



Artist impression of YHI Headquarter

Rebuilding of YHI Headquarter office in Singapore

For Customers, Friends and Business Associates

新加坡友发总部 大楼的重建

正如2009年第四季度友发季刊新年献辞中我集团董事长所提到的有关重建友发总部大楼的消息,重建大楼的动工起始日期将在今年11月,预计在明年10月左右完工。

为了进行大楼的拆毁与重建的工作起见,友发将于今年9月和10月之间暂时迁往临时租赁的地方办公至少9个月或1年之久。

一栋能够让员工引以为荣、巩固客户和供应商关系与信心、提升友发形象、从而增强公司品牌价值的“友发总部”大楼将会呈现在世人眼前。这栋在现址完工、有着先进设施的大楼是我们大家梦寐以求能够满足友发未来十年需求发展的建筑物,非常值得我们共同期待明年搬迁回来。

展望未来,在高度激励的友发总部成员和集团成员的共同努力下,我们将坚持不懈地致力推广“双品政策”,将“友发”树立成国际品牌。我们坚信品质保证和品牌建立的策略将是我们的竞争优势,使我们有别于其他竞争者,让我友发更快速趋近“世界为我市场”的目标。

As mentioned in the New Year Message by our Group Managing Director in Issue Four '09 of YHI Update, YHI Head Office building in Singapore will be rebuilt. The commencement of the construction has been scheduled in November 2010 and completion is expected by October 2011.

To facilitate the reconstruction work, YHI Head Office will be temporary moved to rented premises between September-October 2010 for a period of nine months to one year.

Besides giving a boost to the productivity and efficiency of our local operations, this new building which we call “YHI Headquarter” will also serve to evoke a sense of pride among staff, strengthen the trust of customers and suppliers, enhance YHI's image, thereby elevating the Company's brand value.

We look forward to moving back to a completely new building equipped with modern hardware and software facilities that can cater to YHI's needs at least for the next 10 years' development.

Going forward, with the concerted efforts of a highly motivated HQ team and Group members, we will continue to build YHI into a global brand name and fully execute “Leading the World with Distinguished Brands and Superior Quality” strategy. We believe that the strategy of quality assurance and brand building will set us apart from our competitors and drive our competitive edge to propel YHI in achieving its goal of “The World is Our Market”.



Artist impression of YHI Headquarter



YHI Manufacturing Group 23rd Wheels Conference

友发集团第23次轮圈会议在上海举行



The 23rd YHI Manufacturing Group Wheels Conference held in Shanghai on 28 to 29 May saw YHI Group participants from North America, Asia, Oceania, Europe (OZ S.P.A) as well as representatives from ENKEI, Japan and BREYTON GmBH, Germany, gathering together to share their experiences and business outlook of the automotive market.

In his opening speech, YHI Group Managing Director, Mr Richard Tay, recounted the manufacturing segment's efforts in overcoming the challenges of the 2009 world economic recession, and introduced the manufacturing segment's new measures and growth directions for 2010. Mr Richard Tay also urged all Group members to strengthen their growth for wheels business, to further develop and expand the business of our YHI proprietary tyre brand - Neuton Tyres, as well as to strive to achieve the goals in developing our batteries business. YHI Manufacturing Group's CEO, Mr Thomas Lee, further addressed the Conference on the requirements of YHI's strategy of "Leading the World with Distinguished Brands and Superior Quality".

Representatives from our manufacturing plants in Malaysia, Taiwan, Shanghai and Suzhou took this opportunity to introduce their latest developments and impending developments of wheels designs, followed

by OZ and ENKEI briefing participants on their latest 2010 wheels models. Mr Edmund Breyton from Breyton Wheels presented his product elevation strategy with the introduction of a highly innovative accessory, generating much interests from all participants. Mr Rao Qiu Tong, Deputy General Manager of YHI (Shanghai) also briefed members on the program for new production facilities and their capabilities.

YHI Group Tyre Division's General Manager, Mr Steve Liew, covered Neuton Tyres' technical specifications and market penetration program. YHI General Manager, Group HR, Ms Amy Soo, gave members a follow-up on the Group's developments in "5S + KAIZEN" and invited YHI Manufacturing (Malaysia)'s representative to share concrete examples of improvement outcome achieved through executing 5S.

Besides the official program, participants also took the opportunity to have group as well as one-to-one exchange of views on wheels designs, product quality and market information. The Conference also provided a platform for more discussion on tyre business development. Despite the hectic schedule, members agreed that the Conference had proven to be an extremely fruitful one.

友发集团第23次轮圈会议2010年5月28~29日在上海举行, 来自北美、亚洲、大洋洲、欧洲(OZ S.P.A.) 友发集团成员的领导和主管以及日本远轻(ENKEI)和德国BREYTON GmBH代表都参加了会议。

集团董事长郑添和先生在致开幕词时阐述了2009年在世界经济不景气情况下, 友发制造业克服困难走过的历程; 发表了2010年集团制造业的对应措施和发展方向; 提出了集团成员在轮圈业务要巩固发展、轮胎业务要拓展自主品牌, 电池业务要争取开展的目标等要求。集团轮圈事业部执行总裁李文仁先生也在致辞中提出了实施“双品”方针具体要求。

马来西亚、台湾、上海、苏州四个工厂分别介绍了各自工厂最新开发和计划开发的轮圈款式; OZ、ENKEI的代表也在会上介绍了2010年的部分新款式; Edmund Breyton先生在会上也作了专题发言。上海工厂的饶秋统副总经理向与会人员详细介绍了上海工厂新设备规划情况和优点。

集团轮胎事业部刘我福总经理介绍了自主轮胎品牌Neuton的规格和市场推广情况。集团人力资源部苏维贤总经理介绍集团开展“5S+改善”情况并请马来西亚工厂以实例来介绍5S开展后取得的“改善”成绩。

会议期间, 友发集团各个分行、各制造厂以及OZ、ENKEI、Breyton等副负责人共同针对轮圈款式、品质以及市场信息进行了一对一交流和沟通; 与轮胎事业部也进行了业务发展讨论。二天的会议紧张而充实, 取得了很好的效果。



Neuton Tyres and the British Drift Championship

Neuton 轮胎和英国漂移锦标赛

Neuton Tyres have been available in the UK for more than three years now. From the start, YHI (Singapore)'s local customer, Neo Brothers Ltd, has been looking into ways to develop and enhance the brand recognition for Neuton Tyres as an affordable performance tyre brand capable of competing with the most recognizable brands in the market.

Being an excellent marketing platform that reaches out directly to motoring enthusiasts, Neo Brothers set out to launch Neuton into motorsport in the UK, where drifting is one of the most fiercely fought competition. No other motorsport is as hard on its tyres, demanding them to perform from their first rotation until the cord is exposed. In no other motorsports action will competitors wear out 10 sets of tyres during a meeting.

When Neo Brothers formed the Neuton Tyre Drift Team, they immediately went to look for suitable drivers to fill its ranks. There are many capable drivers around but putting together a team for a relatively new brand in the UK was undoubtedly difficult. However, once the tyres had been put to the test, the task of forming a team became significantly easier.

After a few trials with prospective drivers, the Neuton Tyre Drift Team was officially launched with professional drivers who can represent Neuton Tyres at a senior level, thereby bringing a good level of association with the Neuton brand that will make people take notice.

The team is represented in two major championships in the UK: JDM All-Stars for the professional drift drivers and the British Drift Championship (BDC) for the Semi-Pro drivers.

Ian Phillips, Neo Brothers's representative in the BDC, has been drifting in the UK for five years, coming up through the ranks of the amateur drifters to earn his place in the BDC. His goal for this year is to gain his professional license, and to do that he needs to get results. To get the results he needs a car fitted with robust tyres that will allow him to perform to his capabilities. After driving with Neuton Tyres, there was only one choice for Ian.

All the races are held at well-known British Circuits. With the crowds that these events draw, the brand exposure has an immediate impact on a wide audience. The most prolific effect is that of Viral Video's. For such events, the Video's can get upward of 250,000 views in a matter of months, and to have the Neuton Tyre Drift Team's cars featured is an obvious boost in elevating the Neuton brand image.

After four rounds of the championship, Ian has an unassailable lead and won the championship outright for the Neuton Tyre Drift Team. This is a true reflection of Ian's ability and the tyres' performance!

So, with the championship won, Ian can look forward to joining his team mates in the JDM All-Stars professional league next year.

Keep up to date on what is happening with the Drift Team at:
请随时关注漂移队的最新动态, 点击以下连接进入:
http://www.youtube.com/watch?v=wTO0Fjt81w&feature=player_embedded

Here we can see Ian on the 1st position of the podium. »
这里我们可以看到伊恩在舞台上领奖(第一)。

Neuton 轮胎进入英国市场已有三年多了。从一开始, 友发(新加坡)的客户-Neo 兄弟有限公

司, 已在研究如何发展和加强Neuton 轮胎的品牌知名度。与市场上那些知名的品牌相比, Neuton 轮胎价格经济、性能好, 是人们可以负担得起的优质轮胎。

由于可以直接接触到汽车爱好者, Neo兄弟借助这个优秀的营销平台, 将Neuton带入了英国的赛车比赛, 在那里你可以看到竞争最为激烈的赛车之一---漂移。没有其他赛车运动像漂移比赛那样对轮胎品质要求那么高, 从一出场便是不断扭转直至轮胎磨损裸露内胎。也没有其他赛车运动如漂移比赛那样在一次比赛中可以磨穿10套轮胎。

当Neo兄弟在英国成立Neuton轮胎漂移车队时, 他们立即去寻觅合适的赛车手。周围有很多高水准的赛车手, 然而由于在英国Neuton是一个闻所未闻的品牌, 要组成一支队伍无疑是困难的。但是, 一旦轮胎经受住了考验, 形成一个小队的任务变得容易许多。

经过意向队员们的几番试车之后, Neuton轮胎漂移车队正式成立, 能够代表Neuton轮胎的专业车手, 必将把Neuton品牌领入高水平的赛车领域, 引起人们的关注。

该车队在英国参加两个大的锦标赛: JDM全明星职业漂移赛, 和英国漂移锦标赛(BDC)的半专业漂移赛。

伊恩·菲利普斯, NEO兄弟公司在BDC的代表, 在英国参加漂移赛事已经5年了, 通过提升他在业余车手手中的排名, 赢得了在BDC中的位置。他今年的目标是取得他的专业车手资格, 并为他的目标而奋斗。为了获得成功, 他需要好的轮胎来配他的车, 以能让他一展拳脚。在试过Neuton轮胎后, 伊恩的选择就只有它了。

每场比赛都在英国著名的赛车场举行。这些活动吸引大量的人流, 品牌曝光对大众的影响显而易见, 而视频最能凸显这一优势。像这样的赛车活动, 这些视频可以在短短几个月时间内吸引25万个浏览者。Neuton漂移队的赛车的特写和报道很显然能够大大提升Neuton的品牌形象。

经过4轮的锦标赛, 伊恩的表现无懈可击, 为Neuton漂移车队赢得了冠军。这是伊恩的能力和轮胎性能的真实反映!

因此, 在赢得冠军后, 伊恩可以期待加入明年的JDM全明星职业联赛, 和他的队友一起比赛。



Yokohama Dealers' Award Presentation Dinners

横滨经销商颁奖晚会

VIETNAM

Yokohama Dealers' Award Presentation Dinner 2009/2010 in Vietnam was held on 17 July at the Sheraton Hotel. This event was organized by YHI (Singapore)'s distributor, Minh Khanh Trading Co. Ltd, to show appreciation to the dealers in Vietnam for their continual support for Yokohama tyres.

Among the overseas guests who graced the event were Mr Takeshi Imai, President of Yokohama Asia Company Ltd, Mr Soichiro Yamaji, Marketing Manager of Yokohama Asia Company Ltd, Mr Tay Tiang Guan, Executive Director of YHI, Mr Steve Liew, General Manager of YHI's Tyre Division and Mr Derrick Lee, Business Development Manager of YHI as well as Mr Yoshifumi Iihara, Manager of Sanko Progress Mabis Corporation and Mr Koji Sato, Branch Manager of Sanko Progress Mabis Corporation, Singapore Branch.

Awards were given to Top 10 Dealers who have been most supportive of Yokohama for the past year. Dealers who have achieved significant improvement in Yokohama sales were also presented with Best Sales Improvement Awards.

A soft launch of Yokohama's latest product – Earth 1 series was held during the cocktail reception which generated much interests from our dealers and guests.

It was truly a night of celebration as all guests were treated to a great dining experience and there were much interaction and laughter amidst the flow of fine wine and beer.

CAMBODIA

Organized by YHI (Singapore)'s distributor - San International, the Yokohama Dealers' Award Presentation Dinner was held at the Cambodian Cultural Theatre on 19 July to thank all dealers and customers in Cambodia for their strong support.

During the dinner, the Top 15 Dealers Awards were presented in appreciation for the dealers' strong support towards Yokohama.

One of the highlights of the event was the presentation of a special momento by YHI Executive Director, Mr Tay Tiang Guan, to Mr Keo San, Director of San International, and his wife to commemorate 20 years of partnership with YHI (Singapore).

A soft launch on Yokohama's latest product – Earth 1 was held during the dinner to generate awareness and enquires which were clarified on the spot.

The merry-making spirit permeated throughout the night with guests enjoying a sumptuous dinner and joining in the Cambodian traditional dance. The evening ended with a sure-win lucky draw which saw every guest going home with beaming smiles and a prize in hand.



越南

7月17日, 2009/2010年度横滨经销商颁奖晚宴在越南喜来登饭店隆重举行。这项活动是由友发(新加坡)的经销商Minh Khanh 贸易有限公司组织的, 以感谢越南的经销商对横滨轮胎的持续支持。

光临此次盛会的海外嘉宾有武今井, 横滨亚洲有限公司的主席今井健史先生, 横滨亚洲有限公司市场部经理山路创一郎先生, 友发执行董事郑添源先生, 友发集团轮胎事业部总经理刘我福先生, 友发(新加坡)业务发展经理李志伟先生, 还有三兴进展株式会社的经理饭原芳史先生, 及三兴进展株式会社的新加坡分行经理佐藤浩二先生。

晚会为在过去一年中给予横滨最大支持的前10名经销商颁发了奖杯。对于那些销售业绩有着显著提高的经销商们, 他们亦获得了最佳销售进步奖。

在鸡尾酒会上, 横滨的最新产品 - “地球1号”系列闪亮登场, 吸引了许多越南经销商和来宾, 对其产生了浓厚的兴趣。

有可口的葡萄酒和啤酒的助兴, 嘉宾们谈笑风生, 晚会气氛异常活跃, 这的确是一个庆祝之夜啊!

柬埔寨

7月19日, 由友发(新加坡)的分销商San International主办的横滨经销商颁奖晚宴在柬埔寨文化剧院举行, 旨在感谢柬埔寨的所有经销商和客户对横滨的大力支持。

在晚宴中, 奖项颁发给了前15名经销商, 对他们为横滨做出的贡献表示深深的谢意。

友发执行董事郑添源先生, 还有San International的董事陈桂标先生伉俪出席了晚宴, 值得纪念的是San International与友发(新加坡)相互合作已达20年之久。

晚宴上推出了横滨的最新产品 - “地球1号”系列, 通过现场问答增加大家对新产品的了解。

整个晚餐沉浸在欢愉的气氛中, 来宾们在享受丰盛美食的同时还欣赏到了柬埔寨的传统舞蹈。晚会在欢笑声中结束, 每位客人都得到了幸运奖品。



YHI at the 18th Indonesia International Motor Show

友发在第18届印尼国际汽车展

During the much anticipated 18th Indonesia International Motor Show held at Jakarta International Expo (JI-Expo) from 23 July to 1 August, YHI (Indonesia) and its customer, Revolution, jointly participated in the exhibition themed as "Eco-Technology Motoring".

To capitalize on the large crowds, YHI took the opportunity to showcase its latest Advanti alloy wheels models such as the Storm Series, Advanti MAT Vigorosso and many more as well as Yokohama Advan original wheels, Enkei Tuning Rims with new finishing color

and OZ Racing wheels at its eye-catching booth. YHI's Yokohama booth was also lined up with ADVAN NEOVA, GEOLANDAR, DRIVE SERIES, PARADA, GRAND MAP and Truck Bus Radial.

An event graced by the Vice President of Indonesia, it has attracted more than 280,000 visitors, upped from 240,000 visitors last year. The success of the show has generated many business enquires and orders for YHI (Indonesia).

备受期待的第18届印尼国际汽车展于7月23日至8月1日在雅加达国际博览会举行，友发（印度尼西亚）和它的客户---Revolution共同参加了主题为“生态科技汽车”的展览。

为吸引观众，友发借此机会把展厅布置一新，展示其最新款的雅泛迪铝合金轮圈：如风云系列，雅泛迪MAT Vigorosso系列等等，还有横滨Advan系列轮圈，新色彩的 Enkei

改装轮圈，和OZ的赛车轮圈。友发的横滨展台也陈列了大量品牌的轮胎，如ADVAN NEOVA, GEOLANDAR, Drive系列，帕拉达，大地图 and 卡车/大巴用轮胎Truck Bus Radial。

该次车展，有印度尼西亚副总统亲临参观，吸引了超过28万观众，远超过去年24万的数字。此次参展可谓收益不少，友发（印度尼西亚）收到了许多业务咨询和订单。



YHI (Malaysia) Rolls Out Its Very Own Drift Team

友发(马来西亚)推出自己的漂移车队

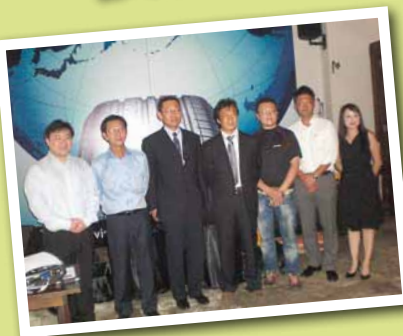
YHI (Malaysia) is proud to roll out its very own drift team! With the drift car sprayed painted in prominent Yokohama ADVAN colors, YHI (Malaysia)'s Drift Team participated in "One Malaysia Fxopen Drift Series Challenge" round one. The second round was held at MIMC Melaka on 9-10 July followed by the third round at USJ Speedway Go-Kart on 25-26 September where the best Malaysian drifters can be seen vying for the highest position.

友发(马来西亚)自豪地推出了自己的漂移车队! 友发(马来西亚)的漂移队将其漂移车喷上醒目的横滨ADVAN的颜色后，参加了“马来西亚Fxopen漂移系列挑战赛”第1轮比赛。第二轮比赛于7月9日至10日在马六甲国际赛车跑道举行，之后的第三轮比赛于9月25日至26日在日本环球影城的卡丁车赛道上举行，在那里人们将见证来自马来西亚的最佳车手们争夺最高排名。



Yokohama Earth-1 Launch

横滨“地球1号”问世



With today's concerns over the impact of global warming, any effort to save the environment counts. YHI (Singapore) is proud to introduce Yokohama's newly developed Earth-1 ECO tyres which were officially launched on 23 August.

Aimed at having clean, friendly and orangey fun with Earth-1 tyres, YHI (Singapore) held the launch at Ben and Jerry's Ranch House @ Dempsey. All guests were warmly welcomed and greeted with race queens distributing Yokohama door gifts. Mr Takeshi Imai, President of Yokohama Asia, flew in specially to grace this launch.

After the opening speeches by YHI Executive Director, Mr Tay Tiang Guan and Mr Takeshi Imai, there was a comprehensive introduction on the technical composite of the Earth-1 tyres which makes it truly an ECO tyre.

This successful launch has generated great interests and our sales personnel were kept busy throughout answering to numerous enquiries.

随着大家越来越关注温室效应对全球造成的影响，人类正在尝试每一个对环境有利的措施。友发（新加坡）在8月23日自豪地推出横滨新研发的“地球1号”生态复合型轮胎。

为创造清洁、友好和橙色的氛围，友发（新加坡）特将发布会定在登普西Ben and Jerry's Ranch House举行，并请赛车模特小姐在门口分发横滨礼品，热烈欢迎所有来宾。横滨（亚洲）的主席今井健史先生亲自赶往新加坡出席了发布会。

友发执行董事郑添源先生和今井健史先生先后致了开幕词，之后相关人员便对“地球1号”轮胎做了详尽介绍，并从技术方面剖析了它如何称得上是一款真正的生态复合型轮胎。

发布会使大家对新产品产生了浓厚的兴趣，我们的销售人员一直忙碌着回答嘉宾们提出的各种询问。



SUPER GT 2010

2010年超级GT赛

Round 4 of the 2010 Autobacs Super GT International Series took place at the Sepang International Circuit, Malaysia from 19 to 20 June. Driven by the pair Mr Nobuteru Taniguchi and Mr Ryo Orime, the M7 MUTIARA MOTORS AMEMIYA SGC 7 braved through all the challenges and obstacles and emerged as the winner in the GT300 class race.

Yokohama ADVAN tyres were used on the victorious M7 MUTIARA MOTORS AMEMIYA SGC 7 during the race, a testament to the brand's superior quality and durability in withstanding harsh conditions.

YHI (Malaysia) took the opportunity to showcase a complete range of Yokohama tyres at its eye-catching booth as well as treating racing fans to photography sessions with the two Japanese GT racers, Mr Nobuteru Taniguchi and Mr Manabu Orido.

2010年澳德巴克斯超级GT国际赛第4轮比赛于6月19日至20日在马来西亚雪邦国际赛车场举行。由Nobuteru Taniguchi先生和Ryo Orime先生驾驶的M7 MUTIARA MOTORS AMEMIYA SGC 7通过所有的挑战和障碍，成为GT300级比赛冠军。

在比赛中，M7 MUTIARA MOTORS AMEMIYA SGC 7赛车使用的是横滨ADVAN轮胎，这也证明了横滨品牌的卓越品质和抵御恶劣条件的耐用性。

友发（马来西亚）借此机会在其醒目的展位上展示横滨轮胎全系列产，同时招待车迷们与两个日本GT赛车手Nobuteru Taniguchi先生和 Manabu Orido先生合影留念。



SHIN MIN DAILY FUN DRIVE 2010 2010新明日报驾车趣游

19-21 June marked the 10th anniversary of Shin Min Fun Drive to Genting. It was also YHI/Yokohama's 8th consecutive year of participating in this mega treasure hunt drive away event.

More than 200 cars and over 800 people participated in this year's Fun Drive. Many fun-filled segments such as best-dressed car contest, treasure hunt, lucky draws and games packed the event. All participating vehicles were decked up with Yokohama, OZ, Enkei and Advanti racing stickers with participants receiving Yokohama goodie bags.

At the grand dinner, winners walked away with many Yokohama premium items as game prizes and a set of Yokohama ES501 was given away as one of the grand lucky draw prizes.

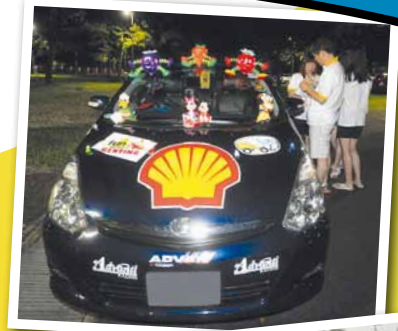
It was yet another successful brand enhancement event for YHI and Yokohama.

6月19-21日, 新明日报云顶驾车趣游进入了第10个年头, 也是友发/横滨连续8年参加这项大奖赛事。

今年的活动共有800多人和200多辆汽车参加。活动设有许多充满乐趣的比赛项目, 如最佳饰车大赛, 寻宝大赛, 还有幸运抽奖和其他一些游戏。所有参赛车辆的车身上都贴满了横滨, OZ, Enkei与雅泛迪的贴纸, 参加者也都收到了横滨礼包。

在隆重的晚宴上, 幸运者赢得了很多游戏奖品, 其中一套横滨ES501轮胎是最丰厚诱人的抽奖奖品之一。

无疑这又是另一个提升友发和横滨品牌形象的有意义的活动。



Shin Min Daily Drift 2010 2010年新明日报漂移赛

Sponsored by YHI (Singapore), the Shin Min Daily's Drift 2010 was held under bright sunny weather in the morning of 25 July at Kovan Hub. Yokohama, Advanti Racing and Advan banners were lined along the drifting enclosure. The drift cars decked with Yokohama and YHI logo stickers enhanced publicity for Yokohama and YHI. Participants of fun Go-Karts, Remote Controlled Drift Car challenges, Tyre Changing and Precision Parking Challenges walked away with gift hampers comprising Advan umbrellas, bags and water cylinders. The Tyre Changing Challenge in particular, reinforced Yokohama brand of tyres to the spectators amidst the carnival atmosphere.

在阳光明媚的2010年7月25日上午, 由友发(新加坡)赞助的新明日报漂移赛在科文中心正式拉开帷幕。横滨、雅泛迪和Advan横幅在赛场周围迎风飘扬。参赛车辆的车身上贴满了横滨和友发标志的贴纸, 加强宣传横滨和雅泛迪品牌。比赛分为卡丁车赛、遥控漂移赛、换胎与停车精准赛, 所有参赛者均可获得一份大礼包: 包括Advan礼品伞、包、水樽。亲眼目睹了横滨轮胎所经受的挑战, 观众们在享受嘉年华气氛的同时, 进一步地认识到了横滨轮胎品牌的高品质。



New Addition to YHI Group 友发集团新成员

We are pleased to extend our warmest welcome to YHI Corporation (B) Sdn Bhd, another new addition to YHI Group of Companies. Established in June 2010, it enables us to further strengthen our existing distribution network for aftermarket automotive products in Brunei as well as bringing us closer to service our valued customers.

Mr Rickey Tay Kok Choon from Singapore Head Office has been appointed Head of Branch to oversee the overall operations. With a competent team to implement new sales and marketing strategies targeted at the local market, we are confident that YHI Corporation (B) Sdn Bhd will grow in strength and become a force to be reckoned with in Brunei.

让我们热烈庆祝另一个友发新成员---友发(文莱)私人有限公司于2010年6月成立。它的成立进一步加强了友发在文莱的汽车配件分销能力,又能使我们更快捷地为客户提供服务。

来自新加坡总公司的郑各培先生被任命为分行经理,监督整个新公司的运作,带领新的销售队伍,制定针对性的营销策略,我们有信心,友发(文莱)私人有限公司将茁壮成长,成为在文莱市场上不可小觑的新生力量。



The last Leg of 5S + Kaizen Before YHI Head Office's Reconstruction 5S +改善在友发总部大楼重建之前的最后一战

It has been more than one year since YHI (Singapore) implemented 5S + Kaizen, producing many visible and impressive results attributable to every Department's determined efforts in improving their results in each subsequent 5S+Kaizen audit.

With the YHI Head Office building slated to be demolished before end of this year for reconstruction, the 5S + Kaizen audit held on 14 June marked our last leg of race at the existing building, which has served us for the past three decades.

During the Kaizen Presentation, competing groups won the judges over not only with their improvement ideas resulting in more cost savings but also innovative presentation styles. The most notable presentation was by Product Development Department which roped in staff to act out roles in different situations shot in movie style. At the 5S audit walkthrough, the creative improvements made to further enhance the conduciveness of work stations and showcasing of the Group's corporate information further impressed the judges.

After a close fight, International Business Development Department, HR Department and Corporate Sales/Service/Advanti Centre Departments were declared the overall champions for their respective categories. During the Award Presentation Ceremony, YHI Group Managing Director, Mr Richard Tay, gave a heart-warming speech, commending on the efforts and improvements observed and urged all staff to continue to excel in their 5S + Kaizen journey in anticipation of the completion of the new "YHI Headquarter" - a building that will evoke a sense of pride among staff, strengthen the trust of customers and suppliers, enhance YHI image, which collectively elevate the Company's brand value.

Together, we shall strive forward to scale new heights with YHI!

友发(新加坡)自实施5S+改善以来已有1年的光景,今天的许多有形和令人印象深刻的成果与每个部门对5S+改善的努力和投入是分不开的。

随着友发总公司大楼的重新建设,现在这幢已陪伴我们友发员工30余载的老大楼预计将在今年年底前拆除,所以6月14日举行的5S+改善检查标志着我们在老大楼内的最后一战。

在做Kaizen演示时,各部门代表在评委面前不仅要介绍他们节约成本的改善方案,还要呈现自己独特的演讲方式以赢得分数。最精彩的演示要算是产品开发部了,他们别出心裁地邀请员工扮演不同的角色,其演示风格可谓独树一帜。在5S的检查过程中,有创意的改善使工作环境得以进一步提高,集团的公司信息也得以清晰展示,这些都进一步地给评委们留下了深刻的印象。

比赛结束了,国际业务发展部,人力资源部和公司销售/服务/雅泛迪中心这三个部门成为各小组的冠军。在颁奖典礼上,友发集团董事长郑添和先生作了热情洋溢的讲话,肯定了大伙的努力和改进,并敦促所有员工继续在5S+改善的道路上不断超越自我,并期待新的“友发总部”新办公大楼的崛起,将唤起员工的自豪感,加强客户和供应商对我们的信任,提升友发形象,从而带动公司的品牌价值。

让我们朝着新的高峰与友发一起奋战向前!



International Business Development Team



Corporate Sales / Service / Advanti Centre Team



HR Team

Staff Training at YHI (Shanghai)

友发(上海)员工培训活动

A Win-win Negotiation Strategy and Combat Training 专业销售谈判-双赢谈判策略与实战训练

On 5 June, YHI Group Wheels' Business Division and YHI Advanti (Shanghai)'s sales team attended the training on "Professional Sales Negotiations - A Win-win Negotiation Strategy and Combat Training" conducted by a highly qualified consultant cum trainer, Mr Wang Jian.

Details in case studies that were brought up were linked to pertinent points expounded in theories as well as actual work scenarios. Through uncovering the true meaning of "Discovering, Developing and, Satisfying Needs which formed the cornerstone of negotiations", participants were taught to gain a better understanding of the different kinds of professional negotiation skills and sales techniques to be used under the fundamental basis of "Using reasoning to convince people, using emotions to move people, using benefits to win over people".

All 32 participants conscientiously pondered over every question raised by the instructor and actively expressed their own views. The warm and enthusiastic interaction among the trainees once again reflected YHI's culture of

placing great emphasis on staff training and staff reciprocating with a keen eagerness to learn attitude.

Through the one-day training programme, the trainees have benefited tremendously from the group discussions on case studies and sharing of experiences. The knowledge and skills acquired are useful in their daily work as well as personal lives. We firmly believe that such training will translate into higher sales turnover for YHI.

2010年6月5日, 友发铝业(上海)有限公司负责国外业务的销售部人员和雅泛迪铝业(上海)有限公司负责国内销售的业务人员一起, 共同参加了“专业销售谈判-双赢谈判策略与实战训练”之培训课程, 该课程特聘请资深销售培训顾问、实战导师王鉴老师担任主讲。

课堂上, 案例中的每一个细节都能引申到课程的某个知识点, 并能运用到实际工作中。通过探讨“发现-发掘-满足要求是谈判的基石”的真正含义, 引导大家深层次地认知“以理服人、以情动人、以利诱人”之专业谈判标准及销售技巧。

在场的32位学员个个静心细致地思考王鉴老师提出的每一个问题, 并积极发表个人的见解, 现场互动的氛围非常热烈, 公司重视培训的投入和员工渴望学习的心态, 着实让王老师感叹友发的企业文化一很执著!

课程圆满结束后, 部分学员还依依不舍地请王老师留下了联系电话, 以利再次请教求学。一天的培训太过短暂, 但云集的案例和丰富教案的内容能帮助学员解决销售谈判及日常工作、生活上的更多问题, 友发的销售事业更有希望取得更大的成功!



Low Pressure Casting Training for New Team 低压铸造课新员工培训

As employees are the greatest asset of our Company, giving staff the necessary training is of utmost importance especially in the face of fierce market competitions. In line with the spirit of YHI Group's eight Core Values and twelve Corporate Culture qualities, YHI (Shanghai)'s newly formed Low Pressure Casting team underwent a series of systematic training from 2 to 15 September.

The training programmes covered physical training, theory on low-voltage operation, corporate culture, staff etiquette, occupational safety, workplace quality,

knowledge quality, on-site management etc. The training course not only introduced the new employees to the various issues faced by the Company, it was also conducive in providing a platform for open communication as the new staff get to understand their team members better. Using factual information based on actual data, the training instructor inculcated the trainees the need for "On-Site Awareness", "Quality Consciousness", "Cost Consciousness" and "Creative Consciousness", thus laying another building stone in promoting YHI's Corporate Culture.

良好的开端, 成功的一半。员工是企业最好的财富, 培训好员工尤为重要。面对日新月异的市场激烈竞争, 秉承友发集团“八大核心价值观”、“十二项员工素质文化”的精神, 友发铝业(上海)有限公司新组建的低压铸造课员工于2010年9月2日-15日, 进行了新一轮的系统培训。

本次的培训内容主要包括: 队列体能军训、低压作业理论讲解、企业文化、员工礼仪、职业安全、职场素养、质量知识、现场管理等等, 整个培训过程轻松、热烈。通过此次的培训, 新员工不仅了解了公司的各种情况, 还进一步加深了与同事之间的了解, 培训工作在一定的程度上也给大家提供了一个沟通的平台。主讲老师指导新员工要树立“现场意识”、“质量意识”、“成本意识”、“创新意识”, 用数据说话、用事实说话, 极大地促进了公司的企业文化建设。



Fruits Party at YHI (Singapore)

友发(新加坡)水果派对

On 24 June, YHI Recreation Club organized its annual Fruits Party which saw a high turn out of more than 60 members soaking up the party fun. A mouth-watering event worth waiting for, participants got to enjoy delicious tropical fruits such as 'Mao San Wang' durians, lychees, rambutans, mangosteens and many more. The lively atmosphere was further heightened with team-based games such as 'Durian Weight Guessing', 'Balloon Burst Relay' and 'Durian Opening Challenge' coupled with lucky draw segment which saw everyone cheering spontaneously for the winners. It was a truly relaxed and enjoyable evening after a day of hard work.

6月24日, 友发俱乐部举办了一年一度的水果派对, 60多名成员沉浸在派对的乐趣中。令人垂涎的水果派对绝对值得大家期待, 因为可以尽情享受“猫山皇”榴莲, 荔枝, 红毛丹, 山竹, 还有许多其他美味的水果。一系列的团队游戏更使活动达到高潮, “榴莲重量猜测比赛”, “气球爆裂接力”和“开榴莲大赛”, 再加上幸运抽奖, 大家都为获奖员工大声喝彩。经过一天的辛勤工作, 员工们得到真正放松, 无疑这又是一个让人愉快的晚上。



DURIAN PARTY AT YHI (MALAYSIA)

友发(马来西亚)榴莲派对

On 6 August, a Durian party was organized by the Sports Club of YHI (Malaysia) which saw a good turnout of more than 50 staff members, including sales personnel from Johor Bahru and Penang branches who came and joined in the party. With the objective of creating an avenue for staff gathering, participants truly let their hair down, mingling among themselves while savoring the delicious tropical fruits selections including rambutans, mangosteens alongside the all-time favorites - King of Fruits "Durians".

8月6日, 共有50多名员工参加了友发(马来西亚)俱乐部举办的榴莲派对, 其中包括来自柔佛州新山和檳城分行的销售员。这是一个让员工们欢聚一堂的美好时刻, 大家都不拘小节, 一边彼此畅谈, 一边品尝美味的热带水果, 如红毛丹, 山竹, 还有最受欢迎的- 水果之王“榴莲”。



YHI (Shanghai) 4th Basketball Tournament 友发(上海)第四届篮球比赛



YHI Group - Shanghai Zone's 4th basketball tournament was held from 11 May to 9 June at YHI (Shanghai)'s in-house basketball court. An atmosphere of camaraderie was evident among participants during the competition, even though all six teams vied tenaciously for the winning title. The active participation by each team's captain and their sense of responsibility to lead their team to win with tireless coaching and encouragement to team members further heightened the team morale, thereby also reflecting the Company's level of cohesion and solidarity.

After nearly a month of intense fight, the team from Machining Section emerged as the overall champion while Painting Section and the Sales Team from YHI Advanti - Domestic Sales and Group Sales Division - Overseas Sales won the 2nd and 3rd positions respectively.

Behind every victory lies the passion and hard work put in by team members. Though the tournament has ended, the friendships established among YHI members will continue to last.

友发集团(上海赛区)第四届篮球比赛于5月11日~6月9日在友发铝业(上海)篮球场开赛,共有六个队参与比赛。在比赛中,全体队员顽强拼搏,奋力争先,赛出了风格,赛出了友谊,赛出了水平;同时,各队长认真负责、积极参与、沉着指挥,充分达到了增强体质、陶冶情操、促进团结的效果,体现了公司与员工的凝聚力和向心力。

经过近一个月紧张有序激烈的角逐终于分出伯仲。不负众望的夺冠热门队“加工课”勇夺冠军,“涂装课”组成的队伍也脱颖而出,荣获亚军,季军则归雅泛迪铝业(国内销售)和集团营业本部(海外销售)组成的“销售队”所属。

汗水与激情终究能拼出胜利的果实,笑容的背后总是艰辛的付出,激情四溢的篮球比赛落下帷幕,但友发人彼此之间的友情将延续到永远永远。



YHI (SINGAPORE) SPORTS DAY CUM BEACH FIESTA 2010 2010友发(新加坡)运动会暨沙滩嘉年华

On 18 July, more than 30 staff from YHI (Singapore) and their families turned up at Sentosa Palawan Beach to attend the YHI Sports Day Cum Beach Fiesta event.

Organized by the YHI Recreation Club, participants were divided into four teams named after YHI's product brands - Advanti, Yokohama, E-Z-GO and Neuton during the games section. Highlights of the event included Beach Soccer, Captain Ball, Tug-of-war and Team-Relay competitions. After a tough fight among the four teams, Team E-Z-GO led by Mr Andy Chua emerged as the overall champion with team participants winning attractive medals and cash prize.

Everyone was beaming with exhilaration at the end of the fun-filled sports event and all were treated to a delectable lunch amidst easy banter. Undeniably, the atmosphere of camaraderie and bonding created among staff further enhanced teamwork and communication at the workplace.

7月18日,在友发俱乐部的组织下,友发(新加坡)的30多名员工及其家属出席了在圣淘沙巴拉望海滩举办的友发运动会--暨沙滩嘉年华活动。

在游戏过程中,参加者按友发的产品品牌被分为四支队伍 - 雅泛迪,横滨, E-Z-GO和Neuton队。当日的精彩节目有:沙滩足球,船长球,拔河和团队接力比赛。四支球队之间经过激烈的对抗,最终由蔡来明先生带领的E-Z-GO队大获全胜,赢得了奖章和奖金。

体育盛会结束时,每个人的脸上都洋溢着轻松和喜悦,在午餐时大伙相互说笑。无可否认,这种友爱的气氛有利于员工之间在工作场所进一步的交流和合作。



Truly Desirables

Defendor (SJ06) >>

Bastion's newest wheel design, Defendor, is YHI Manufacturing (Shanghai)'s latest signature design that combines strength and style. The Advanti logo positioned on the wheel is polished on the surface, presenting a bold and striking look. Available in 17" and 18", Defendor is recommended for large sedans and for car lovers that want a little more adventure in life!



Storm Series >> (MI562 & MI563)

Storm series wheels are cast from high quality aluminium alloy in popular Japanese styles which are designed for street performance driving and club racing use. Extensive man-hours were spent working on FEM analysis and strength testing to achieve a superlight weight wheel (15" 4.8kg and 17" 6.8kg). Both designs were further enhanced with exquisite finishing to ensure the highest standard that Advanti Racing can offer. So contact YHI Manufacturing (Malaysia) now!



MI562



MI563



<< Reine (S1005)

Available in a full range from 17" to 22", YHI International (Taiwan)'s newest design is suitable for most passenger cars and SUVs. The most outstanding feature is the "ADVANTI" logo milling on the spoke, accentuated on a darker finishing background, making your wheels truly desirable.

Acknowledgement

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