

5 REASONS TO SELECT YAMAHA INSTRUMENTS

Yamaha's product development philosophy has massive benefits for students. Our "top down" approach means that we first develop the professional models, using all the resources at our disposal, including close consultancy with professional artists. Having perfected the leading edge instrument, Yamaha then takes key features of these models and applies them to our student range. Here are just a few of the advantages of Yamaha's approach:

EASY TO PLAY

There's nothing more likely to put off a student in their first few lessons than an instrument that is difficult to play. Teachers agree that Yamaha student brass and woodwind models offer the best chance for young instrumentalists to progress to higher levels of achievement. Our easy blowing and airtight engineering ensure that the beginner's first experience is one they will wish to repeat!

DURABILITY

Every instrument that Yamaha produces is built to last. We only use the most durable materials so that our instruments will pass the test of time. We all know that student instruments can take a battering, so it is a relief to both parents and teachers alike that they can trust a brand that is known worldwide for its strength and durability. An added bonus is that all Yamaha brass and wind instruments purchased in Australia are covered by our three year warranty.

CONSISTENCY

Yamaha prides itself on over a century of handcrafting fine instruments and every instrument we make is tested by hand before it leaves the workshop. We are equally proud of the technological advances that we have made along the way. The culmination of both traditional techniques and state of the art technology mean that there is a consistency across the board which no other brand is able to compete with. Each note on every instrument is tested before leaving the factory. This is great news for both students and teachers alike as lesson time and practice time can be focused on learning, rather than compensating for an inferior instrument.

LOW MAINTENANCE COSTS

Instruments designed and engineered to such meticulous standards are subject to less wear and stress than others. Consequently, their maintenance becomes a minor consideration.

A SOUND INVESTMENT

A musical instrument that is easy to play, durable, plays in tune and requires little maintenance has got to be a desirable one for the student musician.

But why choose Yamaha? There are instruments available with a lower initial cost. Will you actually save money by choosing them? The answer we believe, is no. When costs over the whole life of the instrument are considered and the rewards in terms of student achievement added, the argument for choosing Yamaha is compelling.

A Yamaha student instrument will facilitate the unimpeded development of the student. It will allow the teacher to concentrate on teaching, not adjusting or compensating. It will perform flawlessly "straight out of the box" and require minimal maintenance. It will give many years of quality service allowing its initial cost to be recovered over a longer period. It is a sound investment.

**PLAY IT SAFE
PLAY IT ON A YAMAHA**



YAMAHA

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