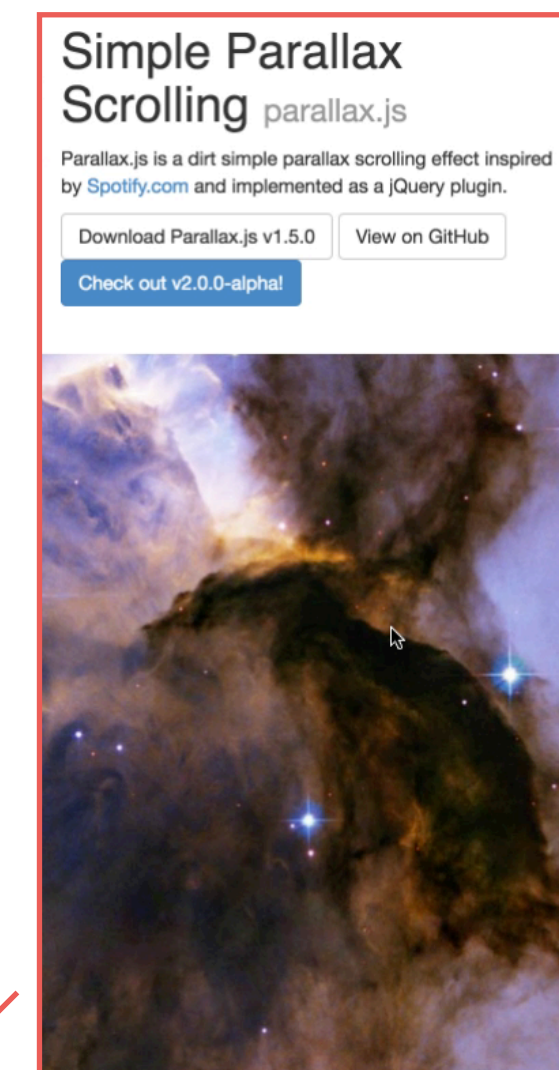


Optional video with Modal playback

Stationary panel in CMS

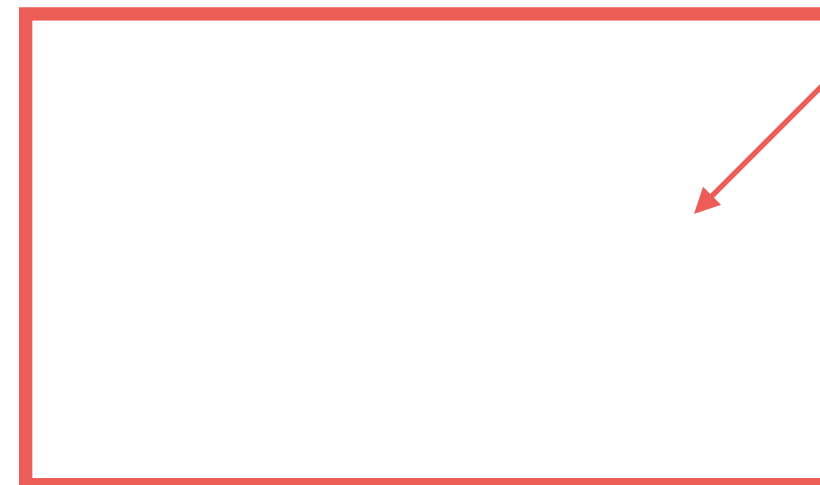


Parallax option within
story template



Parallax desktop/tablet sample

Parallax image panel in
CMS for both mobile, tablet
and desktop

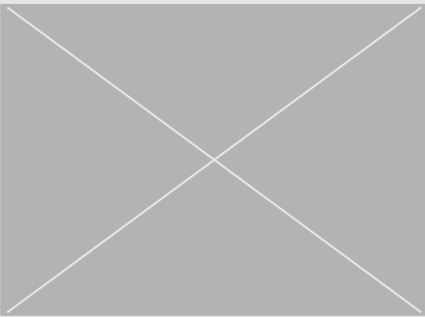


News Desktop



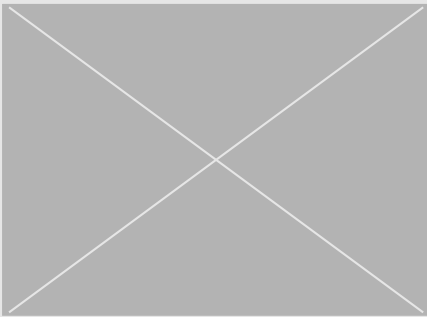
FIND A DEALER

☰



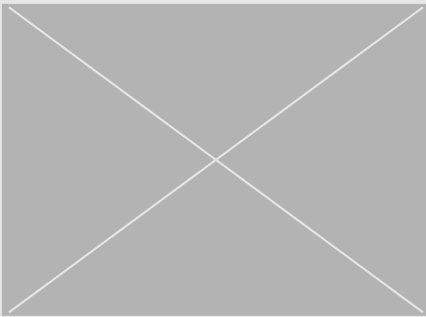
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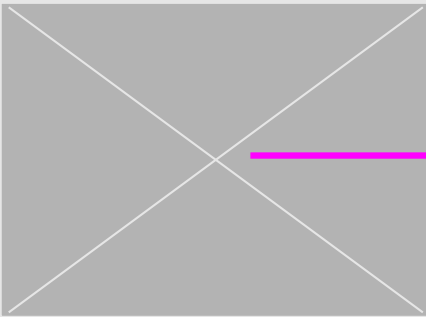
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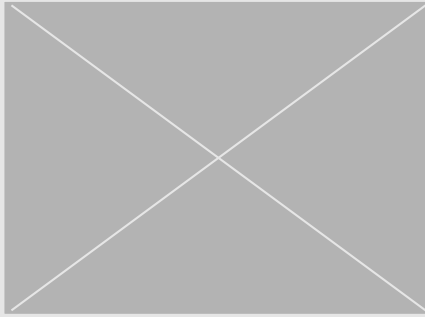
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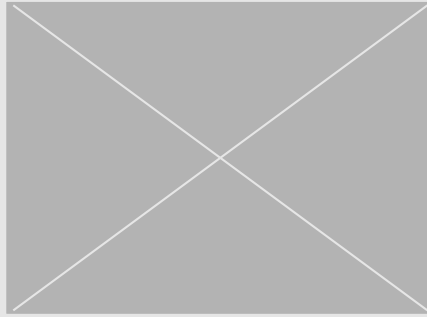
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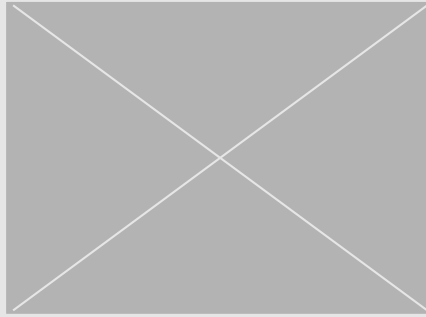
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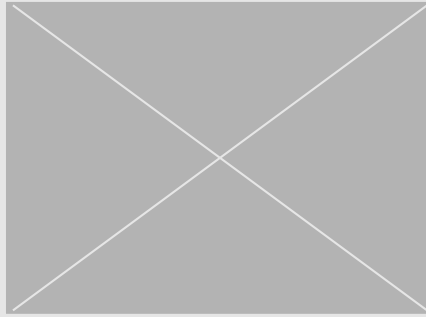
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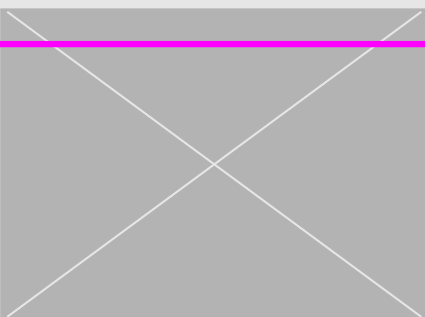
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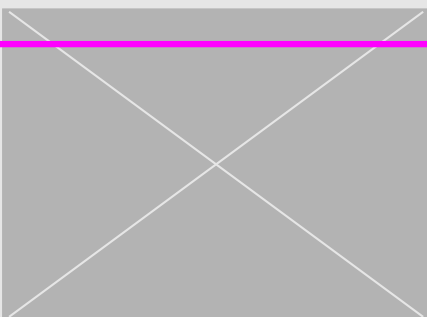
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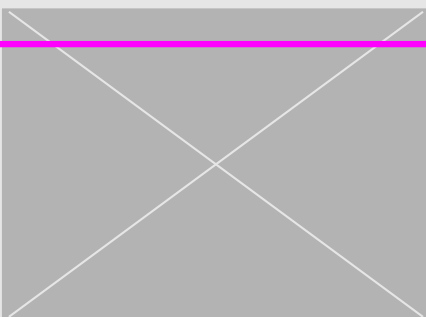
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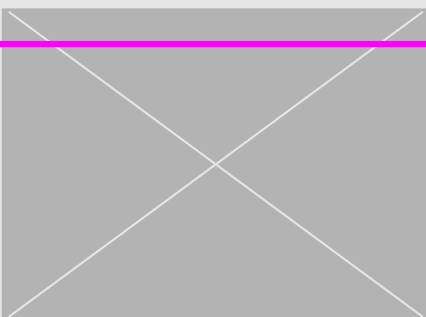
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READ



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READ



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READ

Exterior Links in NEW
browser window

Skin for mobile

Email



Edit copy content and re-skin buttons. Same basic flow since it is being fed by “Taleo”

adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore nonummy nibh
ut laoreet dolore magn t amet, consectetur adipiscing elit sed diam nonummy nibh
euismod tincidunt ut laoreet dolor

CAREERS SECTION ON HOLD

Position Location: Previous Candidates

Position Location:

Any

▲
▼

Keywords:

SEARCH

Previous Candidates

If you have previously applied to a position on our website, input your e-mail address and password below to login.

Email

Password

LOGIN

Forgot password [click here.](#)

Find a Dealer (1)



Revs Your Heart



FIND A DEALER

Products:

Select

Enter your Zip Code to locate and select the dealer nearest you.

90630

SUBMIT

USE MY LOCATION

Find a Dealer (2)

FIND A DEALER

SHOW MAP

1

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

562-925-5097

DEALER WEBSITE

2

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

562-925-5097

DEALER WEBSITE

3

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

562-925-5097

DEALER WEBSITE

VIEW MORE DEALERS

Find a Dealer (3)

1

Del Amo Motorsports
of Long Beach
Motorcycles, ATVs &...

2

3

1

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

*NOTE: see toyota.com mobile for base functionality on dealer finder.

Find a Dealer Desktop



FIND A DEALER

FIND A DEALER

Products:

Select

Enter your Zip Code to locate and select the dealer nearest you.

90630

SUBMIT

VIEW MORE DEALERS

1

Del Amo Motorsports of Long Beach
Motorcycles, ATVs &...

2

3

+

-

1

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

Phone Number
562-925-509

Email

DEALER WEBSITE

2

Dealer Name Here

Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

Phone Number
562-925-509

Email

DEALER WEBSITE

3

Dealer Name Here

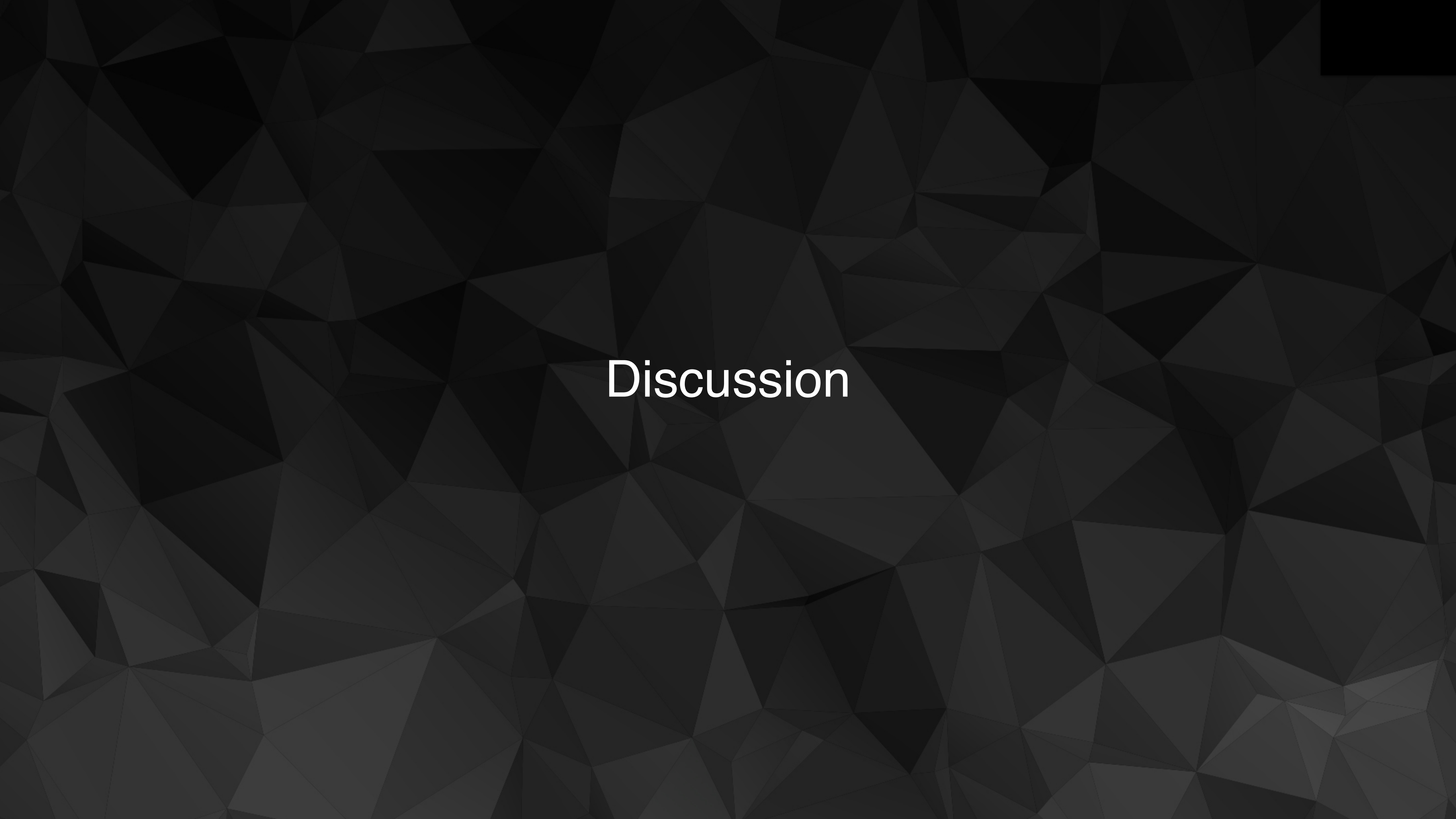
Dealer Address Line 1
Dealer Address Line 2
(4.72 miles)

Today's Hours:
8:00 am -6:00 pm

Phone Number
562-925-509

Email

DEALER WEBSITE



Discussion

GEAR[®] SHIFT

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