



## Revstar Part 1

### The Birth of Revstar

Revstar was born from a completely new approach that broke away from conventional planning, redefining the brand's positioning and target audience while rethinking the design process. This article reveals the story behind the creation of the uniquely distinctive Revstar.

#### The Beginning of Revstar

In 2013, Yamaha set out to develop an electric guitar that would stand apart from competitors through a bold new approach. The guiding principle was to **listen deeply to both everyday players and professionals, and to view everything objectively**. This marked a major shift from traditional development methods. To **reflect customer feedback in the product**, Yamaha partnered with a London-based creative agency. Through extensive interviews, they shaped a design process that led to the birth of the Revstar series.

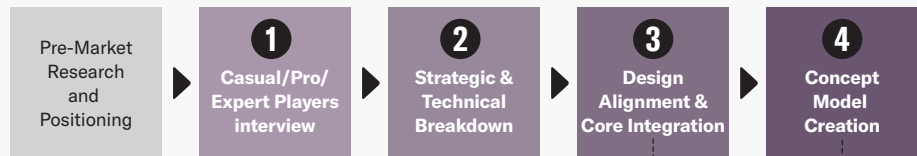
#### Revstar's Destination: Redefining its Position

While classic models continue to dominate the electric guitar market, Yamaha forged its own unique path. Rooted in over 130 years of craftsmanship and pride as a leading Japanese brand, Yamaha envisioned a new kind of guitar—one that embodies both **"Yamahanness"** and **"Japaneseness"**. With a respectful distance from tradition, Revstar began to take shape.



#### Customer-Centric Design Process

Yamaha shifted from traditional in-house planning to a **customer-driven design process**. By leveraging market insights and building on its core strengths, Yamaha enabled more customer-focused product development.

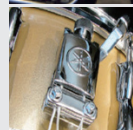
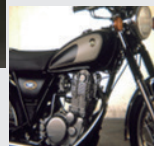


Among the three final design concepts, the most striking was the **"Café Racer"** concept inspired by 1960s custom motorcycle culture. This became the foundation of Revstar. By removing unnecessary parts and adding one-off components, its stripped-down, performance-focused aesthetic captured raw beauty and speed. This spirit is the heart of Revstar's design.



Images for Creating Directions

Keywords  
Nostalgia,  
Iconic Stripe Graphic,  
Yamaha motor heritage,  
stripped down, aged in style,  
precise metal work



The first "Café Racer" concept



#### The birth of First-Gen Revstar

Yamaha refined the initial concept developed with a creative agency through a global design process spanning Japan, the UK, and the US. Designers sketched ideas and held evaluation sessions at R&D centers in each region. Based on feedback, they created 3D prototypes and conducted further evaluations, incorporating insights from both experts and target customers. This iterative process helped align the development and design teams, resulting in a highly polished final product.

Yamaha's core values—its identity and Japanese sensibility—remained constant throughout development. Guided by this, the "Warm Industry" CMF\* concept emerged, blending refined craftsmanship with uniquely Japanese color tones such as "sabi-nezu" and "tetsu-sabi". The first Revstar perfectly reflects this fusion.

\*CMF : Color, Material, Finish

#### First-generation Revstar : Two distinct Café Racer styles under one concept



RSP20CR Rusty Rat

The name "Rusty Rat" comes from *sabi-nezu*, a traditional Japanese color. Its raw aesthetic strongly reflects Yamaha's identity, Japanese sensibility, and motorcycle culture.



RS502T Borden Green

Stronger café racer influence—its glossy body and semi-matte tailpiece evoke the feel of modern café racer bikes.