Our History

The Yamaha Group is steadily expanding its business operations guided by its corporate philosophy which continues to be upheld to this day. Drawing upon the accumulated unique Yamaha qualities that Yamaha has cultivated in its 130-year history, Yamaha will continue to create products and services that contribute to the development of musical culture and the enrichment of society. In this way, Yamaha will continue on its path for growth.

Before the 1930s

- **1887**: Company founder Torakusu Yamaha repairs elementary school's reed organ and successfully builds his first reed organ
- **1889**: Establishes Yamaha Fukin Seizoujo (currently Yamaha Corporation)
- **1890**: Establishes organ factory at its headquarters
- **1897**: Establishes Nippon Gakki Co., Ltd. (currently Yamaha Corporation)
- **1899**: Begins production of upright pianos

1940 to 1980s

- **1949**: Lists on Tokyo Stock Exchange
- **1954**: Establishes Yamaha Music School and holds pilot classes
- **1954**: Produces its first audio product (HiFi player)
- **1955**: Establishes Yamaha Motor Co., Ltd. (splits off motorcycle division)
- **1958**: Begins production of sports equipment (fiber-reinforced plastics [FRP] archery products)
- **1959**: Begins production of electronic organs (Electone™)
- **1960**: Establishes subsidiary in United States, Yamaha International Corporation (currently Yamaha Corporation of America)
- **1962**: Begins recreation business

1. **Inheriting the spirit of Yamaha**
   The Guiding Principles of Yamaha set out the Company’s expectations for how each employee should act. Today, the original spirit of Yamaha still remains, embodied in the values upheld by its employees, such as kindness and sincerity, perseverance, continuous improvement, and a commitment to contribute to society.

2. **Working to expand the population of music players**
   Yamaha decided its mission was not only to sell musical instruments but also to bring the joy of playing music to as many people as possible. Accordingly, Yamaha took initiatives to expand the population of music players.

3. **Developing businesses born from a passion for creating sound**
   By drawing on accumulated technologies and sensitivities associated with the playing of musical instruments, the Company developed the Yamaha HiFi player. Its manufacture led to the production of various other products, including pre-main amplifiers and speakers.
Expanding overseas

Since the establishment of its first overseas subsidiary in Mexico, Yamaha has expanded into the United States, Europe, and the rest of Asia. By pursuing business activities that are attuned to each location, Yamaha successfully made its way into new markets.

Melding acoustic and digital technologies

With the launch of its SILENT Piano in 1993, Yamaha developed numerous musical instruments in the SILENT™ series as well as its range of hybrid pianos, skillfully melding the traditional technologies of acoustic musical instrument creation with digital audio technology.