



YAMAHA MOTOR CORPORATION, U.S.A.
6555 Katella Avenue, Cypress, California 90630-5101 714-761-7300

Dear Yamaha eBike Dealer,

We want to thank you for your partnership and for your business in purchasing and retailing Yamaha eBikes, and for proudly representing the Yamaha brand. However, as you know, the combination of a post-COVID oversupply within the entire bicycle industry, coupled with a significant softening of the market, has resulted in a particularly challenging business environment where it is extremely difficult to achieve a sustainable business model. Given these market conditions, we regret to inform you that Yamaha has made the difficult decision to withdraw from the U.S. eBike business and cease wholesaling units effective the end of this year.

Yamaha Motor Corporation, U.S.A. (YMUS) entered the U.S. eBike market in 2018, and we have enjoyed the opportunity to partner with you these past six years to sell exciting, high-quality, all-road, mountain, and fitness/lifestyle eBikes.

We will continue to support your dealership in the sell down of your inventory by extending the current “Fan Promotion” program where customers may receive up to 60% off their purchase of a new Yamaha eBike. This “Fan Promotion” program will be offered on all units retailed and warranty registered through June 30, 2025. YMUS will continue to provide parts, service, and customer support in the United States both now and in support of our limited 5-year warranty.

Finally, we wish to express our sincere appreciation and gratitude to you and your staff for your dedication and support of the Yamaha eBike business.

Thank you for your understanding and support.