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**Uniformity in Shop Design
and Expansion of
Sales Network**

IS YOUR SHOP DESIGN EVERYTHING IT COULD BE?

— Distinct Yamaha Identity —



Before remodelling

Mike Steele Yamaha
(Hamilton, New Zealand)

Yamaha Motor, aside from motorcycles, produces a great variety of products including FRP boats, out-board motors and portable generators, and their excellent quality is recognized everywhere. The expansion and consolidation of the sales network is becoming a crucial factor in promoting the sales of these products. At this time, it is a matter for increased concern how much brand uniformity should be emphasized in the shops of Yamaha dealers so that a stronger and more effective sales network is established. The effect of a uniform dealer image on sales is increasing in importance today, as the dealers making up the sales network grow in number.

Consider, for example, the building of a uniform dealer image just for the Yamaha motorcycle sales network. From the customers' stand point, they always know exactly where to go, and they can obtain the product with a sense of assurance when the brand image (identity) is uniform in all shops. This not only is very convenient, but it also contributes to a greater trust in Yamaha shops which are consistent everywhere. The more Yamaha shops there are with a distinct brand identity, the more a dynamic sales promotion becomes possible, and this in turn, leads to greater sales for all dealers.

Furthermore, when there are many brands in competition and the product being sold is like automobiles and motorcycles where the price is relatively high and the product is a durable consumer item to be used over a long period of time, the brand image in terms of personal brand preference and reputation for

after service becomes a decisive factor in sales expansion. Unifying the image of Yamaha shops serves this purpose. Especially for a shop where the motorcycles of more than one brand are displayed, a prominent Yamaha sign will do a great deal for better Yamaha business.

Listed below for the sake of reference are the conditions for a successful Yamaha shop.

1. A uniform shop design so that everyone can tell that Yamaha products are being sold.
2. Enough display space so that all models offered for sale can be put on display.
3. A pleasant atmosphere where customers can take their time to look over the products and talk to sales persons.
4. Each shop must have space enough for four independent sections as listed below.
 - (1) Showroom
 - (2) Sales talk corner
 - (3) Accessories and spare parts counter
 - (4) Workshop for after-sale service
5. It is also desirable for the following facilities to be made available where possible.
 - (1) Separate display space for used motorcycles
 - (2) Parking area for customers
 - (3) Coffee service stand

(4) Information board or video monitor

(5) Bike-wash stand etc.

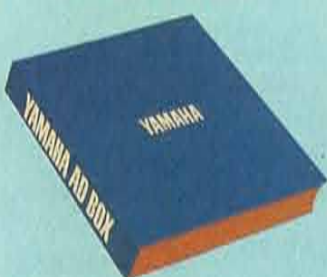
Presently, the work of remodelling Yamaha shops to a standardized design on a worldwide basis is well underway thanks to the efforts of those Yamaha importers and dealers intent on further improving their customer service and consolidating their customers' brand loyalty. A number of dealers are currently remodelling their shops in a manner suitable to them, using either the Ad Box provided recently from Yamaha, or manuals provided independently by their importers. Remodelling of a shop does not always involve a great expense. In some cases the appearance of a shop can be changed quite effectively just by repainting the outside.

Yamaha's implementation of a uniform shop design before its competitors adopt their own uniform design policy, is very significant in itself. This current issue features shop designs based on reports received from around the world. We would be most pleased if these examples prove useful in the remodelling of other Yamaha dealers' shops.

(See pages 3 to 6 for various case examples)



YAMAHA AD BOX



Mike Steele Yamaha
(Hamilton, New Zealand)

After remodelling



LaPorte snatches the lead!

250cc Motocross Championship

American motocross star Danny LaPorte (Yamaha) gave full play to his real ability in a motocross title chase. He won the two races of the Dutch GP, the 8th round of the series held at Mill on July 4.

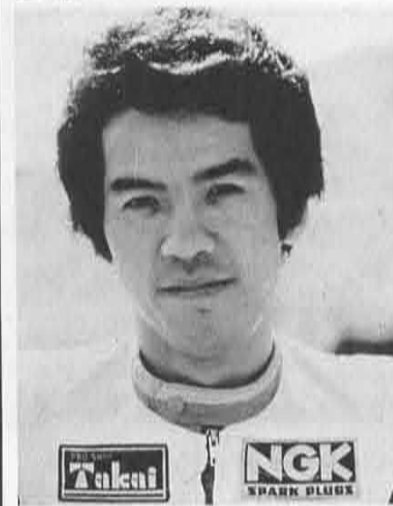
LaPorte who tied with G. Jobe (Suzuki) when the British GP, the 7th round, was over, snatched a 6-point lead from the Suzuki ace who finished second in both races of the Dutch GP.

Now the greatest interest is being focussed on how a 250cc title battle will develop between LaPorte and Jobe in the remaining rounds: Soviet, US, Finland and Sweden.



K. Kinoshita wins again! (YZR500)

'82 Malaysian GP



Takai's record by 0.1 second! Andrew Johnson and Fabian Looi, both on Yamaha TZ500 racers finished second and third respectively, to achieve a spectacular Yamaha one, two, three victory. Besides, Yamaha riders won almost all support races of the meeting as follows:

Improved Motorcycles — 126cc and above

Class 351cc — 500cc
1. Fabian Looi Yamaha TZ500
2. Lei Weng Pio Yamaha TZ500

Class 251cc — 350cc
1. Lindsay Sng Yamaha TZ350
2. Phang Yoke You Yamaha TZ350

Class 126cc — 250cc
1. Brent Jones Yamaha TZ250

Series Production Motorcycles up to 350cc

1. Fabian Looi Yamaha RD350LC
2. Lindsay Sng Yamaha RD350LC
3. Foreman Oh Yamaha RD350LC

Class 126cc — 250cc
1. William Chan Yamaha RD250LC
2. Gerry Leong Yamaha RD250LC
3. Joanne Meiklejohn Yamaha RD250LC

Series Production Motorcycles up to 125cc

1. Yongki Kamili Yamaha RD125LC
2. Indran Lee Yamaha RD125LC
3. Phang Yoke You Yamaha RX-S
4. Fabian Looi Yamaha RD125LC

Improved Motorcycles up to 125cc

Class up to 100cc
1. Indran Lee Yamaha RX100
2. Yongki Kamili Yamaha RX100
3. Nanang Gunawan Yamaha RX100
4. Gerry Leong Yamaha RX100

Keiji Kinoshita who had won the GP for motorcycles in 1980, did it again on May 29, and that, in a much more impressive manner. Kinoshita dominated the race almost from the start to the finish. His superb race technique, coupled with his powerful, reliable YZR500 racer, allowed no challenge from other riders including pre-race favorite Wayne Gardner (Honda TWS1000). He set a new lap record at 1'24" 2, renewing last year winner I.

This is a clipping from "THE STAR" issued after the '82 Malaysian GP. In this article, Wayne Gardner (Honda TWS) who only

managed to finish fifth, emphasizes that the lighter Yamaha bike is perfect for the Shah Alam circuit.



ROAD RACING RESULTS

Round 6 — Dutch TT — June 26 500cc class — 16 laps (76.40 miles)

1. F. Uncini	Suzuki
2. K. Roberts	Yamaha
3. B. Sheene	Yamaha
4. G. Crosby	Yamaha
5. R. Mamola	Suzuki

Round 7 — Belgian GP — July 4 500cc class

1. F. Spencer	Honda
2. B. Sheene	Yamaha
3. F. Uncini	Suzuki
4. K. Roberts	Yamaha
5. R. Mamola	Suzuki

500cc Road Race World championship positions as of July 4

1. F. Uncini	Suzuki	73pts.
2. K. Roberts	Yamaha	68pts.
3. B. Sheene	Yamaha	58pts.
4. F. Spencer	Honda	37pts.
5. G. Crosby	Yamaha	34pts.

MOTOCROSS RESULTS

125cc class

Round 6 — Swiss GP — June 6

1st race

1. J. O'Mara	Honda
2. E. Geboers	Suzuki
3. C. Maddii	Gilera
4. H. Everts	Suzuki
5. M. Rinaldi	Gilera

2nd race

1. J. O'Mara	Honda
2. E. Geboers	Suzuki
3. C. Maddii	Gilera
4. M. Rinaldi	Gilera
5. M. Andreani	KTM

Round 7 — Czechoslovakian GP — June 20

1st race

1. E. Geboers	Suzuki
2. M. Rinaldi	Gilera
3. Y. Sugio	Honda
4. C. Maddii	Gilera
5. M. Velkeneers	Yamaha

2nd race

1. M. Velkeneers	Yamaha
2. E. Geboers	Suzuki
3. C. Maddii	Gilera
4. M. Rinaldi	Gilera
5. J. Vimond	Yamaha

Round 8 — French GP — July 4

1st race

1. E. Geboers	Suzuki
2. J. Vimond	Yamaha
3. H. Everts	Suzuki
4. M. Rinaldi	Gilera
5. C. Maddii	Gilera

2nd race

1. E. Geboers	Suzuki
2. C. Maddii	Gilera

3. H. Everts	Suzuki
4. M. Rinaldi	Gilera
5. A. Watanabe	Suzuki

125cc Motocross World championship positions as of July 4

1. E. Geboers	Suzuki	164pts.
2. M. Rinaldi	Gilera	133pts.
2. M. Velkeneers	Yamaha	133pts.
4. C. Maddii	Gilera	132pts.
5. H. Everts	Suzuki	109pts.

250cc class

Round 6 — French GP — June 6

1st race

1. D. LaPorte	Yamaha
2. H. Maisch	Maico
3. D. Pean	Kawasaki
4. D. Watson	Yamaha
5. G. Rahier	Suzuki

2nd race

1. K. van del Ven	KTM
2. R. Duffenbach	Honda
3. D. LaPorte	Yamaha
4. M. Guerra	Husqvarna
5. G. Rahier	Suzuki

Round 7 — British GP — June 13

1st race

1. K. van del Ven	KTM
2. D. LaPorte	Yamaha
3. D. Watson	Yamaha
4. G. Jobe	Suzuki
5. M. Guerra	Husqvarna

Round 8 — Dutch GP — July 4

1st race

1. D. LaPorte	Yamaha
2. G. Jobe	Suzuki
3. H. van Mierlo	Suzuki
4. D. Watson	Yamaha
5. K. van der Ven	KTM

2nd race

1. D. LaPorte	Yamaha
2. G. Jobe	Suzuki
3. K. van der Ven	KTM
4. H. van Mierlo	Suzuki
5. M. Guerra	Husqvarna

250cc Motocross World championship positions as of July 4

1. D. LaPorte	Yamaha	146pts.
2. G. Jobe	Suzuki	140pts.
3. K. van der Ven	KTM	134pts.
4. D. Watson	Yamaha	94pts.
5. M. Guerra	Husqvarna	71pts.

2nd race

1. D. LaPorte	Yamaha
2. G. Jobe	Suzuki
3. K. van der Ven	KTM
4. H. van Mierlo	Suzuki
5. M. Guerra	Husqvarna

500cc class

Round 6 — Italian GP — June 6

1st race

1. A. Malherbe	Honda
2. A. Vromans	Suzuki
3. H. Carlqvist	Yamaha
4. G. Semics	Honda

2nd race

1. A. Malherbe	Honda
2. A. Vromans	Suzuki
3. H. Carlqvist	Yamaha
4. G. Semics	Honda

3rd race

1. A. Malherbe	Honda
2. A. Vromans	Suzuki
3. H. Carlqvist	Yamaha
4. G. Semics	Honda

4th race

1. A. Malherbe	Honda
2. A. Vromans	Suzuki
3. H. Carlqvist	Yamaha
4. G. Semics	Honda

5. B. Lackey	Suzuki
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2nd race

1. A. Malherbe	Honda
2. B. Lackey	Suzuki
3. N. Hudson	Yamaha
4. A. Vromans	Suzuki
5. D. Thorpe	Kawasaki

Round 7 — West German GP — June 13

1st race

1. H. Carlqvist	Yamaha
2. A. Malherbe	Honda
3. B. Lackey	Suzuki
4. N. Hudson	Yamaha
5. A. Vromans	Suzuki

2nd race

1. A. Malherbe	Honda
2. B. Lackey	Suzuki
3. A. Vromans	Suzuki
4. N. Hudson	Yamaha
5. D. Thorpe	Kawasaki

Round 8 — US GP — June 20

1st race

1. D. Chandler	Honda
2. D. Shultz	Honda
3. B. Lackey	Suzuki
4. A. Vromans	Suzuki
5. A. King	Suzuki

2nd race

1. M. Bell	Yamaha
2. A. Vromans	Suzuki
3. B. Lackey	Suzuki
4. A. King	Suzuki
5. D. Chandler	Honda

Round 9 — Canadian GP — June 27

1st race

1. B. Lackey	Suzuki
2. A. Vromans	Suzuki
3. G. Semics	Honda
4. N. Hudson	Yamaha
5. G. Noyce	Honda

2nd race

1. A. Vromans	Suzuki
2. G. Noyce	Honda
3. G. Semics	Honda
4. N. Hudson	Yamaha
5. P. Fura	Husqvarna

Round 10 — British GP — July 4

1st race

1. D. Thorpe	Kawasaki
2. A. Vromans	Suzuki
3. B. Lackey	Suzuki
4. G. Noyce	Honda
5. J. van Velthoven	KTM

2nd race

1. B. Lackey	Suzuki
2. A. Vromans	Suzuki
3. D. Thorpe	Kawasaki
4. N. Hudson	Yamaha
5. G. Noyce	Honda

3rd race

1. B. Lackey	Suzuki
2. A. Vromans	Suzuki
3. D. Thorpe	Kawasaki
4. N. Hudson	Yamaha
5. G. Noyce	Honda

4th race

1. B. Lackey	Suzuki
2. A. Vromans	Suzuki
3. D. Thorpe	Kawasaki
4. N. Hudson	Yamaha
5. G. Noyce	Honda

5th race

1. B. Lackey	Suzuki
2. A. Vromans	Suzuki
3. N. Hudson	Yamaha
4. G. Noyce	Honda
5. A. Malherbe	Honda

500cc Motocross World championship positions as of July 4

1. B. Lackey	Suzuki	186pts.
2. A. Vromans	Suzuki	175pts.
3. N. Hudson	Yamaha	140pts.
4. G. Noyce	Honda	123pts.
5. A. Malherbe	Honda	121pts.

NEW ZEALAND

In this country the program of unified shop design has been implemented with the initiative taken by Mollers Yamaha since August of last year. This has contributed greatly to the expansion of Yamaha sales network. "Open House" which was introduced in issue No. 3 of Yamaha News, was a part of this program.

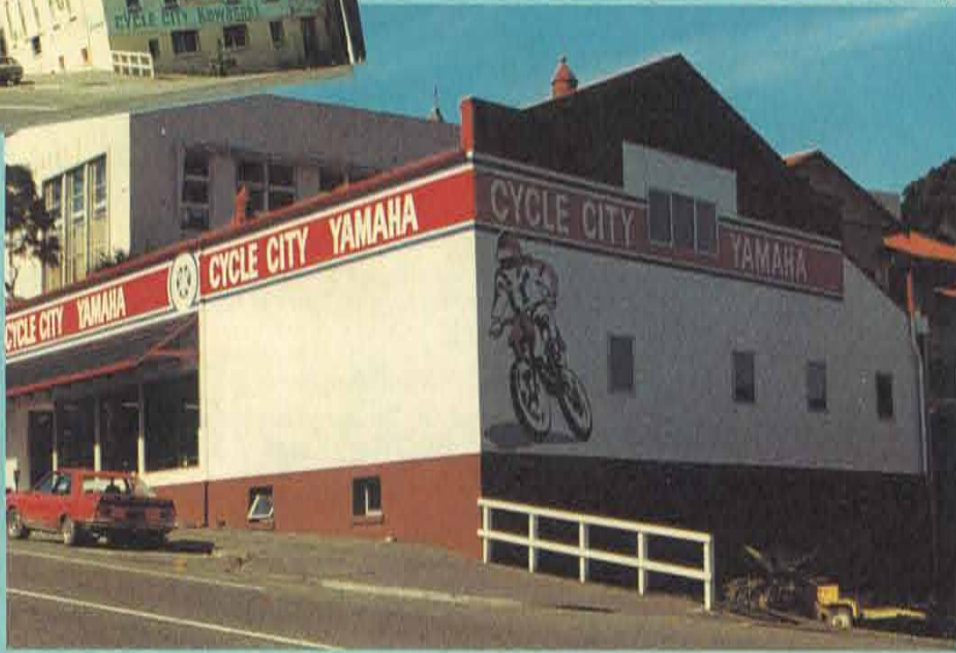
Uniformity in Shop Design and Expansion of Sales Network



Before remodelling

Cycle City Yamaha — New Plymouth
Exterior shop design has been completely renewed for the better.

After remodelling



Before remodelling

Queen St. Yamaha — New Plymouth
The shop has become vividly attractive after remodelling.

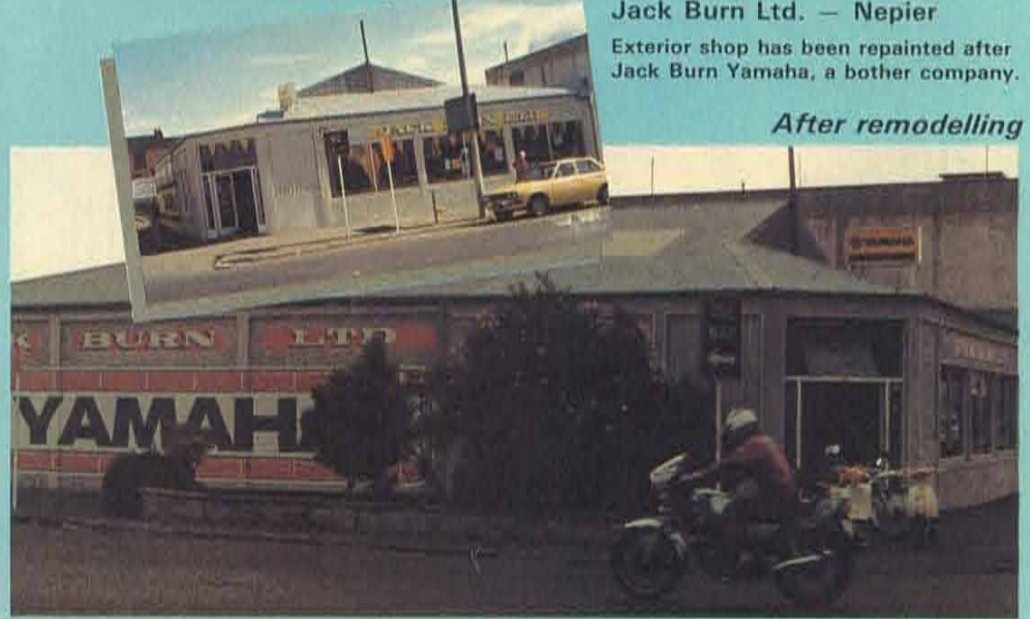
After remodelling



Before remodelling

Jack Burn Ltd. — Napier
Exterior shop has been repainted after Jack Burn Yamaha, a bother company.

After remodelling

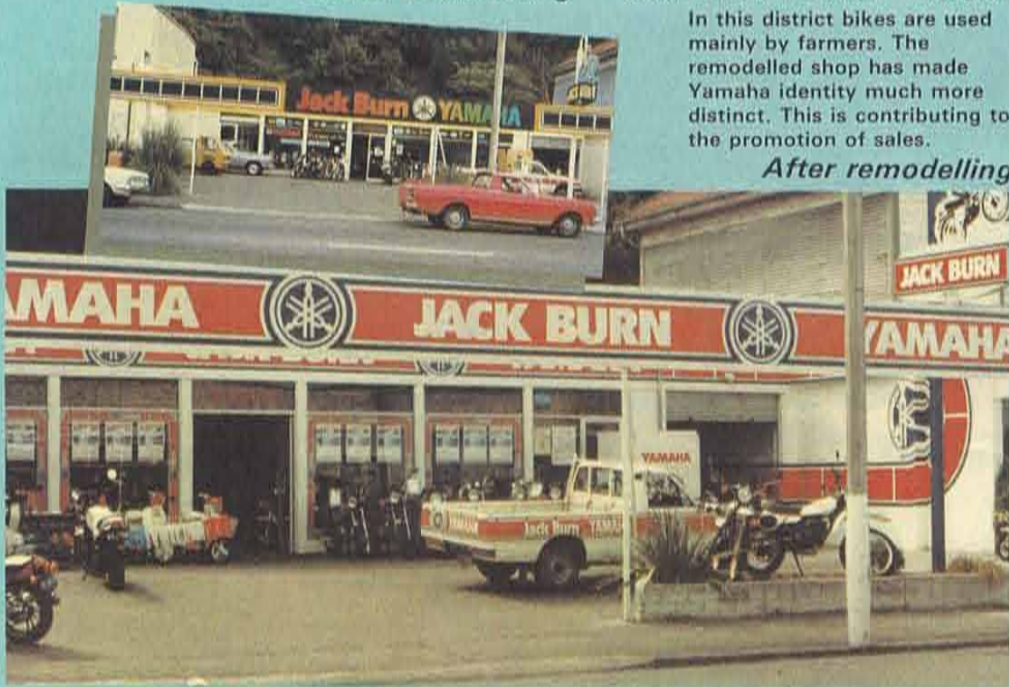


Before remodelling

Jack Burn, Yamaha — Napier

In this district bikes are used mainly by farmers. The remodelled shop has made Yamaha identity much more distinct. This is contributing to the promotion of sales.

After remodelling



Jacks Yamaha — Christchurch
The remodelled shop presents a brighter image.

Before remodelling



Discombe Yamaha — Hamilton
Yamaha identity stripe is very effectively used.

After remodelling



Tommy's Yamaha — Christchurch
The shop has become more attractive after remodelling.



After remodelling

After remodelling



After remodelling



Mollers Yamaha Center — Auckland

Auckland is the largest regional market in this country. Mollers Yamaha's branch shop which covers this important market is also redesigned. Red stripe is effectively used for more distinct Yamaha identity.



After remodelling

Interior space is large enough to display all Yamaha models.

Mount Motorcycle Ltd. — Mount Wangaley



After remodelling

Uniformity in Shop Design
and Expansion of
Sales Network

GREECE

Yamahellas of Eliopoulos Brothers Ltd. which is handling the import and sales of Yamaha motorcycles and outboards in Greece, is also pushing ahead with the unification of shop design. This is favorably received by all affiliated dealers.

Motorama (Zapantis) — Patras

After remodelling



Papageorgiov — Athens

After remodelling



Floor tiles are also Yamaha original.

Draco — Athens



After remodelling

Ditiki — Naftiliaki — Patras



After remodelling

Aqua Sport — Athens



After remodelling

TAIWAN

A sales competition is getting intense in this highly potential market and Yamaha importers and dealers are making steady headway in the promotion of unified shop design to make Yamaha identity much more distinct.

Yamaha dealer — Taichung

After remodelling



Before remodelling

Yamaha dealer — Hsinchu
After remodelling



Yamaha dealer — Taichung
After remodelling



Yamaha dealer —
Kaohsiung



After remodelling



Model interior designs introduced in Yamaha Shop Manuals by the Yamaha importers.



A newspaper ad for sales promotion of Yamaha motorcycles which been made jointly by Yamah



Yamaha dealer — Pingtung

After remodelling



Yamaha dealer — Tainan

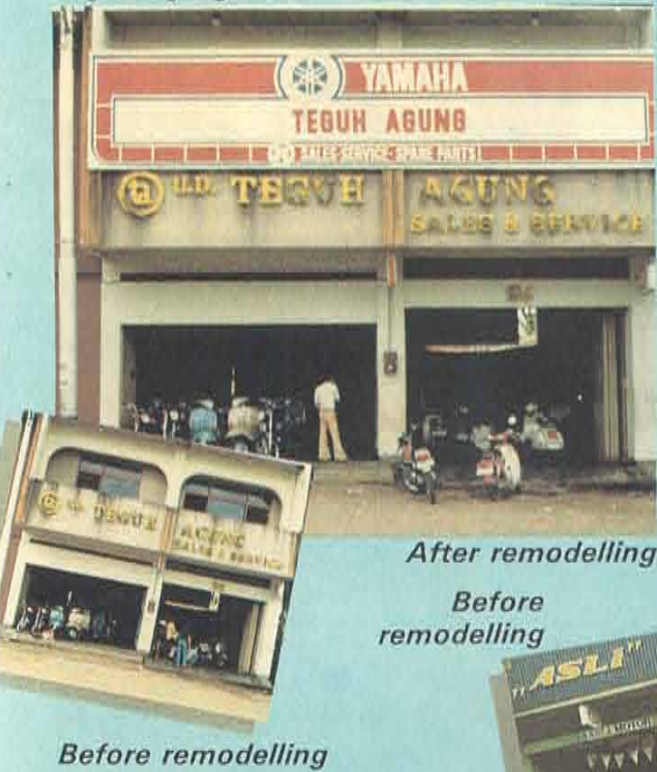
After



INDONESIA

The program of unified shop design started in November of last year, with the initiative taken by Harapan Motor in Jakarta. Satisfactory results have been achieved until now.

Teguh Agung—Solo



After remodelling

Before remodelling

Cendrawasih Motor—Klaten
After remodelling



Before remodelling



Yamaha Shop Manual which has been made by Harapan Motor is helping greatly to promote the program of unified shop design in Indonesia.

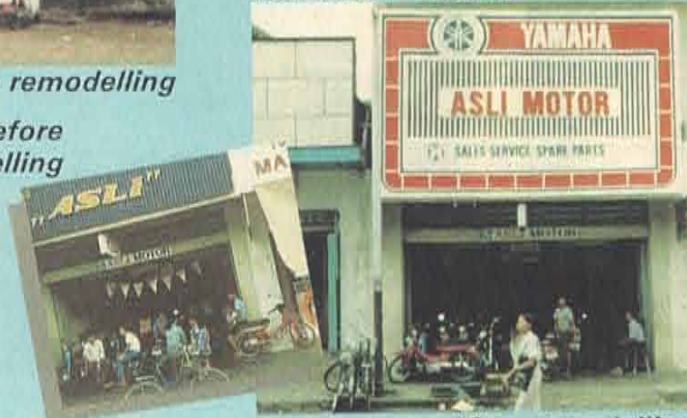
Merdeka Motor—Palembang



After remodelling

Before remodelling

Asli Motor—Klaten



After remodelling

COLOMBIA

Motoccidente in Cali has recently opened a new shop after 2-year construction work. Mr. Claude Regnier, shop owner, is one of the most successful road race riders. His vast knowledge and experience of road racing and motorcycles have been utilized to the fullest extent so that the new shop can emphasize Yamaha identity as much as possible.



Mr. C. Regnier is always active in the first line of sales promotion.



Motoccidente's new office and shop building. 4th to 8th floors are offices for rent.



Showroom has a high, open ceiling.



Yamaha video system "Yamacine" is featured in the showroom. Seen over there is a parts sales counter.



Five mechanics are working in the underground service shop.

JAPAN

Japan is becoming a 3-million market where a sales competition is getting extremely intense especially in the 50cc field. All Yamaha dealers are striving to make their shops more appealing to customers in accordance with an established Yamaha shop design policy.



Yamaha Shop Manual for Japanese dealers



Suzuki Ringyo—Fuchu (near Tokyo)



After remodelling

Yamaha dealer—Taichung
After remodelling



Yamaha dealer—Kaohsiung
After remodelling



Shutter illustrated in Yamaha color and the interior

Yamaha Kuromatsu—Sendai (northeastern Japan)



After remodelling

BRAZIL

The program of unified shop design is well under way in Brazil as well. A shop design manual which has been made by Yamaha Motor do Brazil proves to be a good guide to the effective unification of exterior and interior shop design with specific emphasis being given to distinct Yamaha identity.

The manual titled "Program of Visual Identification (PVI)" covers everything essential, such as outer appearance elements, shop front signs, vehicles, inner appearance elements, walls, ceilings, exterior and interior illumination, floor design, guide for minimal areas, etc.

Then, let's take a look at how the program is progressing.



Uniformity in Shop Design and Expansion of Sales Network

Enough display space is provided so that all models offered for sale can be put on display



Moto Tyll — Uberlandia

In this shop the motorcycle division has been separated from the automobile division (GM) so that greater efforts are put in the sales promotion of Yamaha motorcycles.

After remodelling



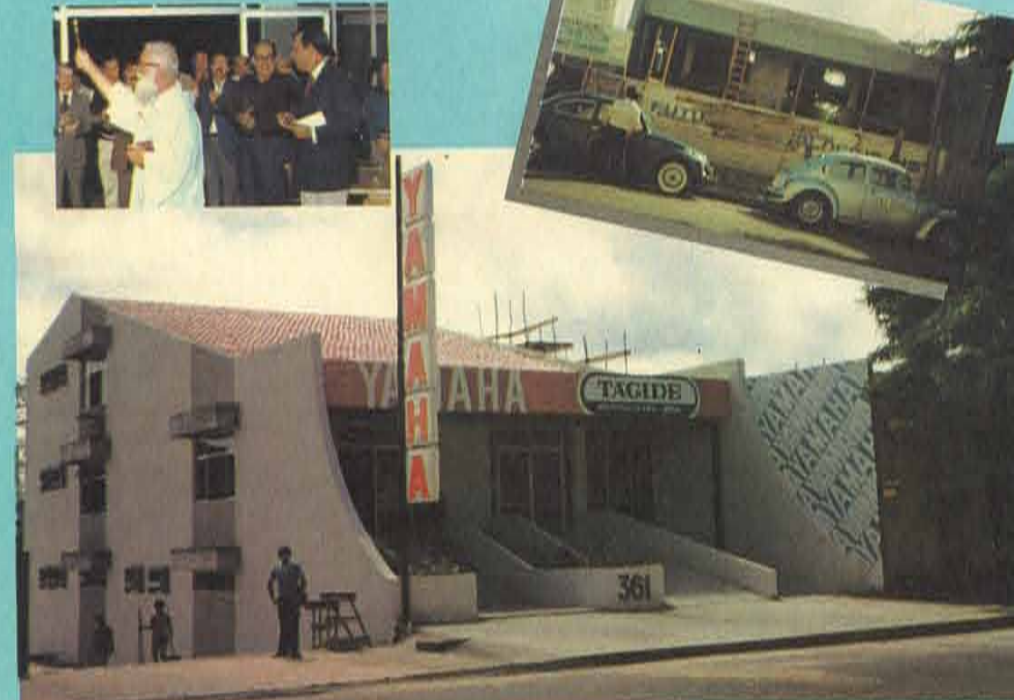
Cautal Motor Ltda. — Canoas

After remodelling



Atual Tagida — Belm

Inauguration ceremony of a new shop



New shop under construction

New shop completed



Motonauto—Belo Horizonte
After remodelling

Yamaha Rotacenter — Curitiba

After remodelling



Andretta Motoshop — Amparo

After remodelling



Italmoto — Bento Gonçalves

Before remodelling



After remodelling



Quebec Yamaha — São Paulo

A former gasoline station has been converted into an attractive Yamaha shop. Workshop and office are located behind the new shop.



After remodelling

Hugo Praun — Itajai

After remodelling



Another good example of a gasoline stand converted Yamaha shop



Before remodelling

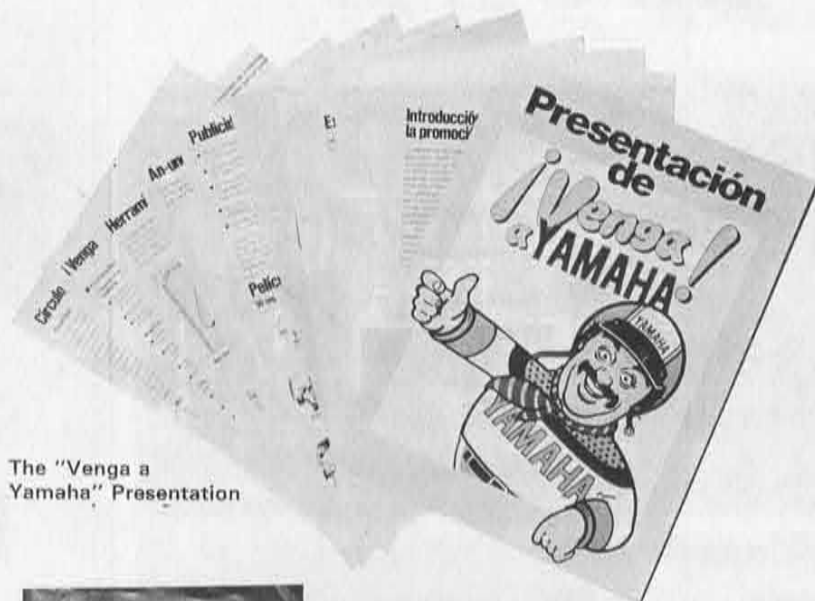
"Venga a Yamaha" Campaign



Mr. C. Regnier

From Colombia: The Yamaha dealers in Colombia are presently in the midst of conducting a nationwide sales campaign, "Venga a Yamaha" (Come on to Yamaha). Each of the dealers are conducting this campaign in their own fashion, putting to good use the sales promotion guide and the presentation materials with an illustration of the mascot character of this campaign, "Tio Yamaha." Motococcidente Company in Cali City, which just saw completion of its new headquarters building after two years of work (a related article is on page 5 of this issue), combined this sales campaign with the celebration for the completion of their headquarters building and launched a special sale for the occasion. The main feature in this special sale was a 10% discount on all spare parts sold during the sale. Also, everyone who made a purchase during this period was given a present of either a Yamaha parasol, a Yamaha T-shirt, or a gold coupon "Yamabono," good for the purchase of some Yamaha parts. Another special feature was the distribution of lottery tickets to all purchasers, with a chance to win one of the following prizes.

- 1) A free trip for 4 nights and 5 days to San Andres Island (San Andres Island in the Caribbean Sea is the biggest resort area in Colombia.)
 - 2) A color television set
 - 3) A refrigerator
 - 4) A blender
- Yamaha News recently received the following message from Mr. C. Regnier, the owner and manager of Motococcidente Company.



The "Venga a Yamaha" Presentation



The Yamaha Sales Promotion Guide



A newspaper advertisement of the special sales at Motococcidente Co.



Tools for sales promotion campaign

Dear Friends:
I would like to extend our most delighted and fondest greetings to my associates at Yamaha News on this occasion when the new headquarters for Motococcidente Co., with eight stories and one basement floor totalling 9,000 square meters, has finally been completed. Frankly speaking, my country has entered an age of real economic difficulties. Nevertheless, motor-

cycles present an ideal and decisive solution to the problem of transportation in this country, so I am very optimistic about the future of this business. I am confident that our new dealership headquarters will be a great source of pride to you just as it is for us, and that the future of Yamaha will shine even brighter because of it.
Thank you very much.

Southeast Asia with the longest history. Even non-racing fans are aware of it. It was really great promotion for the prestigious champ to drop in on a dealership like this.

Brazilian "YAMAHA NEWS" is founded!

From Brazil: Yamaha Motor do Brasil Ltda. (Mr. Masahiko Fukuta, President) has recently

published the first issue of a revised company organ paper "Noticiário Yamaha" after intervals of 2 years. This covers everything required to increase communication between the company and all affiliated dealers and users. The 8-page newspaper contains company personnel affairs, new model information, sports news, topics, market trends, general sales policy, etc. which are very well received by all dealers who are interested in Yamaha. The company will continue to issue this newspaper on a bimonthly basis.

1982, O GRANDE ANO DA YAMAHA; PALAVRA DO PRESIDENTE.

"MATERIAL HUMANO É O MAIS IMPORTANTE"

MOTOCROSS, UM ESPORTE EM EVOLUÇÃO

COM YAMAHA, NETINHO PARTE PARA O MUNDIAL

CARONA - A MAIS BARATA E ECONÔMICA MOTOCICLETA BRASILEIRA

Follow-up on The Roadshow

From U.K.: In regard to the Roadshow being conducted in England currently, which was the topic of last issue's special feature, Mr. Steve Hackett of Mitsui Machinery, the coordinator of this campaign, received a letter of appreciation from H. Dugdale Motors, one of the dealers to take part in this show. This letter is presented below in its entirety.

Dear Steve,
Just a letter of thanks regarding the Road Show, we had a fantastic two days, other than an instructor falling off one bike in front of the garage, going in a straight line, everything went like clock work. I have taken many photographs and video cassette of the event, and when I have finished editing it, maybe it could possibly be used by yourselves. When I have had all the invoices in for advertising I will forward them on for your attention. Once again many thanks for helping to make such a super weekend, and all the staff at T.W.Promotions deserve a big pat on the back for they could not have been more helpful, they really are a super bunch of ladies and gentlemen.

Yours sincerely,

Alan Dugdale.
Proprietor to:
H. DUGDALE MOTORS.

Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to your business. Any sort of news or information would be highly appreciated if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black/white to your news or information wherever possible.

Address: Editorial Room of Yamaha News, AD & PR Division, Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken (Japan)

Beautiful Mt. Fuji???

From New Zealand: Do you think this is a good picture of Mt. Fuji in Japan? The fact is, it isn't Mt. Fuji at all. This is a picture of Mt. Egmont taken from the roof of Moller Holding Limited, 113 Courtenay Street, New Plymouth, New Zealand is now in winter. Isn't snow capped Mt. Egmont a beautiful sight?



Credit: Photo by Taranaki Newspapers Limited

The Popular Champ.

From Singapore: Keiji Kinoshita, the winner in the Malaysia GP on a YZR 500, paid a visit to Hong Leong Pte. Ltd. in Singapore the day after the race. K. Kinoshita

signed autographs in the showroom of this dealership and attracted a large number of motorcycle fans. The Malaysian GP is one of the most popular races in



K. Kinoshita and Singapore motorcycle fans

The top rider is also a top notch director



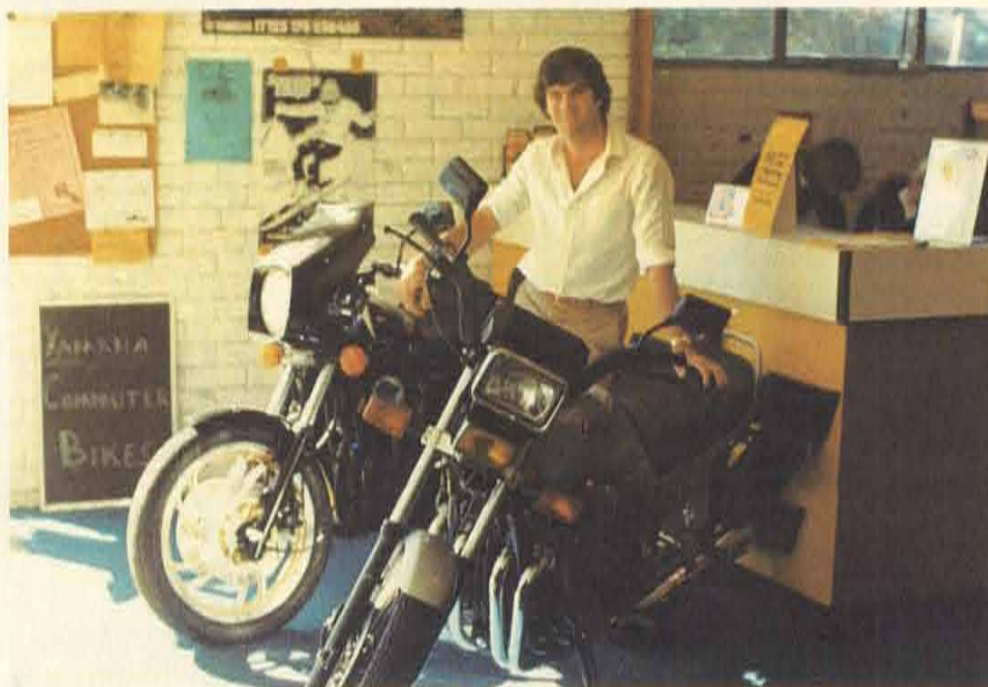
Mr. Ron Boulden

Ron Boulden (member of Toshiba Yamaha Dealer Team) who won the 500cc GP in last year's Bathurst Race is recognized as one of the best road race riders in his country. Until last year, he was part of the New South Wales Dealers Team, and since he

was previously introduced in Yamaha News, many of our readers should know about him.

Not only is Ron an expert road race rider, but he is also doing great as a proprietor of two motorcycle shops. Just recently, he has begun to develop a whole new line of business. Ron owns motorcycle shops in Sydney by the name of Welbank, and now he has joined forces with the rent-a-car giant, Hertz, to start a rent-a-bike business. This is quite a timely idea considering that Australia counts only second after Africa in the opinion of European motorcycle enthusiasts as one of the places they would like to tour the most. At present, there are about 250 rental bikes available in Australia and these are used primarily for pleasure riding on weekends. The types of bikes ridden most often in order of popularity are; 1) touring, 2) trail and 3) commuting. As our readers are well aware, Australia is a huge country, and aside from large metropolitan areas, it has a lot of forest and desert. It is enough to make any motorcycle lover, European or otherwise, want to tour its vast stretches. Ron, who has been riding a wide variety of bikes in his country since the age of 14, decided to offer the following selection of bikes for rental; (for commuting and road use) SR185, SR250, XS250, RD250L/C, RD350L/C; (for touring) XJ550H, XJ650H, XV750H, XV1000, XS850H, XS1100H, XS1100RH; (for off-road and trail riding) DT175, DT250, XT250.

Ron's rental business is doing great, just like his motorcycle dealer business. He has proven himself not only as a first class rider, but also as a top notch company director. Below is a brief profile of Ron. FULL NAME: Ronald Anton Boulden. DATE OF BIRTH: October 4, 1959. SCHOOL ATTENDED: St. Pius College, Chatswood. HEIGHT: 1.77 m. WEIGHT: 69.8 kg. MARITAL STATUS: Single. OCCUPATION: Company Director. LIKES: Money, motor cars, bikes and girls. DISLIKES: Bad food, unprofessional people, losing races. HOBBIES:



Interior and exterior of Ron's shop, Welbank



Pamphlet for rent-a-bike

Water-skiing, squash, scuba diving, spending money. MOST EMBARRASSING MOMENT: Falling off in the 350 Grand Prix at Bathurst in 1978 whilst leading by 33 seconds. OWN ROAD BIKE: Yamaha 1100RH. FAVORITE ROAD BIKE: Yamaha 1100RH. OWN CAR: Porsche 928. FAVORITE ALL-TIME



Ron blasts his way to victory in the Bathurst Race. (Photo from REVS magazine N0.16 of Australia)

RIDER: Mike Hailwood. MOST RESPECTED RIVAL: Gary Coleman. LAP RECORDS: Symmons Plains, 500; Oran Park, 500; Amaroo Park, 500; Bathurst, 500. PLANS AND AMBITIONS FOR THE FUTURE: Make lots of money, retire early, and enjoy life.

NEW INTRODUCTION FILM



YAMAHA DT125/175

Back in 1968, Yamaha created a new off-road motorcycle world by introducing the 250 cc DT-1, a name that has become legendary in this field.

The new DT125 and 175 which have a direct line from this predecessor, feature a very important idea—they must possess on-road performance equal to a good road sports machine while their off-road performance should be far above conventional standards.

New introduction film "Yamaha DT125/175" which is produced specifically for main DT markets tells how beautifully this concept is realized in these models.

The latest off-road motorcycle technology based on long proven YZ racer technology has given birth to such a fresh sense styling, together with a number of technical improvements including leading axle type front forks with an impressive 200mm of wheel travel, Mono-cross rear suspension allowing an adequate 155mm of wheel travel, YEIS (Yamaha Energy Induction System), etc., the combined effect of which ensures more exciting and more reliable on-and-off-road performance.

SPECIFICATIONS:

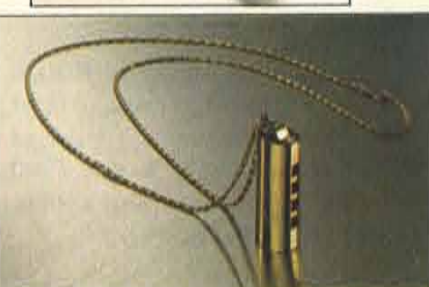
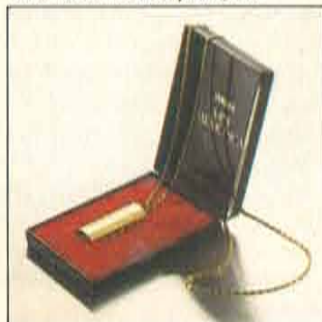
Size: 16mm, multicolor
Running time: 10 minutes
Narration: English or Spanish
Price: ¥35,000 per roll, FOB Japan
Code number: F939

Note: The single cylinder engine model featured in this film is an air-cooled version and please make sure that this version is available on your market, before placing an order for the film.

For more successful business

Yamaha-original, high quality items that will help to increase your sales by enhancing "Yamaha" in image

Mini harmonica pendant



Size: 3.7 x 1.53 x 1.1 (cm). Material: Golden chromium plated steel. Price: @¥800 (FOB Japan). Order number: W279

Ball-point pen with digital watch

Size: 9.6mm (diameter) x 13.9cm (length). Material: Stainless steel. Price: ¥4,200 (FOB Japan). Order number: W273



Illustrated wall paper

Size: 1.8 x 3.6 (m). Material: Art paper. Price: @¥3,500 (FOB Japan). Order number: W276

