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'83 DAYTONA 200

March 13—Daytona
 International
 Speedway,
 Florida, USA



12 victories in a row



Kenny and Eddie ride new YZR Daytona machines to a dramatic one - two victory!



WORLD CHAMPIONSHIP ROAD RACING SOUTH AFRICAN GP

Jean Francois Balde
 (Yamaha) wins the 250cc
 class;
Kenny Roberts (Yamaha)
 finishes 2nd in the
 500cc class

The '83 GP season also started a week after Daytona, much earlier than usual years, with the first South African GP held on the Kyalami circuit near Johannesburg on March 19. French rider Jean Francois Balde on a Yamaha TZ250 finished first in the 250cc class. His winning time was 43' 45" 2. In the 500cc class Kenny Roberts placed 2nd despite a poor start.
 (see page 5 for more pictures and reports)



Jean Francois Balde

The Yamaha Marlboro World Championship Team got the '83 season off to a truly great start by achieving a dramatic one-two finish in the '83 Daytona 200-mile race staged at the Daytona International Speedway, Florida, USA on March 13. Kenny Roberts proved himself to be the "King" of road racing by finishing first in this prestigious American classic. Eddie Lawson riding side by side with Kenny secured the safest second spot. Both used new YZR Daytona machines, the outline of which appeared in the last issue of Yamaha News. This was Yamaha's 12th consecutive victory, an astonishing record in the 42-year Daytona history!
 (see pages 4 and 5 for more pictures and reports)

DAYTONA 200 RESULTS

1. Kenny Roberts Yamaha YZR Daytona
2. Eddie Lawson Yamaha YZR Daytona
3. Steve Wise Honda FWS1000
4. Steve Gervais Yamaha TZ750
5. David Aldana Yamaha TZ750
6. Kurt Lentz Yamaha TZ750
7. Hap Eaton Yamaha TZ750
8. John Long Yamaha TZ750
9. Rusty Sharp Honda FWS1000
10. Doug Brauneck Yamaha TZ750

— The sales season coming soon — European journalists firsthand test-ride the new models

The 1983 European model range which was unveiled during European motor shows and dealer meetings late in 1982, created a widespread sensation among both the buying public and motorcycle journalists.

The 1983 European model range, as a new slogan "Evolution, Not Revolution" suggested, was introduced as the further development of proven motorcycle design concepts, while at the same time including some spectacular new models which are sure to lead the intended segments of the market.

Early in March, with the '83 sales season coming soon in Europe, 31 European motorcycle journalists, together with 6 representatives from Yamaha's European distributors, were invited to firsthand test-ride two of the most noteworthy '83 models, the 4-stroke 4-cylinder supersports XJ900 and the improved version of the 2-stroke liquid-cooled RD350.

Pursuit of what is more useful

The party of European journalists and distributor representatives arrived at the head office of Yamaha Motor at Iwata on March 2. An introduction meeting was held at the conference room and in his welcoming speech Mr. Takehiko Hasegawa, Managing Director, stated as follows:



Managing Director Hasegawa giving a welcoming speech.

Welcome to Yamaha Motor, Gentlemen. On behalf of the Development and Engineering Division of Yamaha Motor, I wish to express my thanks with my whole heart for your visit to our company. Also, it gives me great pleasure to say the words of welcome to you, European journalists who have introduced our production models to the buying public in Europe. Thanks to you, our sports bikes have gained widespread popularity in Europe. We at Yamaha Motor are highly appreciating your continued cooperation.

Well, today we take the pleasure of showing you over the Research and Development Center. For tomorrow and the day after tomorrow, we have plans to offer our new models, the XJ900 and RD350LC for firsthand test ride by you at the Yamaha Course; in addition, I like to capture this truly rare opportunity to give the outline of our basic principles of commodity development.

First, every commodity development should reflect an established corporate principle which is not self-righteous. The diversification of customer needs or preference is growing with changing times. Therefore, we are always giving specific importance to what is more appealing to customers, and also to how we can realize Yamaha originality in it.

For example, allow me to take up a 4-stroke model design. In recent years, a variety of sophisticated designs have appeared on the market, including a V-4 format. We have also developed a number of different designs, such as the new V-4 model which was unveiled in North America late in 1982. In short, what is essential is "more usefulness" rather than "striking novelty".

The parallel-four engine on the XJ900 is essential to the commodity concept of this model, I believe. At the same time, this design format itself proves very excellent and we at Yamaha motor will further develop it.

Second, we have strived to develop new technology, with the best possible application to our production models in mind. We are daily tackling a variety of items from basic research or experiment to foremost technology. Equally important is the correct evaluation of newly developed technology for the most timely application to the production models.

The liquid-cooled RD models which were launched on the market in 1980, feature Yamaha's long proven 2-stroke technology and world's renowned racer technology, thus reflecting our established corporate principle in the most definite form. We take pride in these 2-stroke models that have opened up a new 2-stroke market at a time when 4-stroke models are considered as the main current of sports bikes.

The New RD models feature a lot of new technology including the YPVS, improved frame, suspension and brakes, in order to pursue the ultimate in total balance. These models have raised a performance level of the same displacement class to a new high. Yamaha has long developed and improved 2-stroke models. This has given a firm basis to our present prosperity.



Dynamic speed feeling on the improved 2-stroke liquid-cooled RD350.



Trial ride of supersports XJ900's is about to start. 30 minutes are not quite enough!

We will continue every possible effort to consolidate our number one position in this field by making the most of our long accumulated technology and experience for the development of better products.

In connection with this, let me explain the principle of our racing activities. To us the race track is a running experiment laboratory where our technology can be tried to the very limit, while at the same time our aggressive participation in racing will contribute to the sound growth of motorcycle sports at all levels.

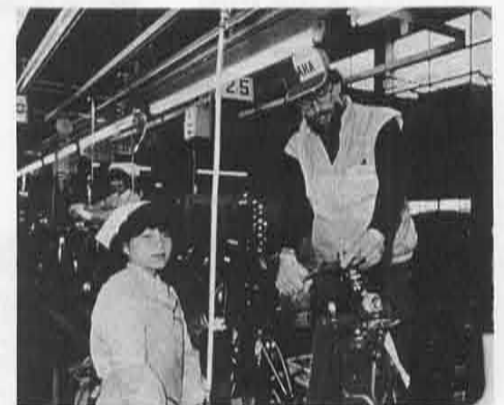


Mr. J-C Olivier, Director of Sonauto Yamaha is well known as an expert rider as well.

You will test-ride our new models at the Yamaha Course tomorrow and the day after tomorrow. This will help you understand what we mean better. We will be very much pleased to see our models introduced to your readers through you.

New models meet their expectations

On March 3 and 4 European journalists and distributor representatives test-ride the XJ900 and the RD350LC at the Yamaha Course, a 5.24-km motorcycle test track of international specifications located at Fukuroi near the company's head office. Testing was divided into several 30-minute sessions, each of which was allotted to mass riding by 7 or 8 riders. Time was not quite enough but these experienced riders must have acquired an idea of these models at least, with a conviction that everything is making steady headway along Yamaha's slogan — "Evolution, Not Revolution". (Test reports will appear in the forthcoming issue of Yamaha News.)



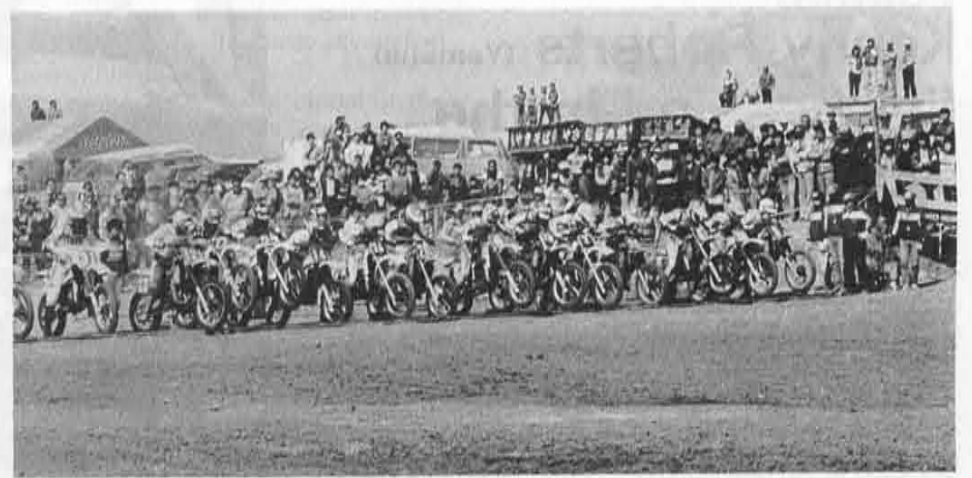
The party of journalists visited the Main Plant for study. He looks interested in the moped assembly line attended by just women.

A new surge of motocross enthusiasm

From Iwata: The opening round of All Japan Motocross Championships '83 took place at the Safety Park Saitama near Tokyo on March 5 and 6. In fine weather conditions this year's curtain raiser turned out to be a glamorous, exciting pageant with over 1,000 machines, each of which was finished sparkling red (Honda), white (Yamaha), yellow (Suzuki) or green (Kawasaki), watched by over 30,000 spectators,

reflecting the rapid growth of motocross as a kind of popular spectators sport in Japan. It is obvious that the success of the first Super Cross held in Tokyo in November of last year gave a strong boost to a new surge of motocross enthusiasm.

9 races were run in this meeting and Yamaha riders won 6, thus getting the '83 season off to a great start. 15 European journalists and distributor representatives, accompanied by the staff of Yamaha Motor (Europe) N.V., who had completed their 2-day test at the Yamaha Course on March 4, also watched this event and they looked astonished a bit at a real picture of flourishing motocross in Japan.





YAMAHA XT250T

A totally new 4-stroke dual-purpose bike marketed for Australia and Japan.

Introduced here is Yamaha's latest 4-stroke DOHC 4-valve type dual-purpose bike, the XT250T that has been designed and built for more fun and increased utility both on and off the road, based on long-proven Yamaha trail bike technology.

The XT250T features more of an exciting YZ motocrosser image by incorporating the new rising-rate Monocross rear suspension in its chassis design while it comes with full street legal equipment including the lighting system and instrumentation. The 4-stroke DOHC 4-valve single-cylinder engine is truly a new spice to dual-purpose riding.

Today's dual-purpose bike enthusiasts look for the machine that meets their sophisticated requirements and the new XT250T is definitely a good answer to them. It combines the qualities of a smooth, dependable road runner with those of a "Super Trail" in the best successful manner.

Engine close-up

The newly developed 4-stroke DOHC 4-valve single-cylinder engine is exclusive to this dual-purpose bike. This new engine design format is another manifestation of Yamaha's advanced and pioneering motorcycle technology.

The 249cc engine which has a compact, lightweight construction, delivers plenty of torque and power together with excellent fuel economy in an exceptionally smooth manner, over the entire speed range for many different riding conditions both on and off the road, assisted by the Yamaha-original YDIS (Yamaha Duo Intake System) and proven single-shaft two-weight balancer mechanism.

* YDIS

This system employs two carburetors, that is, a cable-operated slide type functions as the primary carb while a vacuum-controlled slide type works as the secondary one. In this 4-valve engine each carb has its own intake port and valve. Each carb bore and intake port is smaller than that of a conventional system but their combined area is considerably larger than a single, larger carb and intake layout, which substantially increases the flow efficiency of both the intake and exhaust sides.

From idle to about half throttle, the primary carb supplies the air/fuel mixture, and almost the entire intake charge is induced in through just one valve. The 4-valve layout offsets the intake ports relative to the cylinder-bore axis and a strong YICS-type swirl is produced in the low-to-medium speed range. Combustion efficiency is greatly improved, resulting in increased fuel economy.

As the throttle is turned from half to wide open, a linkage between the carburetors gradually opens the secondary carb butterfly. The vacuum-controlled slide in the secondary carb opens as engine demand increases.

With both slides fully open, the engine receives more mixture and produces more power than a conventional single-carb engine.

* Balancer mechanism

Greater torque fluctuations are inherent in the construction of a 4-stroke single-cylinder engine, thus causing more vibration especially in the high rpm range. The XT250T engine incorporates a single-shaft two-weight balancer to offset the imbalance in the engine's reciprocating mass, so that vibration is decreased to a minimum.

This mechanism features a single-shaft design which is gear driven from the crankshaft. The primary balancer weight works to offset the vibration caused by the primary imbalance in the crankshaft while the secondary balancer weight kills an additional force (couple) created by the rocking action of the crankshaft.

The newly designed 6-speed transmission is also exclusive to this model. All gear ratios are precisely selected with the intended use of this dual-purpose bike in mind, that is, from ultra-low speed trials riding, through normal run on or off the road, to highway cruising.

Chassis close-up

Matching up to the performance characteristics of this new 4-stroke dual-purpose engine, the chassis has also been designed and constructed, so that on-and-off-the-road controllability is significantly increased, resulting in more riding comfort.

* Rising-rate Monocross rear suspension

The XT250T features a race-bred YZ type rising-rate Monocross rear suspension system. In this system the swing arm and shock absorber are connected by two arms: an L-shaped arm rises from the swing arm and joins an L-shaped arm which turns on a frame-mounted pivot. The L-shaped arm connects to the lower shock absorber mount. As the swing arm moves upward, the lever ratio causes the swing arm on the shock absorber becomes increasingly smaller. These changes in the lever ratio

causes the cushion effect to differ from near-full extension stroke to near-full compression stroke even over the same degree of wheel travel. The shock absorber works softly against small bumps or minor shocks, but when bumps are large or when shocks from the road surface are strong, such as when landing from a jump, the shock absorber works hard to prevent bottoming. In addition, the damping force of the damper unit is fully adjustable on both the extension and compression sides. The system also provides plenty of rear wheel travel (220mm) and helps greatly to improve the handling characteristics of a machine, in connection with the function of the leading axle type air/oil front forks with a large cushion stroke.

Much use of aluminum and magnesium in the chassis construction has substantially reduced the total weight of this machine, thus contributing to the improvement of handling characteristics.

Other basic features

- * Lightweight, rugged diamond type frame
- * Shorter lever
- * Bush guard
- * Aluminum engine guard
- * Spring-loaded gearchange and brake pedals
- * Extra-wide 49° steering angle
- * 12-liter fuel tank
- * 12V 45/45W quartz halogen headlamp
- * Lowered seat position
- * Sealed O-ring chain
- * New pattern tyres (front and rear)

XT250T Specifications

| | |
|-------------------------|--------------------------------|
| Engine | |
| Type | 4-stroke, DOHC, 4-valve single |
| Displacement | 249 cc |
| Bore x stroke | 73.0 x 59.6 mm |
| Compression ratio | 9.5 : 1 |
| Max. power output (DIN) | 27.0 PS (19.9 kw) / 9,000 rpm |
| Max. torque (DIN) | 2.2 kg-m (21.6 Nm) / 7,500 rpm |
| Lubrication | Wet sump |
| Carburetor | Y22PV |
| Ignition system | CDI |
| Starter system | Kick |
| Fuel tank capacity | 12.0 lit. |
| Oil capacity | 1.6 lit. |
| Transmission | 6-speed gearbox |
| Final reduction | Chain drive |

Chassis

| | |
|-----------------------|----------------------|
| Overall length | 2,210 mm |
| Overall width | 850 mm |
| Overall height | 1,215 mm |
| Seat height | 845 mm |
| Wheelbase | 1,430 mm |
| Min. ground clearance | 270 mm |
| Dry weight | 113 kg |
| Suspension (front) | Telescopic forks |
| Suspension (rear) | Monocross suspension |
| Brake (front) | Drum |
| Brake (rear) | Drum |
| Tire (front) | 3.00-21-4PR |
| Tire (rear) | 4.10-18-4PR |

Specifications are subject to change without notice.



From the FIM Spring Meeting

The following proposals and decisions were made during the FIM Spring Meeting held in Geneva, Switzerland early in March:

Turbo-charged engines

Turbo-charged engines will be allowed to be used in the world endurance championship events from 1984 on if a recommendation made by the Technical Commission of the FIM is accepted by the FIM Council later this year. Under the proposal, turbo-charged engines would compete on a 1 to 2 handicap. This means that, for example, 500cc turbo-charged engines could be racing against 1,000cc normally aspirated engines.

Too fast a 500cc racer

According to the conclusion by the Technical Commission of the FIM, world 500cc road race GP machines are becoming

too fast. The Commission have therefore decided to look at ways of limiting the speeds of these machines. Due to the possibility of limiting tire widths, carburetor choke sizes and even reducing the capacity limit to 400cc, a working party will be set up to study the problems. The working party will consist of two top GP riders, two manufacturers' representatives, two tire manufacturers and two Technical Commission members. One of the other methods the party must study will be limiting the maximum size of fuel tanks and minimum weight limits.

The final decision will be taken during the annual meeting of the FIM Council in October.

Dates fixed

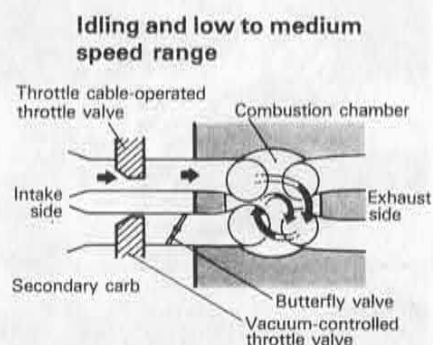
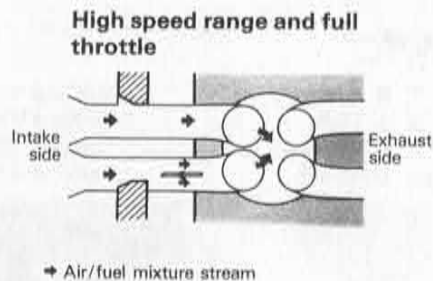
Dates have been fixed for 1984's team motocross events as follows:

The Trophy Des Nations will be held in Sweden on Sept. 16, the Motocross Des Nations in Finland on September 9, and the Coupe 125 on September 2.

4-stroke motocross championship

This new championship will be held this year starting in Holland on July 10 and the fifth and final round in France in October. The championship will be open to 4-stroke single cylinder machines between 350cc and 750cc. Each round will be run in three heats plus two laps.

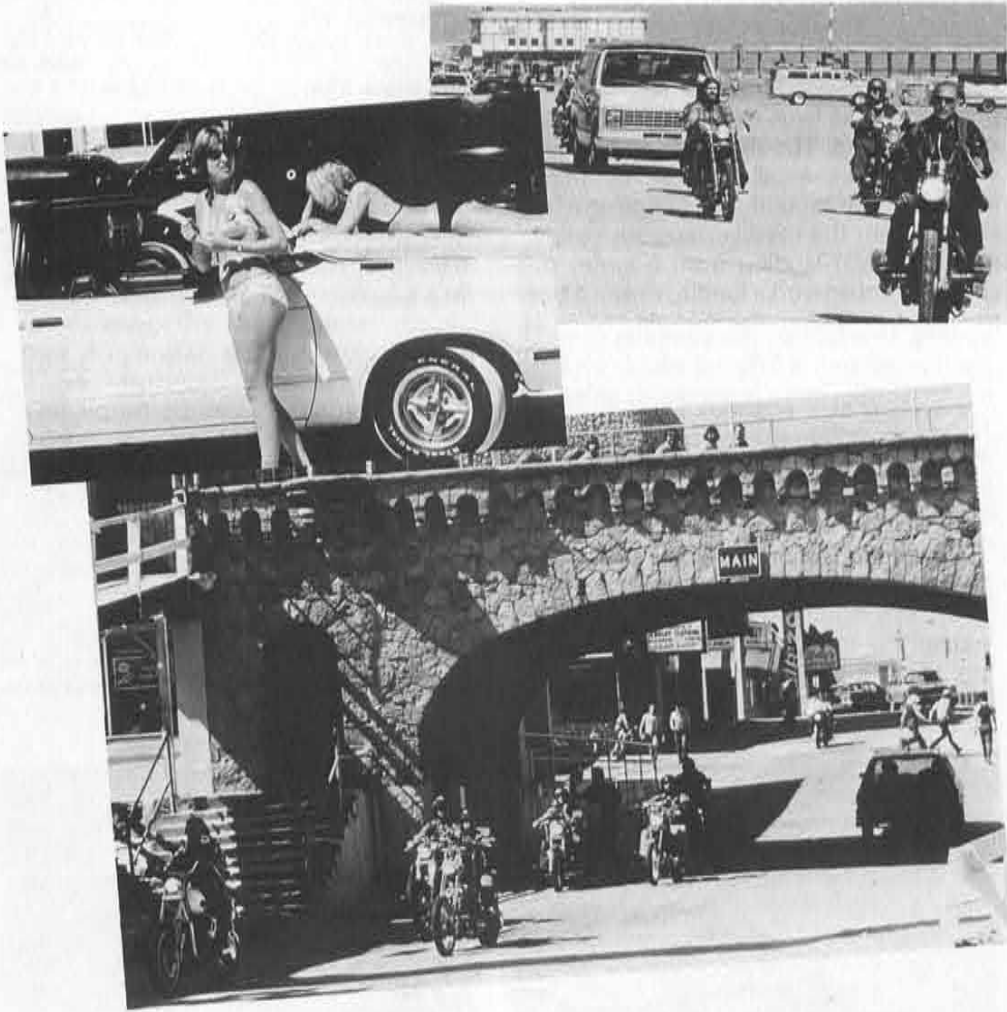
The federations of Argentina and Brazil have applied to organize 125cc motocross grands prix in the nearest future. These federations, however, will have to run international events this year and the new grands prix could not be organized earlier than 1985.



'83 March 7 to
March 13
**DAYTONA
SPEEDWEEK**



World's most exciting motorcycle event



Daytona Beach of Florida becomes, for a week at least, the world center of motorcycling because of its most exciting motorcycle event called "Daytona Speedweek" which takes place early in March each year.

Hundreds of riders from around the world race in every type of motorcycle competition, making Daytona Beach one of America's most international cities with all the pageantry and color leading up to this nation's biggest and most glamorous international sports event, the thunder and excitement of which bring spectators from all over the world to Daytona Beach. Daytona Speedweek is highlighted by the Annual Daytona 200 Motorcycle Classic AMA International Expert Road Race (Daytona 200 which is organized at the Daytona International Speedway on the last day of the week each year.)

In addition, Daytona 200 which is held and competed by many of the world's best riders on the eve of the GP season, serves as a good pointer to what can be

expected during the rest of the year. 1983 celebrated the 25th Anniversary of the Daytona International Speedway, thus adding another dimension to the "Speed-week" which took place from March 7 through March 13.



"King" Kenny kn



Daytona 200, the main race of the Daytona Speedweek started at 10:30, two hours earlier than scheduled, on March 13. "King" Kenny who had hit the fastest practice time, showed a clear getaway from the pole position with his new Square four Yamaha factory racer, together with Honda riders M. Baldwin, F. Spencer and R. Haslam. Kenny's team-mate Eddie Lawson also joined the leading pack immediately after the start. Much to spectators' surprise, Spencer made a pit stop

after completion of two laps, because of a loosened helmet screen, which cost him about 20 seconds. Spectators' surprise became even larger when "King" Kenny also pitted a lap later for a rear tire check, thus causing him to lose about 15 seconds. In the meantime, Baldwin snatched the lead with Lawson closing. Well back, both Spencer and Kenny were in hot pursuit of the leading group. By the 16th of this 52-lap race Lawson had taken the lead followed by Baldwin, Haslam,



A. Neto (Yamaha) chalks up a win 100-mile race—

Brazilian rider Antonio Neto got into the limelight at Daytona on March 12 as he rode a Yamaha TZ250 to an easy win in the 100-mile race.

Three-time Brazilian champion and two-time Latin American champion, Neto was in complete command of the race after pulling ahead of Jimmy Felice on another Yamaha TZ250 on the second lap. Neto went on to steadily increase the lead and finished first about 17 seconds ahead of Felice. His winning time was 59' 13" 9 at an average speed of 101.923 mph.

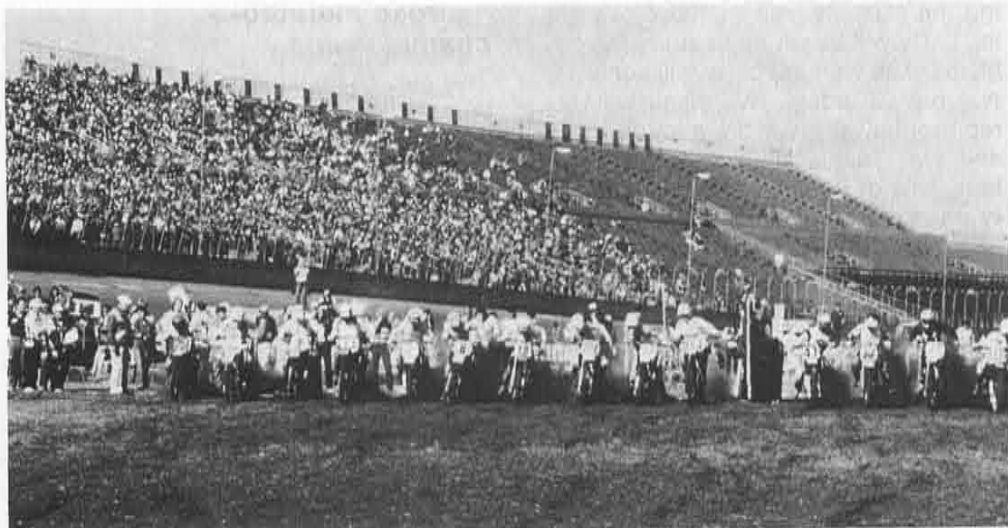
7. R. Sharp.....Yamaha TZ250
8. J. Long.....Yamaha TZ250
9. H. Humble.....Yamaha TZ250
10. D. Green.....Yamaha TZ250

RACE RESULTS

1. A. Neto.....Yamaha TZ250
2. J. Felice.....Yamaha TZ250
3. C. Law.....EMC 250
4. R. Howard.....Yamaha TZ250
5. R. Paulk.....Yamaha TZ250
6. D. Bushy.....Yamaha TZ250



Antonio Neto



ows how to win!



The battle looked like becoming more intense between two Yamahas and one Honda for the latter half of this race, but on lap 25 Spencer gave up racing when his Honda hit gearchange trouble. It was all down to the Yamahas which were performing perfectly. Lap after lap Kenny and Eddie circulated together. Which Yamaha would win? On lap 30 Lawson made a pit stop to change the rear wheel. After that, Kenny's lead became unchallenged. He won the '83 Daytona 200 at a record speed of 110.926 mph (1h 48' 51"). It was his second Daytona victory and it also extended Yamaha's Daytona 200 winning streak to 12 years! Lawson finished second about 52 seconds behind the winner.

12 VICTORIES IN A ROW

| | | |
|------|------------------|-------------|
| 1972 | Don Emde | TZ350 |
| 1973 | Jarno Saarinen | TZ350 |
| 1974 | Giacomo Agostini | YZR750 |
| 1975 | Gene Romero | YZR750 |
| 1976 | Johnny Cecotto | YZR750 |
| 1977 | Steve Baker | YZR750 |
| 1978 | Kenny Roberts | YZR750 |
| 1979 | Dale Singleton | TZ750 |
| 1980 | Patrick Pons | TZ750 |
| 1981 | Dale Singleton | TZ750 |
| 1982 | Graeme Crosby | YZR750 |
| 1983 | Kenny Roberts | YZR Daytona |

Spencer and Roberts. During the next lap Kenny passed the three Hondas to follow his team-mate Lawson in front. "Fast" Freddie did all he could to catch the leading Yamahas, which made this race a thrilling three-man battle, making the crowd go wild lap after lap.



WORLD CHAMPIONSHIP ROAD RACING SOUTH AFRICAN GP — March 19 — Kyalami Circuit

Balde takes the lead

—250cc Championship—

This year's 250cc championship looks very difficult to forecast with a number of equally competent riders including J.L. Tournadre, C. Sarron, D de Radigues, J.F. Balde, M. Wimmer and P. Fernandez. It is interesting to note that all but Fernandez (Bartol) ride Yamaha machines and it is about right to forecast that one of the above Yamaha riders will be the eventual winner.

The 250cc race of the South African GP served to confirm this forecast. The 28-lap race became a fierce three-way battle between two Yamahas and one



J.F. Balde

Kawasaki, namely, J.F. Balde (Yamaha), D. de Radigues (Yamaha) and H. Guilleux (Kawasaki). Balde, who took the pole position, made a comparatively poor start but he went on to quickly recover the lost ground lap by lap. He joined the leading group and then snatched the lead during lap 4, closely followed by his team-mate Radigues, and Guilleux.

From then on, an extremely exciting wheel-to-wheel battle continued until the very last moment of the last lap when Balde forged ahead of the others. The first three riders crossed the finish line in a split second!

RACE RESULTS

1. J.F. Balde Yamaha
2. D. de Radigues Yamaha
3. H. Guilleux Kawasaki
4. P. Fernandez Bartol
5. J. Cornu Yamaha
6. M. Herwen Yamaha
7. C. Lavado Yamaha
8. M. Wimmer Yamaha
9. T. Rapicault Yamaha
10. I. Palazzese Yamaha

In the 500cc race both Kenny Roberts and Eddie Lawson made a poor start, lying 8th and 21st respectively during the opening lap. But "King" Kenny's ride was spectacular enough to keep 70,000 spectators thrilled and excited. He overtook and outran going-ahead riders including M. Lucchinelli (Honda), R. Mamola (Suzuki) and T. Katayama (Honda) one after another. His new V-4 Yamaha racer performed well all the way. He finished close second to F. Spencer (Honda), eventually.



Kenny Roberts

RACE RESULTS

1. F. Spencer Honda
2. K. Roberts Yamaha
3. R. Haslam Honda
4. M. Fontan Yamaha
5. R. Mamola Suzuki
6. F. Uncini Suzuki
7. R. Roche Honda
8. E. Lawson Yamaha
9. M. Lucchinelli Honda
10. B. Sheene Suzuki

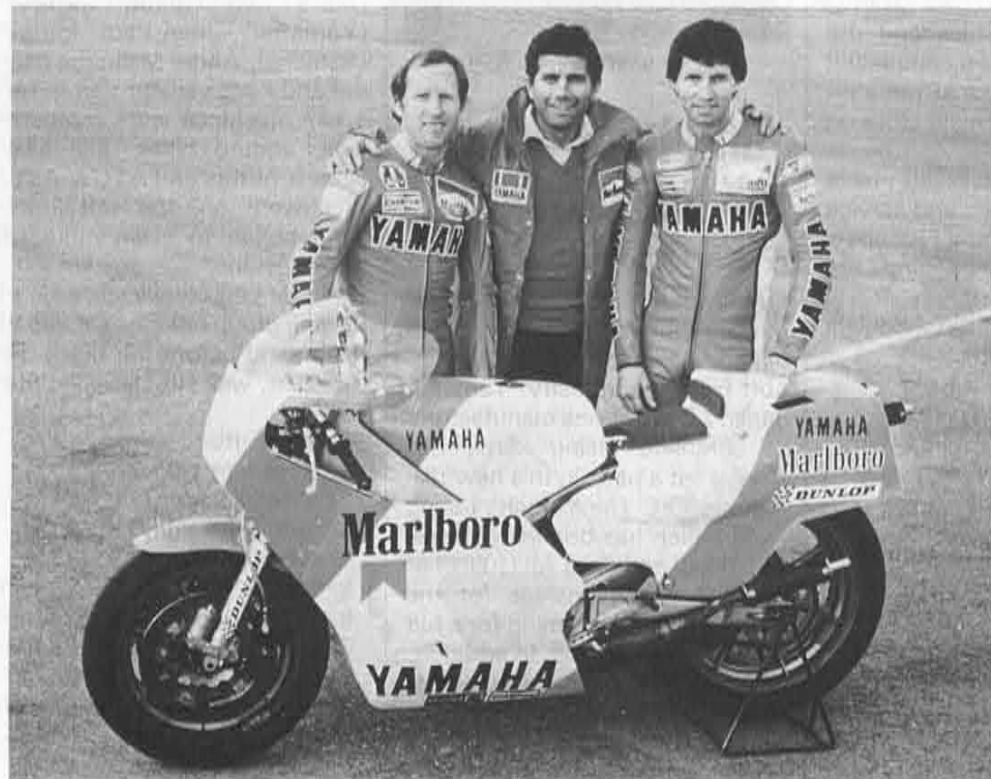


Marc Fontan

The Yamaha Marlboro World Championship team

As reported in the last issue of Yamaha News, the newly formed Yamaha Marlboro World Championship Team will

cover all the rounds of the 1983 500cc World Championship. Giacomo Agostini, 15-time World Champion, will manage



the team, with Kenny Roberts and Eddie Lawson as riders.

Welcoming the new association with Marlboro, Mr. Hisao Koike, President of Yamaha Motor Company, said: "Marlboro has been for many years one of the premier sponsors of mechanical sport. We are proud that our first involvement with an outside sponsor should be with a brand name with prestige that matches our own. We look forward to a mutually advantageous co-operative effort that will be crowned with success."

The link between Yamaha and Marlboro developed from the long-lasting relationship which both have had with Giacomo Agostini. A member of the Marlboro World Championship Team since the early 70s, Agostini brought Yamaha its first 500cc world title in 1975. Nineteen eighty-two, his first year as a team manager, saw Marlboro Team Agostini rider Graeme Crosby earn second place for Yamaha in the World Championship.

Speaking for Philip Morris/EEC, makers of Marlboro, President Aleardo G. Buzzi expressed the company's pleasure in the new collaboration with Yamaha and Giacomo Agostini: "We have had a good and close relationship with Giacomo Agostini for many years. We are very happy that this association has led to this new connection with the Yamaha factory team. We look forward to a winning combination of three great names all interna-

tionally known for quality."

Experience counts for a lot in motorcycle racing, and no crew has more of it than the Yamaha Marlboro World Championship Team.

There are three former world champions in the team, led by manager Giacomo Agostini, the man whose 15 individual titles make him the most successful motorcycle racer ever. Team leader Kenny Roberts has three 500cc world titles to his credit, in addition to two American national championships, and Kel Carruthers, who will be linkman for the team, was World 250cc Champion in 1969. All the skills that have been acquired on the road to collecting those 19 titles will be concentrated on bringing the total up to 20 by winning the 1983 500cc crown for Kenny Roberts or American newcomer Eddie Lawson, who will be making his debut in Grand Prix racing.

"It's great that Eddie will join me in Europe this year" said Kenny, who is chasing his fourth world championship title, "I told Yamaha that I wanted a good team-mate and they picked Eddie. I think he is the ideal man for the job. Eddie is a 24 year old rider with a proven track record and the ability to measure up to the job. He is also capable of learning quickly as his switch from riding on the dirt to road racing with Kawasaki showed, so surely the reasons he was picked are easy to understand."

Wonderful Kevin!

From Great Britain: Kevin Bleasdale, a 15-year-old schoolboy trials rider from Newton in the rugged county of Cumbria, England, has chalked up an incredible total of more than 160 trials wins — every one on a Yamaha or Yamaha-based machine.

Kevin started trials riding on a Yamaha TY80 at the age of seven in one overall schoolboy class which covered the 7-to-17 age group. He was prompted to the schoolboy B class on a TY175 at the age of 11, switched to 175 and 200cc Whitehawk-Yamahas, and late last year moved up to a TY250-based 250cc Majesty. He scored his 162nd victory on February 5. His best year was

1981 when he rode his 175cc Whitehawk-Yamaha to 44 wins and became the British National B class trials champion. Until this year he has also won the hotly-contested Northern Center championship no less than three times. For the record, his original Yamaha TY80 has also been ridden by his brother and sister, twins Andrew and Donna, and is still going strong on the original piston and bore.

Kevin's mother, Doreen, is the secretary of a local club and his father, Wim, is an ex-rider who still has an occasional ride in Pre-65 events in his 500 Triumph twin.



Photo: By courtesy of Trials and Motocross News.

A new firefighting power



From Belgium: Pictured here is a Yamaha outboard powered inflatable boat for firefighting. There is a distinctive tendency that in Europe more and more professional users like firefighting brigades, rescue associations, special police units etc. are changing over to Yamaha outboards which have gained widespread popularity because of their excellent product qualities including good fuel economy and reliable performance.

Knowledge and technique are brushed up

From Ethiopia: The Yamaha Service Center of Hagves Pvt. Ltd. Company with the main office located in Addis Ababa recently gave brush-up training to 36 mechanics from the Ministry of Agriculture of Ethiopia. Mr. Haigo Kherbekian served as

an instructor, using one Yamaha DT175 to improve the technical knowledge and repair/service skill of these mechanics.

The machine was disassembled and different parts were explained in detail, with specific emphasis being given to the gearbox, electrical system and trouble shooting method. In addition, answers to many questions were provided by demonstration on the machine. During the course a number of Yamaha films were shown.



This was taken in front of the Yamaha Service Center. In the middle is Mr. Haigo with two Japanese who are voluntarily teaching auto mechanics in the Ministry.

'83 motorcycle season opens

— Tokyo Motorcycle Show —

From Tokyo: Motorcycle season in Japan opens with the annual Tokyo Motorcycle Show held in the late-March when it grows warm. This show is a very popular industry event because it is a stage where each manufacturer's new models make their debut, together with a variety of custom bikes, vintage bikes, old racers, etc.



This year the 12th running of this show took place at the Science and Technology Hall located in the center of Tokyo for three days from March 19 to March 21, attracting a larger number of visitors than usual as the session fell on Saturday, Sunday and national

holiday (March 21).

In this show Yamaha put on display the new RZ250R (RD250), RZ350R (RD350), XVZ 12T and TT600, together with moped models, which provided a good topic for conversation among motorcycle fans.

Malaysian trainees finish a 6-month course



They are learning what Yamaha-original IPC activity is.

From Iwata: As was reported in the last issue of "Yamaha News", Dato' Seri Dr Mahathir Mohamed, Prime Minister of Malaysia, gave the words of encouragement to 9 Malaysian trainees when he paid a visit to the main office of Yamaha Motor at Iwata late in January. These trainees have finished a 6-month course given at the Sanshin Industries and the Arai Boat Plant, and a completion ceremony took place at the conference room of the main office on March 2.

These young Malaysians have learned how to repair and service Yamaha outboards and FRP boats for their own future and the benefit of their country.

They are: Tajuddin bin Abdulah (Kelantan)
Mohd Nasir bin Baharuddin (Perak)
Ahmad Amimar bin Man (Pahang)
Azman bin Ismail (Kedah)
Ariffin bin Mohd Saio (Selangor)
Azhar bin Miswan (Selangor)
Mohd Jefry bin Yaaku (N. Sembilan)
Abdul Rahim bin Ishak (Kedah)
Chik bin Chani (TRG)



FRP boat assembling

Yamaha aiming for the crown

— Kart racing —

From Iwata: Kart racing has enormously grown in popularity in Japan, along with increased support from the industry. Yamaha, Japan's number one manufacturer of complete racing karts, has always set a pace in this new-rise motor sport. The Yamaha racing team which has dominated class A1 (100cc) and class AII (100cc) of national championships for the past two years, is aiming for a hat trick in these classes. In addition, the team will cover all the rounds of the newly introduced 135cc class national championship, the first of which is to take place on May 21 and 22. This new race

category has been established in Japan in accordance with the new 135cc world championship which was approved by the CIK of the FIA two years ago. The newly developed Yamaha KT135 has become the first Japan-made machine to be homologated for this championship. The Yamaha KT135 team is the most promising national title winner, while at the same time, privateer Nobuyoshi Asai will experiment one of the works-prepared machines in this year's world championship. The new KT135 delivers plenty of torque, ensuring positive acceleration especially in the low to medium speed range. Outstanding reliability is obtained while the machine takes a corner. Both tire treads are widened to keep "lifting" to a minimum.



World's tough machines get together!

— Le Touquet '83 —

From France: Over 1,000 machines screaming! Over 200,000 spectators lining the 10-mile beach track! Le Touquet beach enduro is really a sports spectacle. It is nearly the physical and mechanical challenge of surviving 100 miles' extremely hard riding in the span of three hours. Le Touquet, a small seaside town in France is literally taken over for the event each year. The whole town throbs with crowds, cars and motorcycles.

This year's event, which was held under very good weather conditions on February 20, attracted 1,147 machines and 250,000 spectators. Both were new records! The list of entries included a number of world's renowned riders like Hakan Carlqvist (Yamaha), Jean-Paul Mingels (Yamaha), Andre Malherbe (Honda) and Kees van der Ven (KTM). 1,147 machines were motocrossers, enduro bikes, trail bikes, sidecar outfits and ATC's. As the race went on, the soft French sand began to claim more and more victims.

Carlqvist persistently stayed in the leading group but crashed into the deep sand before the finish. He, however, was still classified fifth.

Final results

- | | |
|---------------------------|-----------|
| 1. Kees van der Ven | KTM |
| 2. Gilles Lalay | KTM |
| 3. John Finkeldey | KTM |
| 4. Gilles Francru | KTM |
| 5. Hakan Carlqvist | Yamaha |
| 6. Serge Bacou | Yamaha |
| 7. Phillipe Bralle | Yamaha |
| 8. Jaak van Velthoven | KTM |
| 9. Dominique Hamard | Husq-arna |
| 10. Christopher Hoestland | KTM |

HOW TO CREATE, FOSTER AND INCREASE BUSINESS RETAIL BUSINESS MANAGEMENT

This is a new business guide series compiled for the benefit of Yamaha motorcycle dealers in Japan and overseas. This series is based on our established corporate principle that good retail business management is similar to building a good bike. It will deal with various themes essential to retail business management one by one, thus covering each theoretical framework and practical hints or application. We hope that you will find something of value in this new business guide series for your retail business.

Part 3: How to attain the big goal of "increasing sales"

Let's consider how to "increase profits" in practical terms according to the situation for each motorcycle dealer by using the "Decision Tree for Increasing Profits" (a chart which shows how to go about increasing profits) that was presented in the last issue. As explained before, there are two ways to increase profit; either sales is increased or costs are decreased. The best way would be to reduce costs and increase sales, but unfortunately it is no simple matter to do both things at once.

If costs are reduced, which means that one does not spend money, this means it becomes hard to take appropriate measures in marketing, and consequently sales do not increase. Generally, under good economic conditions, when the market is active, it is well known that there is a tendency for costs to increase along with the increase in sales. On the other hand, when things turn around and the economy deteriorates, retailers hurriedly tighten their budget so that their sales plummets more than it would have just by the poor economy, and this just adds to the downward trend.

For now, let's set aside the problem of cutting costs which contains many complicating factors and take up the subject of what steps your store should begin with to increase sales. As shown in the Decision Tree, there are two alternatives; either increasing the number of customers or increasing the amount of sales per customer.

Stores which should start with increasing sales

1. Stores which still have plenty of room to expand their territory

Cases where it is more advantageous to increase the number of customers visiting the store exist first of all when the territory of that store is still undeveloped. In cases where motorcycles have yet to become popular in that region, or when customers come from just one particular area, it becomes necessary in the first place to increase the number of customers visiting the store. For this purpose an active campaign must be conducted by advertisement, flyers, direct mail, phone and door to door visits to start by selling the utility and fun of motorcycles while at the same time advertising the presence of the store.

Finding large biases in your market can be done very quickly just by checking the namelist of customers visiting your store and analyzing their locality, sex and age. However, motorcycle dealers each have their unique features. For example, it stands to reason that a store concentrating on scooter sales would have an entirely different clientele compared with a store which mainly sells big bikes. It is necessary to conduct a rational analysis of just how much of it is the characteristics of the store, and how much of it is due to a bias in the market.

2. Customers are taken away by the competitor

The second type of situation where a store must begin by increasing the number of customers, common to many stores, is the case where customers are taken away by the competitor. As to countermeasures to deal with the competitor in such cases, the three approaches of advertising, pricing and product quality can be used to create a difference. Here, in particular, the approaches of pricing and the quality of the product will be explained.

First is the price. To reduce this means that it makes it possible for a store to display substantial strength in competition. This is backed by the simple reasoning that "if it is the same product, the customers will go to the store that sells the product at a lower price. This is actually true, but if one store draws customers away by reducing the price, what would the competitors do? They may counter this with even greater price reductions. If this happens, things would go right back to the way they were. A store that competes by reducing the price must therefore either be able to procure the product at a lower cost than its competitor, or be able to cut their costs somewhere. There is no problem so long as the reduction of the retail price is within this range. However, it is not very likely that just one store would be able to procure products for a substantially lower price than other stores. Also, retail stores differ from manufacturers in that the amount of cost reduction they can achieve is miniscule compared to manufacturers. It may be concluded that it is better not to lower the retail price. As much as you

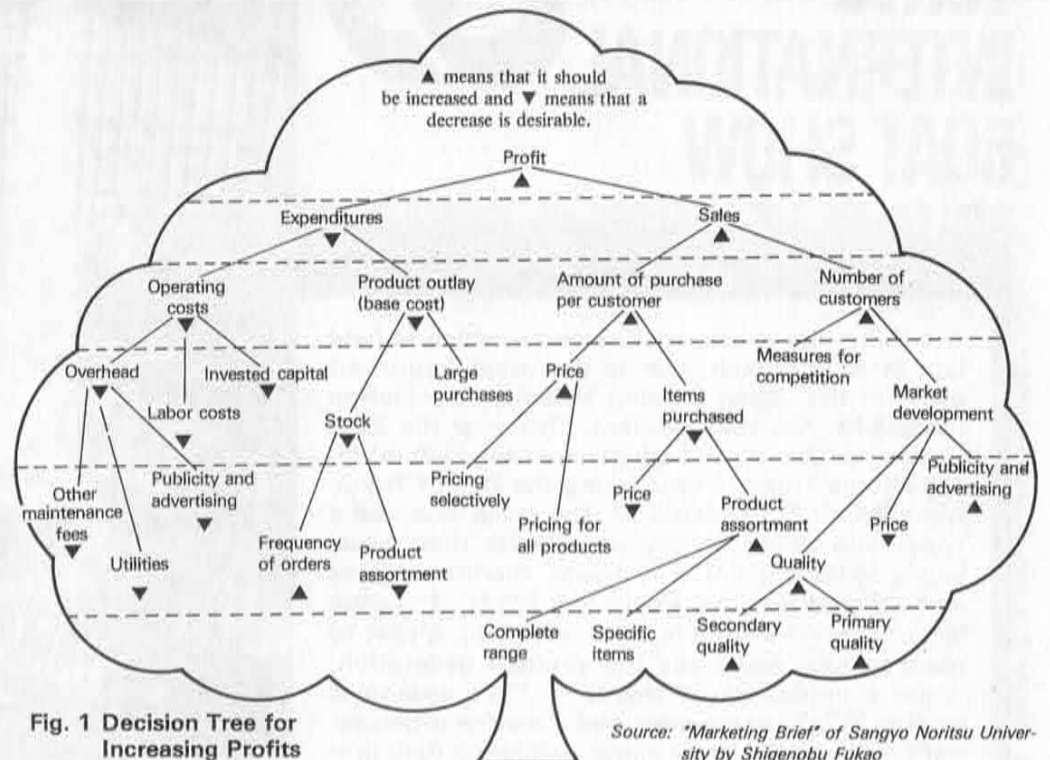


Fig. 1 Decision Tree for Increasing Profits

Source: "Marketing Brief" of Sangyo Noritsu University by Shigenobu Fukao

reduce the retail price, the competitor will also reduce the price, and both sides will end up making that much less.

The remaining factor is the quality of the product. However, even when we say quality, the product sold by motorcycle dealers, two-wheelers, are similar in quality. Therefore, some may say that there is no way to compete with quality. Nevertheless, motorcycle dealers sell more than just bikes, do they not? They also sell various attendant services as well.

If the quality of the bike is called the primary quality, the service which comes with it is the secondary quality. So service is the area where each store can show its stuff. From a detailed explanation of products before they are sold, possessing mechanical knowledge and ability, dealing with customers and providing friendly after service, all require meticulous attention to detail. To compete with this kind of "quality" which includes service can be regarded as the most stable customer strategy in the long run.

Increasing the amount of sales per customer

1. Increasing the amount of sales per customer is the stepping stone to becoming a large store

Next let's consider those stores which should start with increasing the amount of sales per customer. These are stores which have already built up a good business, which have conducted marketing activities in close relation to the community. In other words, these stores with successful sales records come to mind. These are cases where motorcycles have been popularized to a considerable extent in their territory and the store's share of the market is quite high compared with its competitors. It is a store which is not able to increase the number of its customers by simple efforts. Especially stores like this that have concentrated on comparatively low priced items will derive benefits from raising the amount of purchase by each customer. To increase the amount sold to each customer, firstly merchandise must not be sold at a reduced price, and secondly an effort should be made to sell higher priced items. In other words, efforts are made to sell high class bikes.

It is easy to tell if something is expensive or cheap to the consumers because the price is listed in numbers. In contrast to this, to the eyes of a novice, it is difficult to tell what is high class or superior in quality. Therefore, the ability to convince a customer, or sales technique, is indispensable in the sales of high priced products.

2. Effecting an increase in the amount of sales per customer by system sales

In cases where a store sells comparatively high priced items such as big sports bikes, it is effective for them to increase the

amount of sales per customer by increasing the number of items purchased by each customer. However, differing from the sales in super markets, in the case of motorcycle shops, it is inconceivable that a customer would come shopping for a bike and end up buying two or three. Therefore, the items mentioned above are not just motorcycles, but also included accessories and riding apparel. It is possible with such items that a customer would buy them along with the purchase of a motorcycle.

This is where being well stocked pays. After all, the item being readily available is the best motivator for a purchase when selling accessory items. If there is the space available in your store, as much merchandise as possible should be offered with a little bit of everything. Instances of losing a chance for a sale decrease by keeping a large variety of items on hand. This method is also desirable because it gives the customer the pleasure of picking his choice.

Looking at the real situation, however, it is usually impossible to order such a large supply of merchandise to keep on hand, when there are limits to the amount of space available in the store. The solution therefore is to put an emphasis on certain kinds of items, by mainly handling on-road or off-road bikes for example. Of course, it is necessary that each store offers a different selection of merchandise, and this comes to characterize a store. Looking over the situation with motorcycle shops in general, there seems to have been a tendency to sell only the motorcycles themselves. But various accessories and riding apparel are important to the customer. Having these items is the very thing which provides convenience and enjoyment in riding motorcycles. Selling a whole assortment of related items is called "system sales" and today it is something that is done widely in the retail business.

To summarize the above points, the first thing that needs to be done is to determine the characteristics and orientation of your shop to put the unique features and strong points of your establishment to full use. As for the actual approach to sales, advertising and sales techniques are about all that can be raised here. The conclusion is extremely simple. The problem lies in how to put this conclusion to work in your shop to increase sales.

Notice

Part 3 of a new business guide series has finished, the contents of which we hope are of some use for better retail business management. The next issue will deal with the finance management of a retail shop in both theoretical framework and practical application.

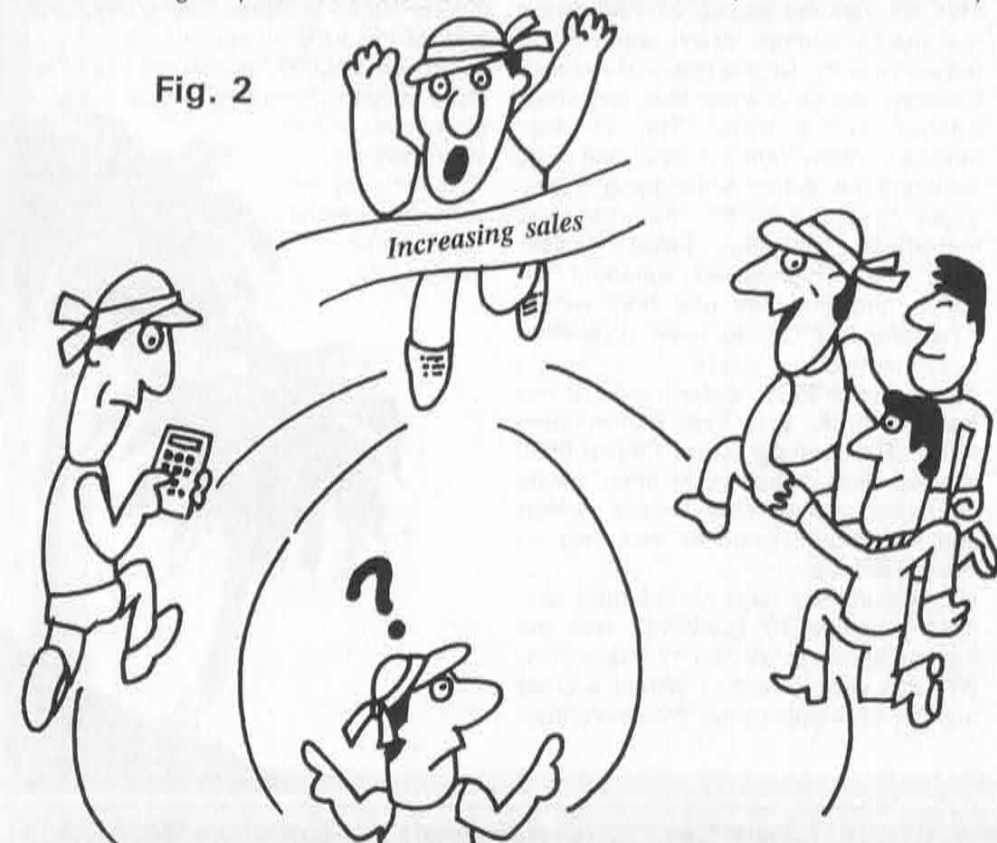


Fig. 2

THE 22nd TOKYO INTERNATIONAL BOAT SHOW

'83

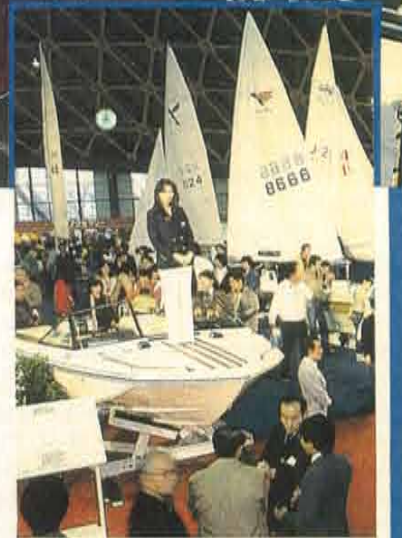
The Tokyo International Boatshow which is held late in March each year is the most important event of the Japan Boating Industry Association (President, Mr. Hisao Koike). This year the 22nd running of this show took place at the Harumi International Trade Center facing the Bay of Tokyo from March 23 to March 27. The show featured a wider and richer variety of exhibits than usual years, including not only boats, marine engines and accessories, but also many kinds of marine leisure-related products, in an effort to appeal to more people, especially the younger generation, under a unified show theme — "The season is already in". 71 companies and 4 marine organizations participated in the show, exhibiting their products and establishing various marine consultation corners all over the east and west show pavilions.



Yamaha "35C" (center)



Attraction adds extra glamour to the opening ceremony.



Yamaha compartment occupying about one third of the east pavilion. Seen in the center is the new Yamaha "S-19RX"



Opening ceremony — Mr. Hisao Koike, President of Yamaha Motor is also the President of the Japan Boating Industry Association, organizers of the show.



Yamaha fish-shoal detectors are also displayed.



Yamaha outboard motor line-up.

A wider and richer variety of exhibits under a unified theme — "The season is already in"



Yamaha diesel engines.



Yamaha portable generators.



Display of colorful marine wear and accessories.



New scooter models are also exhibited.



A number of inquirers visit a marine consultation corner each day during the show.

Yamaha leading the boat industry

As you know, it dates back to 1960 that Yamaha introduced its first FRP boat and outboard motor models on the market. This was the start of what would later grow into the Marine Division, the second largest work division of Yamaha. Over the period of more than 20 years, the Marine Division has become Japan's largest manufacturer and supplier of FRP boats and marine engines, making up more than 60% of the total market in Japan. Yamaha is now the unchallenged leader of the Japanese boat industry.

The '83 Yamaha line-up of FRP boats and marine engines which was put on display over the largest space of the east pavilion, was far grander than any other exhibits in the show. The 41 boat models of many different types and sizes included the 35-foot oceangoing cruiser yacht "Yamaha-35CS", the gorgeous motorboat "Yamaha Salon Cruiser 950II", the high-speed runabout S-19RX, and the mini row boat model "Yamaha P8S-G", to meet diversified customer needs or tastes.

The Yamaha-35CS, sister model of the Yamaha-35CK, is a high performance sloop. The Yamaha Salon Cruiser 950II is a top class cruiser yacht noted for its upgraded styling, chic interior design and luxurious equipment including an electric shower.

In addition, the beginner-oriented sailboat "Yamaha-10 Duckling" and the modern sports fisherman "Yamaha Fish-20" also contributed to attract a great number of people to the Yamaha corner

each day. The Yamaha outboard motor line-up ranging from 2HP to 140HP was equally appealing to the eyes of marine pleasure seekers and commercial users alike. Each and every model of the line-up that features the strong points of Yamaha's long proven 2-stroke engine technology, is a very dependable work-horse for these people.

Yamaha, as the leading manufacturer of the Japanese boat industry, is enthusiastic about promoting the spread of safe, enjoyable marine leisure activities. In the show Yamaha provided a large marine consultation corner introducing the Yamaha sailboat school and boat licence school, together with Yamaha marine leisure facilities. During the show session the total number of visitors exceeded 100,000, which reflected the rapid growth of marine leisure enthusiasm among young people, thus bringing this show to a greater success than ever before.

