

YAMADA (brand: Hapysen) strives to enhance CSV (Creating Shared Value), in order to reduce CO² emissions and provide a safe and secure cycling life.

Hub dynamos, which do not use batteries and are environmentally friendly, contribute to eliminating driving without a light and improving safety, and we are promoting the idea of all-hub dynamos, focusing on general bicycles in the Japanese market.

In the future, we will enhance product development for **Europe and the United States**, and expand our promotional activities to the global bicycle market.

YAMADA has taken over the bicycle lamp business from **Panasonic**, which has been in business since 1923. And we will contribute to the achievement of the **SDGs**.



good health
and well being



affordable and
clean energy



decent work and
economic growth



sustainable cities
and communities



responsible
consumption
and production

Hub Dynamo - Hapysen products line-up (K-Mark)

BEH-YRH002

Used high-grade aluminum alloy
Power is output from two terminals
K-mark: K1348
Water proof: IPX5



SPECIFICATION

RATED VALUE: 6V-3W
WEIGHT: About 590g
COLOR: Silver (aluminum color) / Black paint coating
SPOKE HOLES: 36H / 32H / 28H: 14G
SHAFT: BC 3/8; 140mm length, NUT type (QR type can also be produced)
DISTANCE BETWEEN TWO NUTS: O.L.D 100mm
APPLICABLE WHEEL DIAMETER: 28" standard

6V-3W

V brake

NUT/QR

BEH-YRH003

Used high-grade aluminum alloy
Power is output from two terminals
K-mark: K1348
Water proof: IPX5



SPECIFICATION

RATED VALUE: 6V-3W
WEIGHT: About 627g
COLOR: Silver (aluminum color) / Black paint coating
SPOKE HOLES: 36H / 32H / 28H: 14G
SHAFT: QR; L=108 (BC 3/8; 140mm length, NUT type can also be produced)
DISTANCE BETWEEN TWO NUTS: O.L.D 100mm
APPLICABLE WHEEL DIAMETER: 28" standard

6V-3W

Disc brake

NUT/QR

BEH-YRH005

BEH-YRH025 (Mounted from right side)

Used high-grade aluminum alloy
Power is output from two terminals
Mounted from left side
K-mark: K1348
Water proof: IPX5



SPECIFICATION

RATED VALUE: 6V-3W
WEIGHT: About 543g
COLOR: Silver (aluminum color) / Black paint coating
SPOKE HOLES: 28H / 20H: 14G
SHAFT: BC 3/8; L=110mm
DISTANCE BETWEEN TWO NUTS: O.L.D 74mm
APPLICABLE WHEEL DIAMETER: 26" standard

6V-3W

V brake

NUT

BEH-YRH016

Used high-grade aluminum alloy
Power is output from two terminals
K-mark: K1841
Water proof: IPX5



SPECIFICATION

RATED VALUE: 6V-1.5W
WEIGHT: About 705g
COLOR: Silver (aluminum color) / Black paint coating
SPOKE HOLES: 36H / 32H / 28H: 14G
SHAFT: BC 3/8; L=140mm
DISTANCE BETWEEN TWO NUTS: O.L.D 100mm
APPLICABLE WHEEL DIAMETER: 28" standard

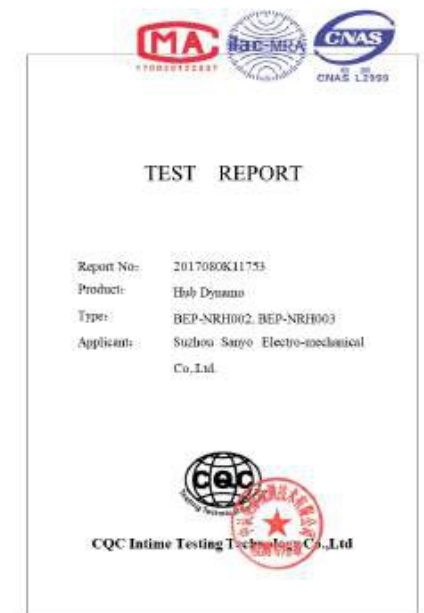
6V-1.5W

V brake

NUT/QR

Why we can reach IPX5?

Inner company test and The Third party test



- I. Special shield is used in order to keep the good balance between bearing's gas tightness and resistance of revolution.
- II. Special shield are 100% outgoing quality controlled by manufacture.
- III. O-shape ring be using with hub case.

Company A



Although there is dustproof, but it has a gap between revolution location and outer circumference .



Although there is some seal , but the assembling of cup and cone affects tightness.

Hapysen



Because of protect cap, it can protect bearing totally even IPX5's level of water shoot.



In order to keep good tightness, we use the special shield at both outside and inside, So NEVER worry about the tightness.

Light -Hapyson products line-up (K-Mark)

BEH-YRS317

Perfect for Hapyson Dynamo hub

Centre light intensity is about 20lx.
Automatic lighting up and off function
Retro-reflector (RR-06) is welded on the light
Mounted on the centre hole of front fork
K-mark: K1839

SPECIFICATION

Size: 50W*62D*53H Weight: 90g
Sensor-controlled day and nightlight
Case material: High-level Metallic Plastic
Color: Silver Painting / Silver CP Coating / Black CP Coating
4 terminals: 2 terminal for Dynamo hub, 2 terminals for Rear light
Cable: Standard length 650mm (standard)
Cable Spec.: NON-UL. 0,4mm²/2P (standard)

6V-2,4W



BEH-YRS17DC

Perfect for all type E bike

Centre light intensity is about 20lx
Input voltage: DC 6V~48V
Retro-reflector (RR-06) is welded on the light
Mounted on the centre hole of front fork
K-mark: K 1839

SPECIFICATION

Compatible: 6V~48V
Case material: High-level Metallic Plastic
Color: Silver Painting / Silver CP Coating / Black CP Coating
Cable: length 1000mm (standard)
Cable Spec.: NON-UL 0,4mm²/2P
Connector: SM-2A (standard)

Head light for E-bike



BEH-YRS318

Perfect for Hapyson Dynamo hub

Centre light intensity is about 20lx.
Automatic lighting up and off function
Retro-reflector (RR-06) is welded on the light
Mounted under the basket
K-mark: K1839

SPECIFICATION

Size: 50W*62D*53H Weight: 90g
Sensor-controlled day and nightlight
Case material: High-level Metallic Plastic
Color: Silver Painting / Silver CP Coating / Black CP Coating
4 terminals: 2 terminal for Dynamo hub, 2 terminals for Rear light
Cable: Standard length 650mm (standard)
Cable Spec.: NON-UL. 0,4mm²/2P (standard)

6V-2,4W



BEH-YRS318DC

Perfect for all type E bike

Centre light intensity is about 20lx.
Input voltage: DC 6V~48V
Retro-reflector (RR-06) is welded on the light
Mounted under the basket
K-mark: K1839

SPECIFICATION

Compatible: 6V~48V
Case material: High-level Metallic Plastic
Color: Silver Painting / Silver CP Coating / Black CP Coating
Cable: length 1000mm (standard)
Cable Spec.: NON-UL 0,4mm²/2P
Connector: SM-2A (standard)

Head light for E-bike



BEH-YRS318

Perfect for Hapyson Dynamo hub

Centre light intensity is about 20lx.
Automatic lighting up and off function
Retro-reflector (RR-04) is welded on the light
Mounted on the centre hole of front fork
Mounted on the front fork
K-mark: K1840

SPECIFICATION

Size: 64W*81D*69H Weight: 130g
Sensor-controlled day and nightlight
Case material: High-level Metallic Plastic
Color: Silver CP Coating / Black CP Coating
4 terminals: 2 terminal for Dynamo hub, 2 terminals for Rear light
Cable: Standard length 650mm (standard)
Cable Spec.: NON-UL. 0,4mm²/2P (standard)

6V-2,4W



BEH-YRS319DC

Perfect for all type E bike

Centre light intensity is about 20lx.
Input voltage: DC 6V~48V
Retro-reflector (RR-04) is welded on the light
Mounted on the front fork
Mounted on the centre hole of front fork
K-mark: K1840

SPECIFICATION

Size: 64W*81D*69H Weight: 130g
Case material: High-level Metallic Plastic
Color: Silver CP Coating / Black CP Coating
Cable: length 1000mm (standard)
Cable Spec.: NON-UL. 0,4mm²/2P (standard)
Connector: SM-2A (standard)

Head light for E-bike



General situation of business

Development and manufacture of household appliance products designed by a partner brand (OEM).

Design, development, manufacture and sales of own brand Hapyson fishing gear and bicycle parts.

Business Scale

Foundation: June, 1961

Capital: 100 million JPY (own capital shares 77,5%)

Turn Over: 24,1 billion JPY (total 37,4 billion JPY)

Sales rate: Japan market is 41%, oversea market is 59%

Employees: About 130 (Total employees in group is 3400)

YAMADA's service receives higher evaluation from partner companies

In April 2024, YAMADA received the "P&G 2024 External Business Partner of the Year Award" *1 and "P&G 2024 Supplier Impact Award" *2 by Procter & Gamble (P&G).



Partner of the Year Recognition

Sustainable Partnerships for Growth

*1 P&G selected 12 "Partners of the Year" from the ranks of more than 60,000 external business partners. YAMADA received the award for the sixth time following its successes in 2011, 2013, 2014, 2018, and 2000.

*2 Established in 2024, P&G's Supplier Impact Awards recognize external business partners who are enabling the industry, consumers and P&G to reduce their environmental footprint, as well as those suppliers who are creating value through equality and inclusion.

YAMADA received the award for the first time among the best five suppliers.

FISHING × CYCLING



"Hapyson" is the brand of fishing tackle business which was taken over from **Panasonic Group** in April 2011. Since that, "Hapyson" has been mainly used to develop, manufacture and sell the fishing tackles goods which used battery.

Bicycle lamps business (as bicycle parts) was also taken over from **Panasonic Group** in June 2021, the brand of these products was changed from 'Panasonic' to 'Hapyson' too.

In the future, we will continue to persevere the technical know-how, quality and design trained in Panasonic company, and devote ourselves to the goods development more than before, and continue to create pleasant goods.

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Hapyson

