



YAMAHA MOTOR CO., LTD. AD & PR DIVISION
2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111
Tellex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata

INSIDE PAGES

A number of local summer festivals in Japan have made substantial contributions to the promotion of sound motorcycle sports by giving the maximum number of people a chance to become familiar with the motorcycle and its proper use. (see pages 3 to 5 for further particulars)



'83 World Championship Motocross—500cc Class

Swedish superstar

Hakan Carlqvist captures the crown

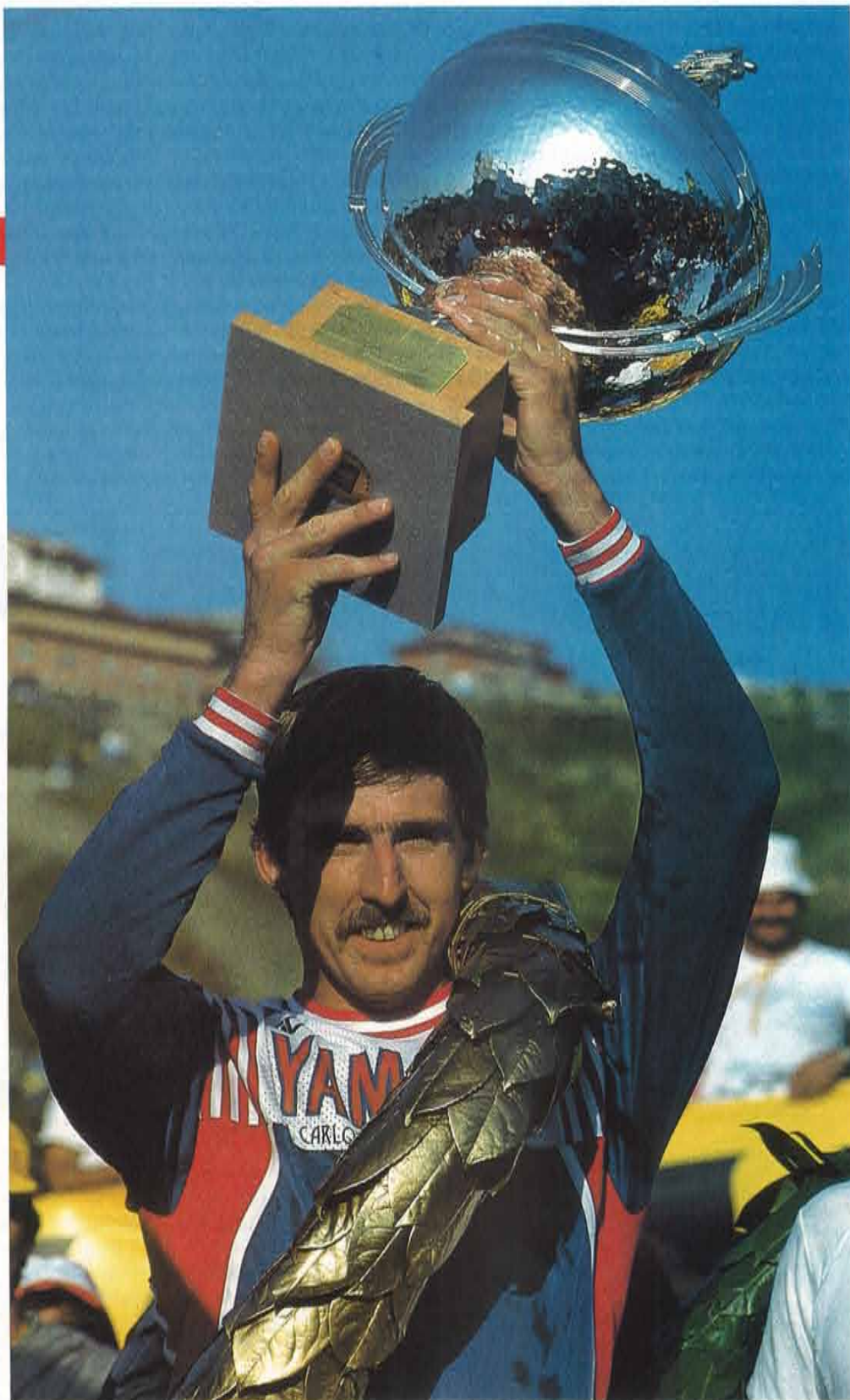
Hakan Carlqvist (YZM500) became the new world motocross champion when he added a vital 13 points to the tally in the Dutch GP, the final round of the close-fought 12-round series held at St. Anthonis in southern Holland on August 21.

With this victory Carlqvist went into the history books as the only man to share the glory of winning both the 250cc and 500cc motocross world championships with fellow-Scandinavian Heikki Mikkola.

The Italian round is a turning point

He could not get off to an auspicious start in the title chase. In the first grand prix of the year in Switzerland (April), he was

struck by a severe cramp in his back. This forced him to ease the pace and drop back to 4th behind the Honda team and Andre

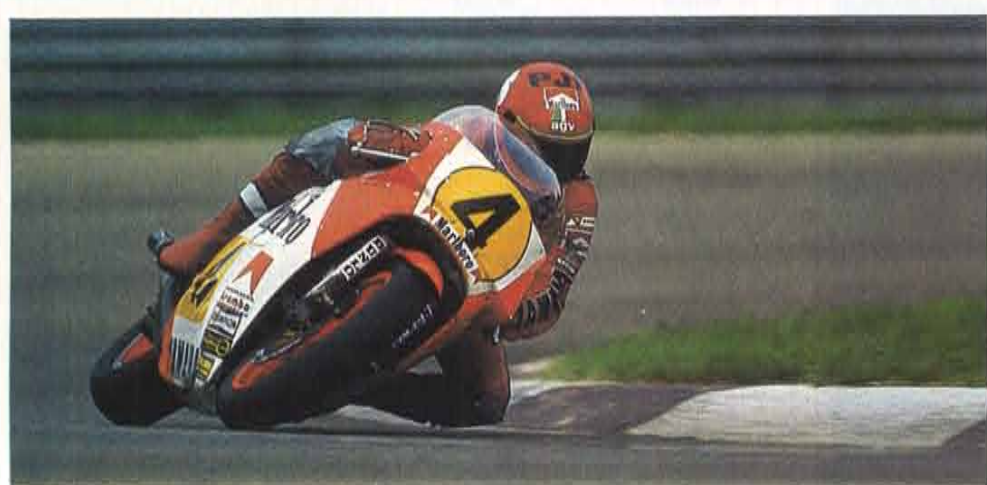


Vromans (Suzuki) in the first race and retire in the second race.

In Australia two weeks later he romped to an overall victory (first and second in the two legs). In West Germany (May 8) he continued putting together the right results (2nd and 6th). In the Swedish GP held at his home circuit on May 29 he showed an absolutely brilliant ride. In the first leg Carlqvist and his team-mate Jukka Sintonen were locked in battle until five laps from the finish. Then Carlqvist pulled ahead and Sintonen settled for a safe 2nd spot well ahead

of Harry Everts (Suzuki). In the second leg Everts made a good start to streak into the lead followed by Dave Thorpe (Honda), Graham Noyce (Honda) and the Yamaha ace. By half distance Carlqvist had shot past Thorpe and during the last stage of the race he pulled ahead of Noyce to finish second to Everts. He collected 22 championship points in this round but was still 11 points behind Noyce, the championship leader who was one point ahead of his team-mate Andre Malherbe.

(continued on page 2)



'83 World Championship Road Racing—500cc Class

"King" Kenny wins the final round — San Marino GP —

"King" Kenny Roberts beat Freddie Spencer (Honda) by over 10 seconds in the San Marino GP, the final round of the 12-round series organized at Imola on September 4. Spencer, who led the title chase by five

points, did his best to ensure no one came between Kenny and him and finished in second place. Kenny secured a magnificent second spot in the '83 final championship positions.

(continued from page 1)

The situation of the 500cc title chase changed at the fifth round in Finland (June 5). Belgian Honda star Andre Malherbe (fifth and first) blasted his way back to the front of the title chase while his team-mate Noyce could only manage to finish third and sixth in the two legs. Malherbe led Noyce by five points. Carlqvist who placed 4th and 2nd in these races tailed Noyce by 6 points.

The Italian GP, the 6th round of the series (June 19) became a great turning point. Carlqvist won the first leg easily but in the second leg he crashed at the start and came from 38th to 2nd. Andre Malherbe placed 6th in the first leg but won the second leg to maintain a 4-point lead over Carlqvist who was 13 points ahead of Noyce.

A week later Carlqvist scored an overall victory (first and second) in

the US GP held at Carlsbad in California. Malherbe was out of form and could only manage to place 6th and 5th. As a result, the Yamaha ace had a 12-point advantage over Malherbe for the first time in the '83 title chase.

From then on, a two man battle became more intense. Malherbe was still a threat to the Yamaha ace. In the French GP (July 3) the Honda ace hit back by placing second and first. Carlqvist was out of luck. He led the first leg until he picked up a rear tire puncture and had to retire after 15 minutes. He had to ease the pace halfway through the second leg as a result of heavy practice crash and finished second to Malherbe. This meant the Honda ace bounced back to the front of the title chase by 3 points, with four more rounds to go.

Keeping his first title in sight, Carlqvist thrilled the crowds by blasting to a pair of race wins in

the British GP held at Farleigh Castle on July 24. Malherbe was third and second. Carlqvist opened up a 5-point lead on his archrival!

Carlqvist went on to widen his lead over the Honda ace in the Belgian GP (August 7) and the San Marino GP (August 14). In Belgium he was first and second against Malherbe's fifth and first. In San Marino he placed third and first. Malherbe won the first leg but dropped back to disappointing seventh. With only one more round remaining, Carlqvist enjoyed a massive 17-point lead over Malherbe.

In the Dutch GP (August 21) overall victory went to the Honda ace who did all that could be asked of him but sixth and fourth placings were quite enough for Carlqvist.

The Yamaha ace, in his fourth season with Yamaha, clinched the 500cc crown for the first time.

Venezuelan Carlos Lavado is the new champion

250cc road racing

As reported in the last issue, Venezuelan star Carlos Lavado took the crown when he placed fourth in the British GP at Silverstone on July 31, regardless of the results of the final round (Swedish GP).

championship points to the tally while his nearest rival Radigues scored no points in these races.

Lavado went on to win the Yugoslavian GP (June 12) and the Dutch TT (June 25), consolidating his lead over the others. Finishing third in the Belgian GP (July 3), he widened the lead over Radigues to 19 points with only two rounds

remaining.

In the British GP Lavado finished fourth but Radigues only managed ninth place. This left the Venezuelan ace 25 points ahead in the table with only the final round remaining.

Lavado has joined Johnny Cecotto in the list of Venezuelan world champions.



Sidecar World Championships

In the 8-round Sidecar Road Racing World Championship R. Biland and passenger K. Waltisperg on a Yamaha sidecar outfit made the Swedish GP (August 7) their fifth victory of the season and clinched the fourth world championship title with the San Marino GP remaining.

In the 10-round Sidecar Cross World Championship E. Bollhalder and K. Buesser (Yamaha) led R. Boehler and F. Burkhardt (Yamaha) by 17 points after the Swiss round (Sept. 4). The leading pair won the title by finishing second overall in the final Italian round (Sept. 11).

R. Biland and passenger K. Waltisperg



E. Bollhalder and K. Buesser

Lavado with his Venemotos-entered Yamaha TZ250 failed to get off to an impressive start in the 11-round title chase.

In the first two grands prix in South Africa and France, Lavado collected only four championship points because of machine problems. These races were won by J.F. Balde (Yamaha TZ250) and Carter (Yamaha TZ250) respectively. The 250cc title chase came up to one's expectations that it would be a confused fight among the cream of equally competitive TZ250 riders.

In the Italian GP, the 3rd round of the series (April 24), Lavado showed his real ability by winning the 20-lap race easily, about 14 seconds ahead of Frenchman T. Espie (Yamaha TZ250). The Venezuelan ace repeated his success in the West German GP (May 8). With these brilliant results Lavado came to the front of the title chase followed by D. de Radigues (Yamaha TZ250).

In each of the next two rounds (Spain and Austria) Lavado placed fourth adding 8 more cham-

ROAD RACING RESULTS

11th round - Aug. 7 - Sweden

500cc class	
1. F. Spencer	Honda
2. K. Roberts	Yamaha
3. T. Katayama	Honda
4. M. Fontan	Yamaha
5. E. Lawson	Yamaha
6. M. Lucchinelli	Honda

250cc class

1. C. Sarron	Yamaha
2. H. Guilleux	Kawasaki
3. C. Lavado	Yamaha
4. T. Head	Armstrong
5. A. Carter	Yamaha
6. J.M. Mattioli	Yamaha

12th round - Sept. 4 - San Marino

500cc sidecar class	
1. K. Roberts	Yamaha
2. F. Spencer	Honda
3. E. Lawson	Yamaha
4. M. Lucchinelli	Honda
5. R. Mamola	Suzuki
6. M. Fontan	Yamaha

12th round - Sept. 4 - San Marino

1. R. Biland/K. Waltisperg	LCR-Yamaha
2. A. Michel/C. Monchaud	LCR-Yamaha
3. W. Schwarzel/A. Huber	Seymaz-Yamaha
4. E. Streuer/B. Schneiders	LCR-Yamaha
5. D. Jones/B. Ayres	LCR-Yamaha
6. M. Kumano/K. Takashima	LCR-Yamaha

Final championship positions

500cc class		
1. F. Spencer	Honda	144 pts.
2. K. Roberts	Yamaha	142 "
3. R. Mamola	Suzuki	89 "
4. E. Lawson	Yamaha	78 "
5. T. Katayama	Honda	77 "
6. M. Fontan	Yamaha	64 "

250cc class

1. C. Lavado	Yamaha	100 pts.
2. C. Sarron	Yamaha	73 "
3. D. de Radigues	Chevallier	68 "
4. H. Guilleux	Kawasaki	63 "
5. T. Espie	Chevallier	55 "
6. M. Wimmer	Yamaha	45 "

500cc sidecar class

1. Biland/Waltisperg	98 points
2. Streuer/Schneiders	72 "
3. Schwarzel/Huber	67 "
4. Michel/Monchaud	57 "
5. Kumano/Takashima	39 "
6. Jones/Ayres	34 "

MOTOCROSS RESULTS

500cc class

10th round - Aug. 7 - Belgium

1st heat	
1. H. Carlqvist	Yamaha
2. H. Everts	Suzuki
3. G. Noyce	Honda
4. A. Vromans	Suzuki
5. A. Malherbe	Honda
6. J. Sintonen	Yamaha

2nd heat

1. A. Malherbe	Honda
2. H. Carlqvist	Yamaha
3. H. Everts	Suzuki
4. A. Vromans	Suzuki
5. D. Thorpe	Honda
6. F. Picco	Yamaha

11th round - Aug. 14 - San Marino

1st heat

1. A. Malherbe	Honda
2. H. Everts	Suzuki
3. H. Carlqvist	Yamaha
4. J.J. Bruno	Suzuki
5. J. Sintonen	Yamaha
6. G. Noyce	Honda

2nd heat

1. H. Carlqvist	Yamaha
2. G. Noyce	Yamaha
3. H. Everts	Suzuki
4. J.J. Bruno	Suzuki
5. F. Picco	Yamaha
6. J. Sintonen	Yamaha

12th round - Aug. 21 - Holland

1st heat

1. G. Noyce	Honda
2. A. Vromans	Suzuki
3. G. Rond	Suzuki
4. A. Malherbe	Honda
5. I. van den Broeck	Suzuki
6. H. Carlqvist	Yamaha

2nd heat

1. A. Malherbe	Honda
2. G. Rond	Suzuki
3. J. van Veltoven	KTM
4. H. Carlqvist	Yamaha
5. I. van den Broeck	Suzuki
6. T. Pikkarainen	Honda

250cc class

10th round - Aug. 7 - Switzerland

1st heat

1. R. Dieffenbach	Honda
2. G. Jobe	Suzuki
3. J. Martens	KTM
4. K. Van der Ven	KTM
5. D. Watson	Yamaha
6. A. Drechsel	Honda

2nd heat

1. J. Whatley	Suzuki
2. A. Drechsel	Honda
3. D. LaPorte	Yamaha
4. G. Jobe	Suzuki
5. R. Dieffenbach	Honda
6. K. Van der Ven	KTM

11th round - Aug. 14 - Sweden

1st heat

1. T. Hensen	Yamaha
2. R. Dieffenbach	Honda
3. A. Erikson	Suzuki
4. G. Jobe	Suzuki
5. A. Drechsel	Honda
6. J. Martens	Yamaha

2nd heat

1. A. Drechsel	Honda
2. T. Hensen	Yamaha
3. R. Dieffenbach	Honda
4. A. Erikson	Suzuki
5. J. Martens	Yamaha
6. K. Van der Ven	KTM

12th round - Aug. 21 - Finland

1st heat

1. G. Jobe	Suzuki
2. A. Drechsel	Honda
3. K. Van der Ven	KTM
4. D. LaPorte	Yamaha
5. J. Martens	KTM

2nd heat

1. D. LaPorte	Yamaha
2. T. Hensen	Yamaha
3. J. Martens	Yamaha
4. M. Tarkkonen	Yamaha
5. K. Van der Ven	KTM

125cc class

12th round - Aug. 14 - Czechoslovakia

1st heat

1. E. Geboers	Suzuki
2. P. Vehkonen	Yamaha
3. J. Gibson	Yamaha
4. G. Andreani	KTM
5. J. Vimond	Yamaha
6. C. Maddii	Gilera

2nd heat

1. E. Geboers	Suzuki
2. J. Gibson	Yamaha
3. C. Maddii	Gilera
4. G. Andreani	KTM
5. J. Hensen	Yamaha
6. J. Blancquaert	Yamaha

Sidecar cross

Final round - Sept. 11 - Italy

Overall

1. J. Brockhausen/H. Robele	Yamaha
2. E. Bollhalder/K. Buesser	Yamaha
3. M. Bens/P. van Deutekom	Yamaha
4. H. Baechtold/F. Fuss	EML
5. N. Samofal/L. Caggiano	Yamaha
6. T. Good/G. Withers	Yamaha

Final championship positions

500cc class		
1. H. Carlqvist	Yamaha	260 pts.
2. A. Malherbe	Honda	253 "
3. G. Noyce	Honda	173 "
4. H. Everts	Suzuki	145 "
5. D. Thorpe	Honda	93 "
6. J. Sintonen	Yamaha	80 "

250cc class

1. G. Jobe	Suzuki	249 pts.
2. D. LaPorte	Yamaha	181 "
3. K. Van der Ven	KTM	117 "
4. A. Drechsel	Honda	115 "
5. J. Martens	Yamaha	111 "
6. J-C Laquaye	Honda	74 "

125cc class

1. E. Geboers	Suzuki	283 pts.
2. M. Rinaldi	Suzuki	220 "
3. J. Gibson	Yamaha	178 "
4. P. Vehkonen	Yamaha	168 "
5. C. Maddii	Gilera	139 "
6. M. Velkeneers	Gilera	128 "

Sidecar cross

1. E. Bollhalder/K. Buesser	Yamaha	172 pts.
2. J. Brockhausen/H. Robele	Yamaha	144 "
3. R. Boehler/F. Burkhardt	Yamaha	139 "

Yamaha works for the spread of sound motorcycle sport

Creating better communication with the customer

For the past several years Yamaha's SL Club has been the organizer of a Summer Festival at the Sportsland Sugo facility. This event was a true "Great Racing Festival" at which many top riders both from Japan and from abroad were invited to compete. However, this "festival", which really only benefited a few top pros and a handful of other "regulars", was not completely satisfying from the standpoint of Yamaha's corporate policy of giving its customers a sound motorcycling education. Particularly in today's market with an ever increasing number of sport motorcycle categories, such as road racing, motocross, trials and countrycross, more emphasis must be placed on user education to increase the motorcycle population at the grass roots level. That is why this year the event was changed into one which would give the maximum number of people a chance to become familiar with the motorcycle and its proper use. Therefore, this year the event was changed to a number of local summer festivals.

Better promotional activities

The change over from the Sugo Summer Festival to the local Summer Festivals came as a result of a nation-wide Summer Festival Re-evaluation Conference held in September '82 to evaluate the '82 Summer Festival and decide whether to hold it again the following year and if so, in what form. At this conference it was decided that the home office SL Club, which serves as the central communication point for user organizations for the spread of sound motorcycle sport, would draw up plans for the next year's Summer Festival to be sent out in December of that year to the seven major regional SL Clubs, who would, with the cooperation of their local distributors and dealers, sponsor and organize the events.

These plans included as their goals;

1. To offer instruction in sound motorcycle sport to as many customers as possible.
2. To provide events that contribute to the overall growth of motorcycle sport.
3. Motocross events, trials events, LTR classes for production off-road model owners, parties for motorcycle clubs to exchange information and ideas, and celebrations on the nights before and after the festivals making for a more complete festival program.

The 7 Regional SL Clubs were then responsible for choosing the site for the festival and setting the dates for it to be held, and then to send this information back to the home office SL Club. At the same time, the regional clubs called meetings to establish detailed plans to be sent back to the home office by April. All the time these plans were being prepared requests were coming in from local Yamaha groups other than

the 7 major regional clubs who approved of the goals of the new Summer Festival idea and wished to hold similar events in their own locality. In this way the number of participating groups began to grow gradually until eventually the number of large and small festivals being planned had reached quite a large number.

At the home office the detailed plans from the various local participants were reviewed, suggestions were made and the plans returned once again to the localities. By June these plans were once again examined in detail by the local groups in close consultation with their local authorities and all final decisions on the plans were made. From then until the opening date of the various festivals, the local groups busied themselves through the months of July, August and September preparing the festival sites, gathering necessary materials, etc., while the home office prepared funds to help the local sponsors with their initial deposits, contracted works riders to participate at the various festivals' races and demonstrations, as well as preparing a variety of flags and banners for festival site decorations.

LOCAL SUMMER FESTIVALS



Creating a larger, closer family

Here are some of the ways that the new Summer Festivals served to fulfill not only their original goals but also achieved a number of other purposes including sales promotion in process.

1. A large number of people were gathered together for the purpose of motorcycle promotion and user education.
2. Because they were familiar events, a large number of people got a good look at motorcycling as a sound form of leisure sport.
3. Because the organizers and the participants already knew each other things went smoothly, and in the process communication between the two reached a higher level than ever before.
4. The salesmen and partsmen who participated in the events were able to establish a new sense of closeness and mutual understanding with the dealers and customers naturally as all enjoyed the festivals together.
5. A tremendous new level of cooperation arose between the dealers and the management as they worked together as joint organizers for the success of the events.
6. A healthy sense of competition sprung up between the different regional managers as they tried to make their festival the best. This competition stimulated everyone and raised the overall level of the events.
7. Because this kind of event had been relatively uncommon in the past, it opened the eyes of Yamaha management once again to the importance of these kinds of user education activities, as well as

showing their potential as activities to create demand in the market.

8. The money involved in this year's events was put to much better use than that used in the previous year's event.
9. The events were able to take advantage of the unique qualities of each different region.

Perhaps the best example of the difference between last year's and this year's Summer Festivals comes from the festival held this year at Sugo, site of previous Summer Festivals in Northeast Japan. Here is what the director of this year's Sugo Summer Festival had to say:

"Up until last year we were receiving participants from all over Japan, but this year our festival was made up of participants just from our own region. The participants this year were assembled through the distributors, dealers and sports shops of our region, so naturally relations between the distributors dealers, sports shops and the participant went very smoothly, and that made this year's festival a very easy event to hold, both from the management standpoint and from the standpoint of user education.

Also, because of the fact that several of our area dealers participated in the roles of officials and instructors and were involved from the planning stages to the final holding of the event, it gave them a sense of identification with the management level and a sense of pride in the fact that they were involved in the sponsorship of the event. This was a very positive outgrowth of this year's festival. Also we found that there was a big difference in degree of appreciation for the event and the number of participants assembled by the individual dealers depending on whether or not they were actually involved in the planning stages of the event or not.

With regards to the dealers that did not participate in the administrative aspects of the festival, we also found that spending an hour or two to explain the festival and its goals made a big difference as opposed to simply delivering to them a set of festival pamphlets and posters."

Make full use of existing facilities

There was a wide variety of races, games, autograph sessions, inter-club competitions etc. in this year's program in Sugo Summer Festival and the biggest single merit at the Sugo site is its outstanding circuit facility. That is why the main events were designed to make full use of this circuit. The road race course was used for a Test Circuit Run event at which the participants were taught proper balance at middle and high speeds using their own bikes on the race course. Although the various events were limited to riders on

Yamaha bikes, in order to encourage riders of other bikes to try out a Yamaha, approximately 50 bikes were on hand for free test rides, including the new models RZ250R, RZ350R, XJ400ZS, XJ400Z, XJ750EII, and others.

These circuit run and test ride events, like the event organized by "Selectgroup 82" in Holland which we introduced in our last issue, were among the most popular in the whole festival. "Whereas last year we spent a lot of money to put on an event with only 200 participants, this year's event benefited several thousand participants. We think it was truly money well spent. In addition to this people in our area showed a lot of appreciation for this year's festival, and that is bound to show up in increased business in the future," added the previous year's festival director.

First of all teach people the joys of motorcycling

In the Osaka area, where race activities had flourished but very little was being done in the area of leisure sports promotion, the festival directors decided to set a different mood by use of the title "83 Yamaha Off-Road Paradise".

Then, in order to create an event that would appeal to the largest possible number of people, including women and children, they chose Ikomayama, an area with an existing rider's park as their festival site and proceeded to design a program with a variety of events that would provide fun for participants of all ages. The festival grounds were divided into 4 areas, a race area, instruction area, event area and a relaxation area. In order to involve as many people as possible, races were designed for production models in a number of classes, including an 80cc and under class, a ladies class, an XT cup (125, 200, 250) and others. Competition also was open to owners of bikes other than Yamahas. In the instruction area events included an off-road riding class conducted by Yamaha works rider, T. Mitsuyasu, model trial riding demonstration, and TY250R test rides, while the event area featured a variety of games for riders and non-riders, children and adults. In addition to these three areas was the relaxation area featuring a vinyl swimming pool for children, a scrap bazaar, video corner, snack vendors, a barbeque corner for lunches and a free drink corner. All of this created an enjoyable, comfortable environment for families who brought their children along. Since there had been very few events of this type in the past, the '83 Yamaha Off-Road Paradise gave a positive new appreciation of sound motorcycle sport to the more than 2,000 participants, and caused people to praise the event with such expressions as "we feel a lot closer to Yamaha for providing us with this great place to enjoy motorcycling." One Yamaha salesman went on to say that because at this festival salesmen and partsmen were able to enjoy participation in the events side by side with the dealers and customers, he felt that in the future communication with the dealers would go much more smoothly and that would make his job much easier.

A significant program with plenty of variety

The Kyushu area version of the Summer Festival '83 SL Summer Festival in

Continued on page 4

Continued from page 3

Kyushu" was held at one of Japan's most beautiful campsites, located in one of Kyushu's National parks. For 2 days participants enjoyed a schedule of Yamaha events while they camped and enjoyed the outdoor life. The sponsors took responsibility for all time spent in the campsite, while the local dealers, whose job it had been to assemble participants, took responsibility for the out-and-back touring events. Some dealers took this opportunity to invite their regular customers to the camp as a sign of their appreciation, while other dealers used the touring events as a chance to teach driving safety. A variety of ideas came out from the different dealers. The unanimous response from the participants was that they completely enjoyed this "first of its kind" event. Because this event was held in a national park the sponsor took to visit the local authorities concerned, like police, Red Cross Fire Department and local newspapers and explain the goals of the festival. As a result, all of these bodies proved to be extremely cooperative. In line with the festival's goal of encouraging the spread of sound healthy motorcycle sports, a charity bazaar for traffic accident orphans and a blood donation center were included in the festival's program. These events were especially well received, and two local newspapers wrote articles of praise for the festival as a result.

Benefiting from indirect PR

The '83 Summer Festival in Central Japan took place with a motocross race, open to bikes of any make, as its central attraction. At this event, the fact that a number of the motorcycle shop owners brought their children to take part in the races lent a healthy sports atmosphere to the festival. Of course the children who participated in the races had a background of proper motocross training and had been chosen as ones who it was felt could race safely. For everyone to see these children, even though they lacked the speed of their adult counterparts, riding their PW's steadily in the qualifying heats was very satisfying. The spectators were especially pleased to see these same children riding smoothly past the adults who had tried to go to fast and ended up crashing and tangling up with other riders. The people who applauded these children were perhaps applauding their skill and their cuteness, but also we shouldn't forget that this applause can also be considered the first step toward a favorable acceptance of motorcycle sports. At this same Central Japan Summer Festival another interesting thing occurred of a completely different nature.

As we mentioned in our last issue, Thai motocross school champions Mr. Pit-sanuwat Pume (100cc class) and Mr. Narong Uthatham (125cc class) were invited to Japan to participate in the races here. After being introduced to the festival participants by Yamaha's special instructor Mr. K. Iwao, the two riders went on to compete brilliantly in not only the production class, but also in the junior class, thus proving to everyone the quality and effectiveness of Yamaha's Motocross School activities.

Another thing that should be mentioned is the fact that a very successful event was held in the Shikoku and Chugoku region, called the Daisen Summer Festival. This event was managed completely by the local dealers with the help of participation fees from the loyal and ardent Yamaha fans among their regular customers.

Here we have given a few examples of the ways that the new Summer Festivals proved to be successful and valuable. Of course these successes were not merely a result of the particular environment in which they were held, but rather we feel they could be duplicated with good results almost anywhere. We hope that when you hold an event in the future some of these examples we have mentioned here will be of help to you. We are also very anxious to hear about any unique new event that you have tried in your area. Let us hear from you whenever you have any news that might interest our readers.



Local entertainers provided one of the attractions at Noto Island festival (Osaka area)



NOTO (Osaka area)



The Daisen Summer Festival was sponsored and managed completely by local dealers and their Yamaha customers. (Shikoku & Western Chugoku area).

SHIMANE (Shikoku and Western Chugoku)



KYUSHU

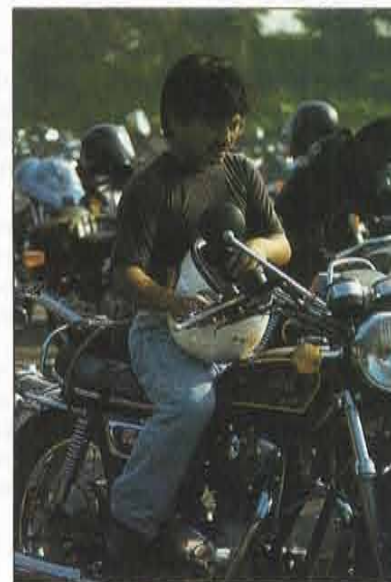


Touring to a beautiful camp ground. A moonlight festival was held at the Kyushu area festival. Many of the local dealers used out-and-back touring as an opportunity to teach riding safety.



One attraction was a motorized hang glider (Kyushu).

Some fans showed up on nostalgic old models like the XS1 and YDS (Kyushu).



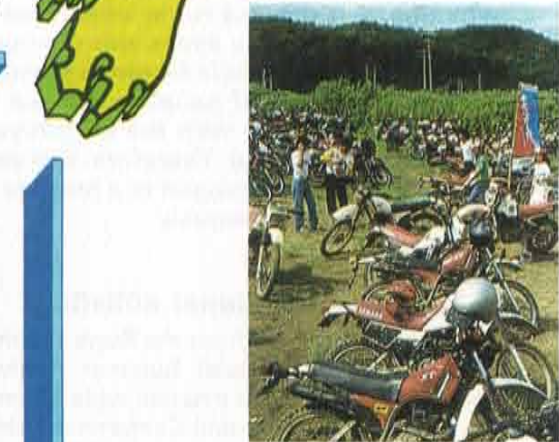
NAGOYA

The '83 Summer Festival in Central Japan was held on a mountain top site, with the main event being the motocross race held on the course.

Many children here have received excellent training. (Central Japan)



Thai motocross school champions Mr. P. Pume (left) and Mr. N. Uthatham.



The aim of the festival at Ikoma was to experience the festival as much as possible to experience the festival with over 2000 participants.

IKOMA (Osaka area)

The festival grounds were divided into a race zone, instruction zone, event zone and a relaxation zone (Ikoma).



ANNUAL SUMMER FESTIVALS



was to get as many people
s of off-road riding. There
l.



SENDAI

The Sendai area festival at Sugo had a full schedule including a barbecue party the night before, a motocross OB race, a North vs South team race, a riding contest, fashion contest, an autograph session by works riders, trial riders demonstration, etc., but the most popular events of all were the test run on the circuit and the new model test rides. People waiting for the new model test ride (left) and the test run on the circuit (right).



TAZAWAKO

(Sendai area)



A souvenir photograph is taken at beautiful Lake Tazawa (Sendai Area).



The town was full of life as the Summer Festival fell on the same day as another annual local festival.



Motocross race (Sugo)

Seven Main Regional Events

Area	Title	Date	Contents
Hokkaido	'83 Moto-Ring in Hokkaido	Sept. 24-25	•Touring rally •Open motocross course •Off-road LTR class Race •Motocross race •Trials competition •Motocross school •Trials school etc.
Sendai	'83 Lake Tazawa Moto-Ring	Jul. 2-3	•Touring •Camping •Pro riders' autograph session •Off-road riding school etc.
	'83 Towade Moto-Ring	Jul. 16-17	•Touring •Off-road riding school •Camping •New model TY250R demonstration
Tokyo	'83 "Tanabata" Moto-Ring in Sugo *	Aug. 6-7	•Circuit Run •Exchange party for clubs •TY250R demonstration •Pro autograph session •Camping •Test rides of new models •Motocross race •Trials competition
	'83 SL Kanto Motocross Meet	Aug. 7	•Individual race •Clubteam race •TY250R test ride event •Demonstration and autograph session by pro riders
	'83 Summer Festival of Central Japan	Jul. 24	•Motocross race •Game race •Off-road riding school •Motocross school •TY250R introduction •Closing party
Osaka	'83 Jamboree at Noto Island	Jul. 23	•Auto camping •Game festival •Campfire gathering •TY250R introduction and test rides
	'83 Yamaha Off-Road Paradise	Jul. 24	•Normal race •Off-road riding school •Ride games •Scrap bazaar •Pro rider autograph session •TY250R test rides
	Ride with Kartaya at Nakayama Circuitland	Aug. 2-4	•Circuit running class •Cornering class •Autograph session
Shikoku & Western Chugoke	'83 SL Summer Festival in Kagawa	Aug. 7	•Motocross race •Trials competition •TY250R demonstration run •New model test ride •Pro rider demonstration and autograph session
	'83 Summer Festival in Kyushu	Aug 6-7	•Exchange party for local clubs •Campfire •Test ride event for new TY250R •Charity event for traffic accident orphans •Autograph session by pro riders •Blood donation

* Tanabata (The Star Festival)

An old legend says that the Altair and the Weaver, a pair of lovers living across the Milky Way, can meet once a year on the seventh day of the seventh month. The Star Festival is given on the same day, in celebration of their wished-for meeting.

A high-efficiency new headquarters

From Paraguay: The new head office building of Paraguayan Yamaha importer Autoper Comercial has recently been completed in Asuncion. The new head office will function as a high-efficiency business center unifying all work divisions including service and marketing.

The new office building which is situated in the main quarters of the city is finished in a bright two-tone color scheme, attracting special attention from the public.

Flying on the front of the building are the national flags of Paraguay and Japan, together with a Yamaha flag. Assisted by an expert Brazilian designer, the whole interior of this modern 4-story building with the basement is designed specifically for higher work efficiency. The first floor consists of a 350m² showroom and a 250m² workshop. Various deskwork sections are grouped together on the second floor. The whole basement is occupied by a 612m² parts center, a sales corner and a warehouse.

Autoper Comercial has an established reputation especially for its



Autoper's new head office building. Mr. "Venga" is also here. In the circle is Mr. Arietti, President of Autoper Comercial.

highly efficient parts supply system and the new head office is sure to bring the company a number of significant improvements in all the aspects of its business. Handling all Yamaha products in Paraguay for the past decade, Autoper Comercial has become one of the most important members of Yamaha's overseas family. In particular, the company sells 3,000 to 3,500 motorcycles per annum, thus making up approx. 40% of the total Paraguayan market.

The company will continue to grow under the excellent leadership of Mr. Miguelangel Arietti, President. He is a creative thinker with excellent management capabilities. Showing great foresight and unbending will he has



Showroom on the first floor.

brought the company to the present prosperity. His son Herminio, who was once a motocross rider and took part in motocross training in Japan, is very enthusiastic about promoting the spread of sound motorcycle sports in Paraguay. President Arietti expects much of his son who is to become the next president some day in the future.



Parts center in the basement.

A produce fair attracts one million people

From Pakistan: Yamaha motorcycles added an extra dimension to a produce fair which was recently held in Lahore, the capital city of Punjab State in northeastern Pakistan. The fair is held on a large scale every other year with the aim of making various local products known to as many people as possible.

The Yamaha motorcycles and motorcycle parts which were arranged by Dawood Yamaha, Ltd. attracted special public attention because Yamaha is contributing to the furtherance of local industrialization by having all parts except engines produced in Pakistan,

Yamaha bikes are used in different ways, for example....



even though the imports of completely-assembled machines is sanctioned by the government. A number of government officials concerned visited the fair which was an important manifestation of progressive local industrialization. They appeared to be greatly interested in the domestic-made Yamaha parts shown by the staff of Dawood Yamaha. Other visitors were also impressed by Yamaha's high-level technology featured in locally produced motorcycles and parts.

The fair attracted one million or more people, setting a new record of visitors.

Successful technical tie-up

From India: In recent years the Indian 2-wheeler market has maintained a remarkable growth rate. Especially last year, industrywide sales recorded a sharp 25% rise over the previous year. The market which has already gained a scale of 500,000 units per-annum including motorcycles, mopeds and scooters, is still growing and the upsurge of demand is far beyond actual supply capacity. With the above situation as its setting, local production of Yamaha motorcycles has already started based on a technical tie-up agreement reached last year between Yamaha and Escorts Ltd., India's major manufacturer of tractors and motorcycles.

Yamaha is to afford full technical assistance to Escorts for the local



From left to right; Mr. H. Nanda, President of Escorts, Mr. T. Arata, Director of Yamaha Motor, Mr. I. Singh and Mr. Y. Maruyama.

production of 100cc and 350cc bikes. Full-scale production of 350cc bikes has already begun in the New Delhi Plant as of March. According to plans, 10,000 machines will be produced this year and output will be increased to 25,000 machines by next year. An agreement concerning local production of 100cc bikes has also been signed by both companies. Approved by the Indian Government, construction of a new plant will start late in 1983 and production will begin about the middle of next year.

In addition, Escorts produced 70 RD350-based police bikes for delivery to the Calcutta Police. These police bikes featured Yamaha's high-level technology and were acclaimed for their quality and performance.

Yamaha "Mini" Riding School

From Iwata: Yamaha has pushed ahead with the Yamaha Riding

School (YRS) program in Japan with the aim of promoting the safety of motorcycle riding.

The program is arranged so that it is suitable for comparatively large-scale road racing and motocross tracks.

Therefore, it has been limited to areas where such facilities are available.

A scaled-down version of this program called Yamaha "Mini" Riding School has now been introduced in order to meet the demand of those enthusiasts living in the areas where such facilities are not available.

The program of the Yamaha "Mini" Riding School features five important subjects selected out of the regular YRS curricula, that is, slalom, pylon riding, tight bridge riding, braking and zigzag riding. Training usually takes the form of enjoyable games, through which participants are taught the correct manners and techniques of safe riding. Finally, each participant gets a rating of his skill (grade 1 to grade 6).

Training is given mostly on the grounds of a local automobile schools, a parking zones or some vacant lot. As a rule, each participant is requested to use his own bike, which gives him an opportunity to inspect the machine itself carefully while learning how to ride.

The program of Yamaha "Mini" Riding School program has been very favorably received by those people who wish to improve their skills at safe, correct riding.



Cooperation with S.I.S.



From Iwata: Domestic production of Yamaha motorcycles will begin shortly in Portugal under a tie-up agreement reached between Yamaha and S.I.S. Veiculos Motori Zados Ltda., Portugal's top manufacturer of motorcycles and motorcycle engines.

Both companies have agreed that:

1. Yamaha will afford technical aids to S.I.S. for the domestic production of Yamaha motorcycles.
2. S.I.S. will manufacture 125cc bikes under the brandname of Yamaha. These bikes will be marketed through a sales company under joint management of S.I.S. and Portuguese Yamaha importer Motopecas.
3. For the time being Yamaha will supply S.I.S. with engines and specifically designated parts but these items will be shifted step by step to domestic production.
4. Domestic production will begin next spring and annual output will be approx. 9,000 units.

As mentioned above, S.I.S. is Portugal's number one motorcycle manufacturer and is under a business tie-up with West German Sachs which is the parent company of N.H.W., a current business partner of Yamaha.

Last year about 66,500 bikes were marketed in Portugal. 50cc and 80cc classes are especially popular but larger bikes are also gaining popularity.

Yamaha is the first Japanese motorcycle manufacturer to start local production in this country.

Yamaha Marine Sports College

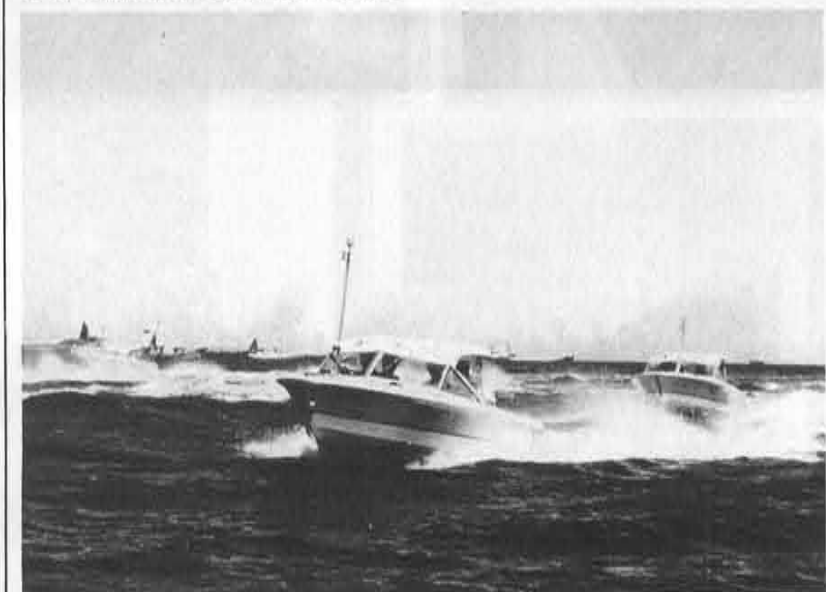
From Iwata: In Japan one who wishes to drive a motorboat must obtain licence. A Yamaha-original boat licence school has long provided useful lectures and training for those who are going to take a national licence test.

This school is part of Yamaha's extensive boating education program that includes a yacht school and water ski school as well.

The Yamaha Marine Sports College is an advanced form of boating education which began last year. The college provides a variety of curricula dealing with marine

meteorological observations, astronavigation, yacht racing, motorboat racing, pleasure boat navigation, marine engines, boat fishing, and amateur radiotelegraphy, all of which are considered essential to the full enjoyment of safe boating.

Yamaha, which is the largest manufacturer and supplier of FRP boats and outboards in Japan, is making great contributions to the promotion of safe, pleasurable boating through its proven boating education program.



Pleasure boat navigation training

125 policebikes to Guam

From Guam: On September 7, 22 Yamaha XJ550-based police bikes were delivered to the Department of Public Safety of Guam. These bikes which were the first installment of an export contract combined between Yamaha and the said Department, spearheaded Yamaha's aggressive policy to open up a new motorcycle market in this part of the world.

The above contract was signed in accordance with a new public safety policy adopted by Hon. Ricardo J. Bordallo, Governor of Guam who attached specific importance to the use of economical and high-efficiency motorcycles in neighborhood patrol duties. In competitive bidding Yamaha was second to the lowest but the Governor did not hesitate to select "Yamaha" for the purpose because he put full confidence in the quality and performance of Yamaha police bikes as introduced in a full line catalog.



Guam police officers: rear row, from left to right, Sgt. I Anthony Ascura, Field Supervisor, POI Felix Manglona, Neighborhood Officer and Sgt. I Joaquin Castro, Admin. Sgt.; front row, from left to right, Sgt. II Howard Blas, Operation Sgt., Capt. John Aguor, Bureau Chief and Lt. Benjamin Leon Guerrero, OINC Neighborhood.

The contract covers the delivery of 125 police bikes; 25 in December and the remaining later. Upon delivery of the first installment, the staff from Yokosuka Yamaha in cooperation with the staff of Yamaha dealer Pacific Cycle Co. strengthened an after-sale service system including spare parts supply. In addition, Japan-

ese mechanics from Yokosuka will be permanently stationed in Guam, assisting local mechanics in the perfect repair/service work of these police bikes.

The delivered 22 XJ550PL's which are being ridden by the in-service staff of the Neighborhood Patrol Command, will be delivered in due course of time to young policemen who have finished or will shortly finish the course of training at the police academy.

In token of their utmost gratitude to the Governor, Dr. Judith P. Guthertz (Director of DPS and Guam police officers for their full support to Yamaha, Yokosuka Yamaha and Pacific Cycle presented one XJ550PL to the Governor. The bike which was delivered on Sept. 8 will be used in a number of different official functions.



Mr. Albert Whitt of Pacific Cycle presenting a Yamaha XJ550PL to the Governor (right) with Dr. Judith P. Guthertz (middle).



Yamaha XJ550PL's in full array at the courtyard of Guam Police Headquarters.

Yamaha Turbo in 007 James Bond Movies

From Iwata: Sean Connery, the first 007 actor who retired from this world-renowned action series about 11 years ago, will come back to his extremely successful role in the latest 007 movie titled "Never Say Never Again" which is scheduled to be released within the year worldwide.

As you know, until now the series has featured a number of fantastically novel weapons 007 uses in a life-or-death battles with his



enemies. Now we can look forward to seeing what new weapons will be featured in the forthcoming movies. But it is quite sure that turbocharged Yamaha XJ650T used as a 007 vehicle will add extra charm to the movies, together with the glamorous Bond girls.

Army Searchlight Tatto '83



From Sri Lanka: The Army Searchlight Tatto is an annual campaign event promoted by the Sri Lanka Army. This year's event which was recently held in Colombo featured a thrilling demonstration by an army stunt team using Yamaha DT400-based patrol bikes. The team consisted of 8 selected riders including 4 women who were specially trained by the instructors from Yamaha importer Associated Motorways Ltd. Until now, apart from the DT400 bikes the company has sold the XS250, XS400 and DT175 by tender to the Army. These bikes have a good reputation among all army riders.

Supercross enthusiasm



From Venezuela: Supercross which originated in the United States has recently grown to a tremendous popularity in other parts of the world as well. It has already gained firm popularity as a new type of spectators sports in Europe and Australia. In addition, the first supercross event that was organized in Japan last autumn appealed greatly to lots of people. Now Venezuela is also joining the list of supercross-enthusiast countries. Enthusiasm for this sport is rapidly growing especially around Caracas, the capital city of this country.

The course, unlike those in other countries, is laid out making use of natural terrain conditions as much as possible. This allows each participant to demonstrate his riding techniques in a more spectacular manner while negotiating tricky ups and downs. This may be called a Venezuelan version of supercross. Every other week a non-championship event takes place before a

crowd of spectators. Four different classes are run in each meeting: novice A and B (both 80cc), expert 125cc and veteran 250cc. Each event attracts a large number of entries from every part

of Venezuela. As reported in our last issue, Yamaha is the leading motorcycle brand in Venezuela. Reflecting this fact, Yamaha riders are setting the trends in this fast-growing sport.

"Lavado" sensation

From Venezuela: Carlos Lavado who captured the 250cc road racing world championship title in the British GP at Silverstone on July 31, created a resounding sensation in his homeland Venezuela. All papers issued on the day subsequent to his winning the title were full of articles about him under such catching headlines as: "The whole of Caracas is excited over Venezuela's new hero", "Venezuela's great pride — New World Champion Carlos Lavado", "Carlos joins Johnny on the list of Venezuelan world champions", "His mother says — Carlos has been very enthusiastic about motorcycle sports", and so on. It was felt that the "Lavado" sen-

sation was almost equal to the tremendous sensation created in 1975 when 19-year old Johnny Cecotto on a Venemotos-entered Yamaha TZ350 became the first Venezuelan to win a world title. As you may notice, Lavado also rode a Venemotos-entered Yamaha machine in this year's championship and his victory is very significant in many respects. For example, Venemotos which is led by Mr. Vito Ippolito has been well rewarded for their ardent sports promotion efforts which they have continued since the days of the late Andrea Ippolito (former president). At the same time, Lavado's victory is sure to become a good incentive for young riders.

"Lavado" sensation in newspapers



New Yamaha top management

Yamaha has announced its new top management in accordance with the appointment of the new president as follows:

Chairman	Seisuke Ueshima
President	Hideto Eguchi
Managing Director	Tomoji Shuin
Managing Director	Isao Komiya
Director Consultant	Gen-ichi Kawakami
Director	Hisao Koike (part-time service)
Director	Tadanori Arata
Director	Shunji Tanaka
Director	Hitoshi Nagayasu
Director	Kunihiko Morinaga
Director	Nobuo Shiokawa
Director	Satoshi Watanabe
Standing Auditor	Kinpei Obayashi
Standing Auditor	Yoji Ishikawa
Auditor	Mitsuo Kasahara

The new leading staff of the overseas operations are also announced as follows:

Senior General Manager, Overseas Operations	J. Nakagawa
General Manager, 1st Sales Div.	T. Kimura
General Manager, 2nd Sales Div.	H. Deguchi
General Manager, 3rd Sales Div.	S. Arai
General Manager, Service Div.	T. Takahashi
General Manager, Business Div.	H. Ohara
General Manager, Overseas Production Div.	M. Yokoyama
General Manager, Marine Div.	H. Sawada
General Manager, Power Product Div.	Y. Sato

Marine version of the LOCAL SUMMER FESTIVALS

As you may notice, pages 3 to 5 in this issue are devoted to introducing the outline of Local Summer Festivals '83.

Yamaha's aggressive campaign effort was not confined to the land however. The marine version of this festival named "All Yamaha Fair '83" was also promoted nationwide under the unified theme — "Let's widen our circle of communication".

The primary aims of the All Yamaha Fair are:

1. To make the pleasure of marine activities known to as many people as possible.
2. To promote the spread of safety on the sea.
3. To strengthen the sense of unity between organizers and participants, and among fellow sea-lovers, thus increasing the number of Yamaha fans.

Each of the 8 regional marketing bases of Yamaha took the initiative in organizing a regional event supported by local marinas, sailboat clubs and fleets. Each event which was open to all Yamaha users featured a variety of functions



including boat racing, fishing contests, cruising rallies, etc. designed to fit the locality as much as possible.

Organizers made an endeavor to create a harmonious atmosphere in which all participants could strengthen the sense of unity as sea lovers while sharing the pleasure of various functions in a safe manner.

For example, the boat race program included a beginner class which gave a number of novice boatmen a chance to practice their techniques learned in a Yamaha yachting school or boating school. Barbecue parties given before and after racing turned out to be delightful get-together meetings at which all the participants had a chance to introduce themselves to each other.

The all Yamaha Fair was even more successful than had been expected as a whole. In particular, Lake Tazawa which was the site for the northeast fair event attracted a far greater number of participants than had been anticipated, suggesting that this lake would become a new regional center for various leisure-time water functions, thus spurring the growth of boating enthusiasm in this part of Japan.

One of the most

HOKKAIDO

Teuri Island on the Japan Sea is a paradise for sea birds.



Ardent participants arriving at the start early in the morning (Hokkaido). Going out into the Japan Sea and sharing the pleasure of water skiing and fishing.

popular functions was a pleasure boat rally between the Tokyo Port and one of the small islands lying in the Bay of Tokyo. Participants in the rally were required to perform the following tasks:

1. To catch three fish on the way.
2. To land on the designated island (the turn).
3. To visit a shrine on the island.

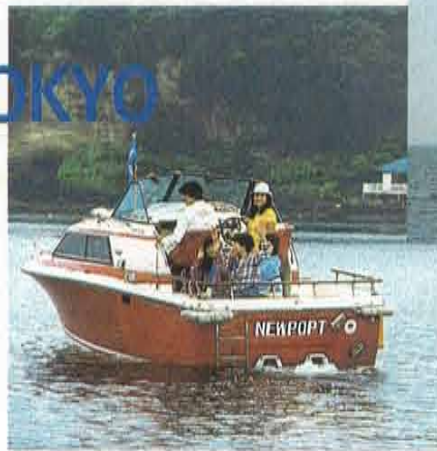
4. To take pictures of two model girls as proof of his landing (two model girls and cameras prepared by organizers).
5. To stay on the island for 60 to 120 minutes.

Let's widen our circle of communication

ALL YAMAHA FAIR '83

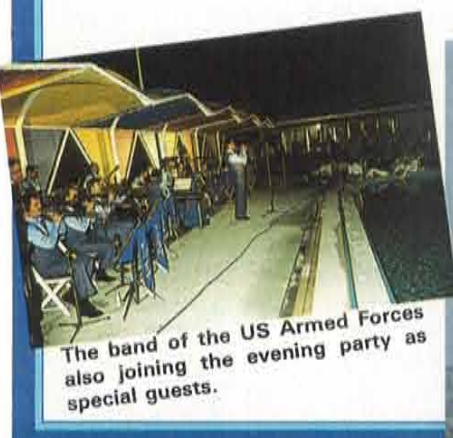
Let's widen our circle of communication

TOKYO



The event organized in Tokyo is the largest of all. The program features motorboat racing, sailboat racing and a rally.

Posing with model girls for a camera, and visiting a shrine.



The band of the US Armed Forces also joining the evening party as special guests.



KYUSHU

The event in Kyushu also features a variety of functions such as sailboat racing, fishing contest, water ski contest, beach barbecue party, etc.



A commemorative picture is taken with a Yamaha Passol offered as a special prize.

All Yamaha Fair '83

Main base	No. of Meetings	Contents
Hokkaido	2	•Dinghy open race •Barbecue party •Cruising to off shore islands •Water skiing •Parachute sailing
Sendai	4	•Water skiing •Parachute sailing •Fleet-vs-fleet race •Dinghy race •Test sailing of dinghy boats for participants •Joint sailboat race
Tokyo	6	•Evening party •Pleasure boat rally •Sailboat race •Dinghy race for beginners •Attraction •Barbecue party
Nagoya	1	•All Yamaha Fair Cup Race (Dinghy/Cruiser)
Osaka	4	•2 team-vs-team TCF races •Dinghy race •Marine "Athletic meeting" •Water skiing •Paddling race •VTR for sailboat promotion •Attractions •Barbecue party
West-Chugoku	1	•Beginner class race and barbecue party for participants who don't belong to a fleet
Shikoku	2	•Cruising around off shore islands •Tennis game on an island •Rowboat game •Fishing contest (Catch are presented to an old-age home)
Kyushu	7	•Cruising •Fishing contest •Cruiser race •Dinghy point race •Water skiing