History of Growth

The origins of the Yamaha Group date back to 1887, when company founder Torakusu Yamaha repaired an imported reed organ. Since then, Yamaha has aimed to contribute to the enriched lifestyles of people while centering its business on sound and music.

Guided by this aim, Yamaha has continued to move forward with a history that spans over 130 years and three centuries.

**Founding Period and the Realization of Domestic Production**

Company founder Torakusu Yamaha ventured into the domestic production of organs after being asked to repair an imported reed organ. Yamaha began leveraging the technologies and sensibilities cultivated through the development of musical instruments to develop new products, thereby expanding its business domains.

**Spread of Music Culture and Venture into New Businesses**

With the desire to communicate the joy of music to a great number of people, Yamaha began efforts to popularize music. While spreading music culture, Yamaha began efforts to improve the sound quality of digital musical instruments, thereby driving a genuine trend of digitization. Also, Yamaha made use of its production technologies for musical instruments to commence to manufacture equipment and automobiles, interior wood components businesses.

**Major Leap as a Comprehensive Musical Instrument Manufacturer**

Yamaha expanded its product domains to extend from acoustic musical instruments to digital ones and encompasses various instrument types, such as string instruments, woodwind instruments, and drums. By doing so, Yamaha became a globally unique and comprehensive musical instrument manufacturer involved in the production of a diverse range of musical instruments.

**Evolution of Technologies**

Recognizing the need to develop electronic components on its own in order to improve the sound quality of digital musical instruments, Yamaha began the in-house manufacture of semiconductors. Yamaha’s unique LSI helped the Company create a large number of original digital musical instruments and audio equipment, thereby driving a genuine trend of digitization. Also, Yamaha made use of its production technologies for musical instruments to commence to manufacture equipment and automobiles, interior wood components businesses.

**New Value Provision through the Integration of Diverse Technologies**

Combining acoustic and electronic technologies, Yamaha is working to meet the demands of diverse product lines that combine the strengths of both technologies. In addition, Yamaha has included overseas companies under the corporate umbrella through M&A that will contribute to the future growth of its businesses.

**Major Shifts in Global Expansion**

- **1954** Establishes Nippon Gakki Co., Ltd. (currently Yamaha Corporation)
- **1955** Begins production of upright pianos
- **1958** First overseas subsidiary
- **1964** Manufactures first organ made in Japan
- **1966** Launches F01 digital piano
- **1985** Establishes Yamaha（France）S.A.
- **1990** Establishes Yamaha (UK) Limited
- **1994** Establishes Yamaha (China) Corporation
- **2000** Establishes Yamaha (Thailand) Co., Ltd.
- **2010** Establishes Yamaha (Indonesia) Co., Ltd.