



Yamaha Scores Big in the UK

The 2008 MIA Awards ceremony was a hugely successful evening for Yamaha Music UK, as the company received a total of four prizes: Best Acoustic Piano, Best Large Supplier, Best Supplier Initiative alongside Classic FM Music Makers, and Best Brass.

Dealers Vote GB1 "Best Acoustic Piano"

The GB1 'Baby' Grand piano is a perfect example of Yamaha's uncompromising insistence on superb sound and resonance, yet it is available at a price suitable for smaller budgets. It is based upon the the same design concept as that of the exceptional C Series, and can produce a broad dynamic range with a superb tonal colors.

The Music Industries Association is a trade association which represents all UK businesses selling musical instruments and associated products. Manufacturers, importers, publishers, retailers and supporting businesses are all included. Their annual awards are chosen by the votes of the members and so they honestly reflect the 'voice' of the dealers.



"For the GB-1 piano, we are absolutely delighted that this piano has maintained its position in the market," commented senior director, Mike Ketley. "We call it our 'hero grand' because it has kept its place despite the strong competition from the Far East. It has been central to a lot of the initiatives we have carried out over the years, and he dealers have always stood behind this product and supported it."



MIA president Jon Gold presented the award to co-MD of Yamaha Music UK, Andrew Kemble (pictured), who later noted: "We are delighted that for the second year, Yamaha has been voted the best large distributor in the UK music industry. This is an enormous accolade for the quality of service, products and marketing initiatives achieved by the Yamaha UK team and we would like to thank the UK music retailers for their support."

For information on the awards, visit: <http://www.mi-pro.co.uk/news/29737/MIA-AWARDS-Yamaha-wins-big>