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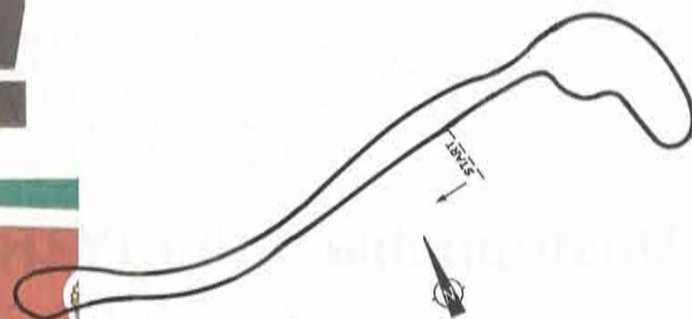
500 CC CLASS



Romping to the top in the title battle!

Eddie Lawson and Yamaha YZR500

EDDIE LAWSON, number one rider of the Yamaha Marlboro World Championship Team, completely dominated the third round, Spanish GP held at Jarama on May 6. Lawson finished first about 17 seconds ahead of Randy Mamola on a Honda NS500. With this win, he secured a 10-point advantage over his nearest rival Raymond Roche (Honda NS500) who placed third in the Spanish GP and ranked second in the world championship status. The Yamaha ace repeated his success in an even more brilliant manner in the Austrian GP held at Salzburgring on May 20. After lying behind the top group during the opening lap, Lawson launched a powerful counterattack and captured the lead on the 5th lap. He was challenged throughout the race by Randy Mamola (Honda) and Freddie Spencer (Honda) but on the last lap Lawson pulled away from them to win the race. With the first four rounds gone, Lawson has already built a commanding 20-point lead from Roche in the title battle. (See the next page for more details.)



AUSTRIAN GP - Salzburgring (2.63 miles)

WORLD CHAMPIONSHIP STATUS AFTER AUSTRIAN GP

1. Eddie Lawson	Yamaha	57pts.
2. Raymond Roche	Honda	37pts.
3. Freddie Spencer	Honda	27pts.
4. Randy Mamola	Honda	22pts.
5. Ron Haslam	Honda	21pts.
6. Boet van Dulmen	Suzuki	17pts.



SPORTS NEWS

(Continued from page 1)

1984 ROAD RACE WORLD CHAMPIONSHIPS 500cc CLASS

"It was an easy win", says Lawson

The 37-lap 500cc race started in bright Southern Europe sunshine, watched by a record Jarama crowd estimated at 65,000.

Eddie Lawson (YZR500) who was at the top of the practice leaderboard with a time of 1m 30s 25, made a good start from the pole position.

As all went away from the line, Ron Haslam, one of the three Honda NS500 riders was in front, followed by Lawson and the other Honda riders.

It took only a lap and a half for the Yamaha ace to snatch the lead from Haslam. From then on the



race became no more than his walkover. Lawson did all that was expected of him to win.

"It was an easy win" said the Yamaha ace after chalking up his second ever GP win, "But I am not 100 percent happy with it because the race was without my archrival Freddie Spencer who

was still suffering from injuries to his feet received at Donington Park."

As reported in the previous page Lawson grabbed his third ever GP win in the Austrian GP by beating the Honda trio, Freddie Spencer, Randy Mamola and Ron Haslam.

"King" Kenny's walkaway



Kenny Roberts

Within 3 weeks after celebrating his third overall Daytona victory, "King" Kenny captured another big race win in an equally sensational way.

On a works 500 Yamaha, he easily won both 100-mile legs of the Imola 200-mile race, held at Imola, Italy.

In the first 32-lap leg Kenny set a

IMOLA 200

pace in top form right after the start. The only opponent that could manage to keep up with Kenny was ex-world champion Franco Uncini (Suzuki). He hung on for the first 20 laps, trying to forge ahead of Kenny more than once. On the 21st lap, however, Kenny decided to "go" and from then on he quickly increased the lead from the Suzuki ace.

Kenny took an easy win and by that time he had lapped all but Lorenzo Ghiselli (Suzuki) who came in second place about 1 minute 47 seconds astern. Uncini failed to finish the race with engine trouble.

Because of the threat of rain the second leg start was brought forward by 15 minutes. Kenny cakewalked the race again. He went on to lead the entire field

followed by his team-mate Virginio Ferrari. This time, he lapped all but two, Ferrari who was 2nd about 23 seconds behind, and Sergio Pellandini (Suzuki), a further 43 seconds down.

RESULTS

FIRST LEG

1. K. Roberts	Yamaha
2. L. Ghiselli	Suzuki
3. W. Migliorati	Suzuki
4. K. Klein	Suzuki
5. S. Williams	Yamaha
6. D. Tardozi	Suzuki

SECOND LEG

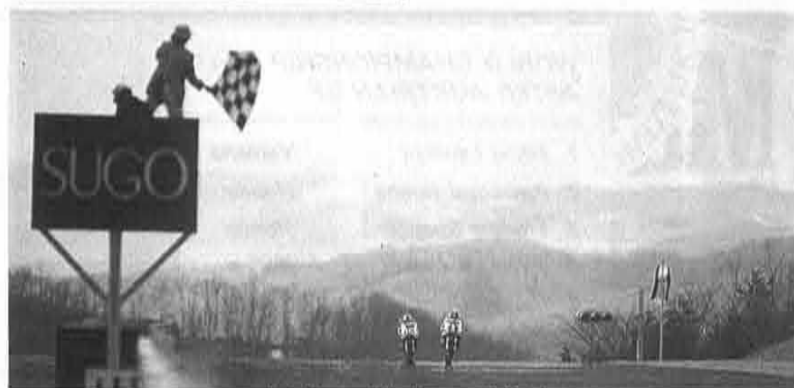
1. K. Roberts	Yamaha
2. V. Ferrari	Yamaha
3. S. Pellandini	Suzuki
4. M. Broccoli	Honda
5. L. Ghiselli	Suzuki
6. S. Williams	Yamaha

250cc 100-mile race result

1. M. Matteoni	Yamaha
2. F. Ricci	Yamaha
3. V. Gibertini	Yamaha
4. I. Villini	MBA
5. N. Grotta	Armstrong
6. D. Tardozi	Yamaha

Unstoppable Taira (YZR500)!

NATIONAL CHAMPIONSHIP ROAD RACING



T. Taira and H. Kawasaki (left)

Keeping pace with Eddie Lawson who has already built a commanding lead from Freddie Spencer (Honda) in the world

championship road racing, Tadahiko Taira, Yamaha's national road race title contender, is also leading the championship.

In the 3rd round of the 500cc championship held at Sugo on April 8, Taira forged ahead of early-stage leader Keiji Kinoshita (Honda NS500) on lap 4 and from then on he continued to increase the lead from Kinoshita and another Honda rider Takao Abe (Honda NS500). Taira's team-mate Hiroyuki Kawasaki (YZR500) also overtook both Hondas midway through racing. Taira and Kawasaki achieved a clean one-two finish well ahead of Abe who managed to finish third. The Yamaha YZR500 duo did it again in the 4th round held at Suzuka on April 21. They allowed no challenge from any other riders from the start until the finish. Unstoppable Taira grabbed his fourth win of the '84 series in the 5th round held at Tsukuba on May 13. In this round a spectacular one-two-three victory was completed by three Yamaha riders, Taira (YZR500), Kawasaki (YZR500) and Shinichi Ueno (TZ500).

ROAD RACE RESULTS

Round 2 - Italian GP - April 15

500cc CLASS	
1. F. Spencer	Honda
2. E. Lawson	Yamaha
3. R. Roche	Honda
4. W. Gardner	Honda
5. F. Uncini	Suzuki
6. R. Haslam	Honda

250cc CLASS

1. F. Ricci	Yamaha
2. M. Wimmer	Yamaha
3. W. Rainey	Yamaha
4. J-M Mattioli	Chevallier
5. D. Mcleod	Yamaha
6. J. Cornu	Yamaha

Round 3 - Spanish GP - May 6

500cc CLASS	
1. E. Lawson	Yamaha
2. R. Mamola	Honda
3. R. Roche	Honda
4. R. Haslam	Honda
5. J-F Balde	Suzuki
6. G. Reiner	Honda

250cc CLASS

1. A. Pons	Cobas
2. C. Sarron	Yamaha
3. C. Lavado	Yamaha
4. A. Carter	Yamaha
5. J-F Balde	Pernod
6. J. Cornu	Yamaha

MOTOCROSS RESULTS

125cc CLASS

Round 1 - Italian GP - April 8

1st RACE	
1. K. van der Ven	KTM
2. M. Rinaldi	Suzuki
3. M. Contini	Kawasaki
4. P. Vehkonen	Cagiva
5. D. Lacher	Suzuki
6. D. Stribos	Honda

2nd RACE

1. K. van der Ven	KTM
2. G. Andreani	Aprilia
3. P. Vehkonen	Cagiva
4. D. Stribos	Honda
5. Rossi	Suzuki
6. P. Kovar	Kawasaki

Round 2 - Dutch GP - April 15

1st RACE	
1. K. van der Ven	KTM
2. D. Stribos	Honda
3. C. Maddii	Gagiva
4. J. Neilson	Suzuki
5. A. Lejeune	Suzuki
6. P. Vehkonen	Cagiva

2nd RACE

1. D. Stribos	Honda
2. J. van der Berk	Yamaha
3. P. Vehkonen	Cagiva
4. C. Maddii	Cagiva
5. A. Lejeune	Suzuki
6. J. Neilson	Suzuki

Round 3 - Belgian GP - April 29

1st RACE	
1. K. van der Ven	KTM
2. C. Maddii	Cagiva
3. D. Stribos	Honda
4. P. Vehkonen	Cagiva
5. A. Lejeune	Suzuki
6. A. Van Asten	Suzuki

2nd RACE

1. K. van der Ven	KTM
2. D. Stribos	Honda
3. C. Maddii	Cagiva
4. A. Lejeune	Suzuki
5. D. Zijlstra	Honda
6. J. Hansen	Honda

Round 4 - Austrian GP - May 6

1st RACE	
1. K. van der Ven	KTM
2. G. Andreani	Aprilia
3. A. Lejeune	Suzuki
4. M. Fontan	Aprilia
5. P. van Peolvoorde	Suzuki
6. K. Sulzer	KTM

2nd RACE

1. G. Andreani	Aprilia
2. C. Maddii	Cagiva
3. P. Vehkonen	Cagiva
4. A. Lejeune	Suzuki
5. K. Sulzer	KTM
6. P. Kovar	Kawasaki

250cc CLASS

Round 1 - French GP - April 8

1st RACE	
1. J. Vimond	Yamaha
2. M. Velkeneers	Gilera
3. Jo Martens	Yamaha
4. H. Kinigadner	KTM
5. P. Fura	Hasqvarna
6. M. Dolce	Honda

2nd RACE

1. H. Kinigadner	KTM
2. A. Drechsel	KTM
3. G. Jan van Doorn	Suzuki
4. M. Dolce	Honda
5. J. Whatley	Suzuki
6. M. Velkeneers	Gilera

Round 2 - Austrian GP - April 29

1st RACE	
1. H. Kinigadner	KTM
2. J. Vimond	Yamaha
3. G-J van Doorn	Suzuki
4. M. Velkeneers	Gilera
5. J. Whatley	Suzuki
6. A. Drechsel	KTM

2nd RACE

1. G-J van Doorn	Suzuki
2. J. Whatley	Suzuki
3. W. Wallinger	Puch
4. P. Fura	Husqvarna
5. M. Tarkkonen	Yamaha
6. J-C Lacquaye	Honda

Round 3 - Yugoslavian GP - May 6

1st RACE	
1. M. Velkeneers	Gilera
2. H. Kinigadner	KTM
3. J. Vimond	Yamaha
4. J. Martens	KTM
5. J. Whatley	Suzuki
6. Jo Martens	Husqvarna

2nd RACE

1. Jo Martens	Husqvarna
2. S. Berggren	Suzuki
3. J. Whatley	Suzuki
4. G-J van Doorn	Suzuki
5. A. Barozzi	Yamaha
6. J-C Laquaye	Honda

500cc CLASS

Round 1 - Austrian GP - April 15

1st RACE	
1. E. Geboers	Honda
2. D. Thorpe	Honda
3. G. Jobe	Kawasaki
4. H. Carlqvist	Yamaha
5. D. Watson	Kawasaki
6. A. Vromans	Honda

2nd RACE

1. G. Jobe	Kawasaki
2. H. Carlqvist	Yamaha
3. D. Thorpe	Honda
4. E. Geboers	Honda
5. L. Spence	Kawasaki
6. A. Vromans	Honda

Round 2 - Swiss GP - April 29

1st RACE	
1. A. Malherbe	Honda
2. G. Jobe	Kawasaki
3. D. Thorpe	Honda
4. H. Carlqvist	Yamaha
5. E. Geboers	Honda
6. L. Spence	Kawasaki

2nd RACE

1. G. Jobe	Kawasaki
2. D. Thorpe	Honda
3. A. Malherve	Honda
4. A. Vromans	Honda
5. E. Geboers	Honda
6. L. Spence	Kawasaki

Round 3 - Spanish GP - May 6

1st RACE	
1. A. Malherbe	Honda
2. E. Geboers	Honda
3. H. Carlqvist	Yamaha
4. D. Thorpe	Honda
5. G. Jobe	Kawasaki
6. D. LaPorte	Yamaha

2nd RACE

1. A. Malherbe	Honda
2. D. Thorpe	Honda
3. E. Geboers	Honda
4. G. Jobe	Kawasaki
5. H. Carlqvist	Yamaha
6. A. Vromans	Honda

Round 4 - French GP - May 13

1st RACE	
1. A. Malherbe	Honda
2. E. Geboers	Honda
3. G. Jobe	Kawasaki
4. D. Thorpe	Honda
5. A. Vromans	Honda
6. D. LaPorte	Yamaha

2nd RACE

1. A. Malherbe	Honda
2. D. Thorpe	Honda
3. E. Geboers	Honda
4. G. Jobe	Kawasaki
5. A. Vromans	Honda
6. J. Sintonen	Honda

New point system for motocross

From this season on, the new point system has been adopted for motocross championships as follows:

Championship points are given to the first 15 finishers in each race; 1st-20, 2nd-17, 3rd-15,

4th-13, 5th-11, 6th-10, 7th-9, 8th-8, 9th-7, 10th-6, 11th-5, 12th-4, 13th-3, 14th-2, and 15th-1. The aim of the new point system is to increase the interest of midfield racing.

Yamaha Marine France

Aiming at another leap!

Wider, more functional new premises

Yamaha Marine France which is handling all the imports and sales of Yamaha outboards and power products has recently moved to its new premises which are contiguous to the old premises but more than twice in total area.

The new premises are laid out so that overall business efficiency is greatly increased by keeping time loss to a minimum. The company is sure to achieve better business results in close cooperation with Yamaha Motor and Yamaha Motor NV.

A solid dealer network

Yamaha Marine France has a positive commercial policy that the high-quality product should be offered to each and every network of professional dealers. These dealers are chosen based on their commercial, technical and financial reputation. Collaboration between YMF and its dealers is very close and contracts are rapid and direct. Dealer mechanics are trained at YMF school which provides not only technical lectures, but also service repair practices on the range of products. In close cooperation with 550 dealers throughout France, YMF has established an excellent reputation for the marketing business of Yamaha outboards and power products.

Growing with Yamaha products

Yamaha Marine France is divided into five different work groups, namely, Power Product Sales Dept., Outboard Motor Sales Dept., Account Dept., Technical Dept., and Spare Parts Dept. which are staffed by a total of diligent 28 employees all under the supervision of Mr. Jacques Potier, General Manager.

Back in 1972, SODIOMY Sarl (Societe de Diffusion des Outboard Motors Yamaha), original of the present company, was founded as a subsidiary of Yamaha group. In those days the number of



Reception area for agents and suppliers where several YAMAHA products are permanently on show



Test-room for outboard motors



Test-room for generators, water-pumps and various multi-purpose engines

employees was only 6 handling only 8 basic outboard models, but now, 12 years later, the company handles 59 different versions ranging from 2 to 220hp which make up the most powerful line-up available on the French market. In addition, since 1976 the Yamaha line-up has secured the largest market share. From 1980 on the company began to add other Yamaha products to its business list.

For example, in January 1980, the range of 4 generator models from 500 to 2800 W was added and in September 1983, 19 portable generators ranging from 500 to 5000 W were introduced during the professional exhibition of leisure agriculture. The range was composed of the following models:

*14 gasoline generators -
ET350DC, ET500, EF600, ET900, EF1400, EFC1400, EF2000, EFC2000, EF2800, EFC2800, EF4000, EF4000E, EF5000 and EF5000E.

*5 diesel generators -
EDY3000, EDY3500T, EDY5000E, EDY5000T and EDY5000TE.

These products are extensively used by



View of offices - commercial department



Sports room fully equipped where YAMAHA's staff can relax at lunch time or after office hours

both the general public and commercial or professional users.

Came next the range of Yamaha water pumps. These products were first commercialized in October 1981 and at present the following 7 models are offered by the company: YP20G, YP30G, YP30E, YP20T, YP30T, YP20S and YP30S.

Yamaha water pumps with the output of 20 to 63 m³/hour are specially suitable for the professional users in France. Especially, T models which are built with an iron body plus direct and rapid access to the pump's body function smoothly even in the most murky waters.

Snowthrowers were first presented at the Sima show in September of 1983.

Three models are presently available as follows; YS220, YS524T and YS524W.

In October of 1983, Yamaha snow-mobles were first introduced to French market. They were commercialized in France for the 1983/1984 winter season. In order to respect the French legislation, the ET340T model is used for utility or commercial purpose. For speed/race fans, the sophisticated V-Max(540cc) has newly added to the range.

It was in October of 1983 that Multi-purpose engine were first presented and during 1984 a range of four models will be offered for use by small local manufacturers in France.



Main reception area



View of stock of spare-parts for outboard motors generators
- surface: 2,150 m² - linear stockage space: 3,100 km



Area for packaging and dispatching

History of Yamaha Marine France

May 1972 -
Establishment of SODIOMY Sarl, subsidiary of Yamaha group.
Head office and administration business: avenue de la Grande Armee, Paris.
Technical and spare parts business: boulevard Bessieres, Paris.
Surface area: 600 square meters
Staff: 6

November 1976 -
Company became Yamaha Marine France.
Amalgamation of all departments: 13 boulevard, Ney, Paris.
Surface area: 1,500 square meters
Staff: 16

October 1983 -
New premises: 9 boulevard, Ney, Paris.
Surface area: 3,600 square meters
Staff: 28

YAMAHA SAFE RIDING PRO

Back in the first-seventies, the Yamaha LTR (Learn-To-Ride Safety School Program) started in the areas of the United States and Canada as part of Yamaha's extensive safe riding promotion activities.

Since then, the Safe Riding Program has continuously expanded to cover many other countries of the world including Brazil, Chile, Colombia, Australia, South Africa, Egypt, Sudan, Cyprus, Singapore, Iran, Thailand, Malaysia, the Philippines, Sri Lanka, Oman, Taiwan, etc. In short, the Program is the embodiment of Yamaha's consistent, untiring efforts toward the worldwide spread of safe riding promotion. These carefully-planned Yamaha-original safe riding promotion activities are highly appreciated by all the participants and all the parties concerned in these countries.

Yamaha firmly believes that activities to promote the spread of safe riding are an indispensable part of promoting the motorcycle as a useful vehicle that can have a harmonious role in today's society. This is also based on Yamaha's corporate principle that Yamaha should do every possible effort to see that every user can enjoy his or her motorcycle life to the fullest extent.

Now these activities include not only the above-mentioned Safe Riding Program, but also Motocross School, dispatch of instructors, training of local instructors and special training course for policemen.

Correctly, safely and pleurably

The primary aim of the Safe Riding Program is to encourage the proper understanding and safe use of the motorcycle, while at the same time introducing as many people as possible to the many attractive qualities of it. The Program provides several different steps of training such as riding basics, safer riding techniques, advanced riding techniques, etc. The Motocross School and special training of policemen are conducted as higher level variations. In addition, it is a matter of special note that Yamaha RD Cup Racing giving birth to a number of young GP riders is accepted as the most sophisticated form of Yamaha's safe riding promotion activities.

The Safe Riding Program is promoted under the general supervision and direction of the Yamaha Safe Riding Promotion Division independent of other work divisions of Yamaha.

Organizers must in principle provide the bikes for use by participants. The curriculum consists of lectures and riding practice. In these lectures participants are instructed about suitable riding trim, motorcycle construction, static machine handling, etc.

In riding practice participants are completely trained in correct riding basics through slalom, plank riding, tight bridge riding, braking, zigzag riding, figure-8 riding, minimum radius turn, etc. All these practices are designed and conducted as games so that participants can master correct riding basics in a delightful and relaxed atmosphere.

Wherever possible, simulation races are run as the finish of training.

Each participant is given marks depending on acquired skill and he is awarded a certificate after he has finished the whole course, which proves to be a good incentive for his desire to improve himself.

Joint efforts of Public Organizations and Yamaha people

It has already been decided that in the future the Safe Riding Program should be promoted in a form of the joint efforts between public organizations and Yamaha people in each country based on a carefully-planned annual scheme for all riders. In other words, the Program will be designed to be conducted on a larger scale than ever before in close cooperation with local police stations and motorcycle clubs, and expert Yamaha instructors will take the leadership in these new activities until they are started along the right lines.

If the Program is given full support and cooperation from government organizations like police stations, it will gain wider public acceptance as a significant social event, while at the same time the organization of it will be afforded more substantial convenience or facility such as the place of training.

For example, organizers will be permitted to make use of an urban public road or schoolyard as the place of meeting, thus affording more people a chance to take part in the Safe Riding Program.

In this way the Program will soon begin in India, Thailand and Taiwan.

Mr. Kazutoshi Iwao who has traveled all over the world as a special Safe Riding Program instructor for the last 10 years, states as follows:

"Traffic rules or popular motorcycle models differ from one country to another. But the basic principle of our worldwide Safe Riding Program is the same for all countries. It is to train participants in the correct, safe and pleasurable use of a motorcycle.

In the Safe Riding Program each participant must be first taught that riding a bike involves something dangerous. The instructor must give a shock to his participants by showing a demonstration of unsafe riding before proceeding to the training of safe riding techniques.

We must avoid emphasizing the importance of safe riding from the very beginning. But for this sort of care, participants would become bored."

Apart from the interested parties in the abovementioned three countries, a great number of motorcycle users and importers in a number of other countries also request Yamaha to organize the Safe Riding Program at the earliest possible time.

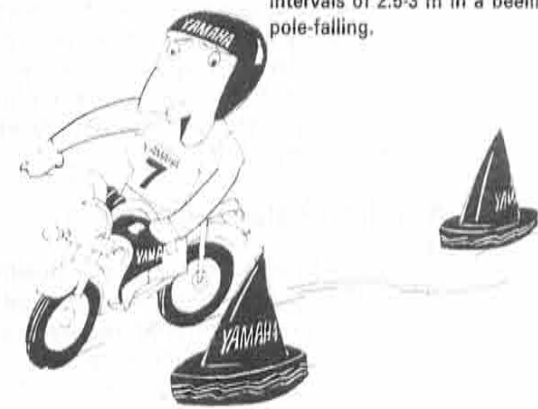
Even in those countries where the Program has already taken place, the interested parties are very enthusiastic about conducting the Program over and over again in close cooperation with Yamaha.

In response to these eager requests, Yamaha is always ready to offer all necessary tools and materials or dispatch expert instructors.

The embodiment of Yamaha's untiring efforts toward safe riding promotion.



Even children sometimes take part in the Program. By making use of a grassland the instructor can conduct the Program safely. Fatigue of his eyes can be kept to a minimum. (South Africa)



Slalom: To learn how to control a motorcycle, participants must quickly go zigzag through intervals of 2.5-3 m in a beeline pole-falling.

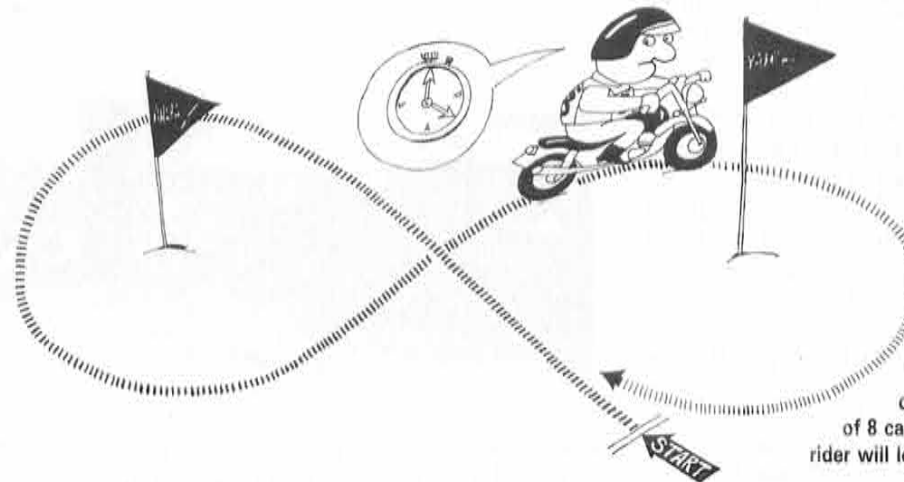


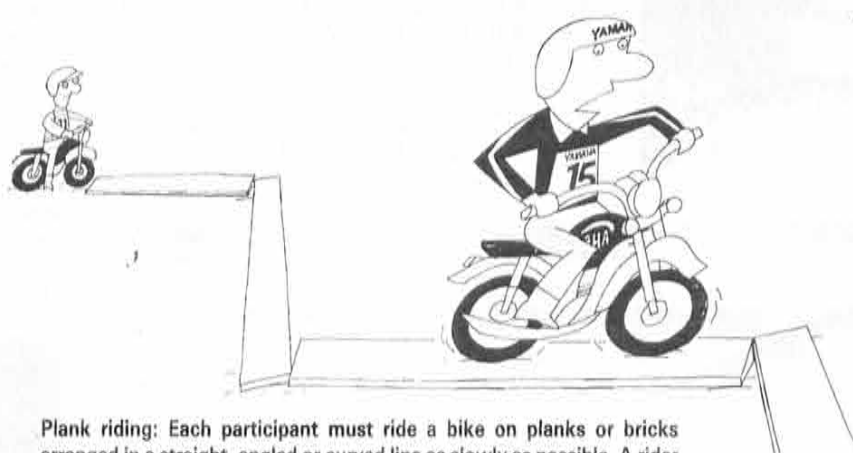
Figure-8 riding: Each participant must ride a figure-8 around a couple of poles erected in a line. A figure-8 can be painted for the purpose of the rider will learn how to negotiate corners quickly.



A lecture is given prior to riding practice. It is given either in brief at a tent put up on the riding ground or in detail at a lecture room. (Thailand)



A simulation race is occasionally run after lecture and riding practice. Everything learned can be tried out in this race. Above all that is delightful (Brazil)



Plank riding: Each participant must ride a bike on planks or bricks arranged in a straight, angled or curved line as slowly as possible. A rider will learn how to ride a bike at ultra-low speeds. (Cyprus)



They are trained in high level on-street techniques. (Iran)



Egyptian policemen are taking a special course in a safe manner. They are trained in high level on-street techniques.

GRAM

SAFE RIDING ORGANIZATION CHART

YAMAHA SAFE RIDING PROMOTION DIVISION
(Completely independent of other work divisions)

Overseas Importer

Domestic Sales Company

Sales

Service

Promotion

Sales

Service

Promotion

"Three separate work divisions, sales, service and promotion, function in close cooperation with each other."

Plans are made by each importer's responsible person.

Each sales company's responsible person

Dealer's instructor

Other instructor

Yamaha Technical Center

Instruction

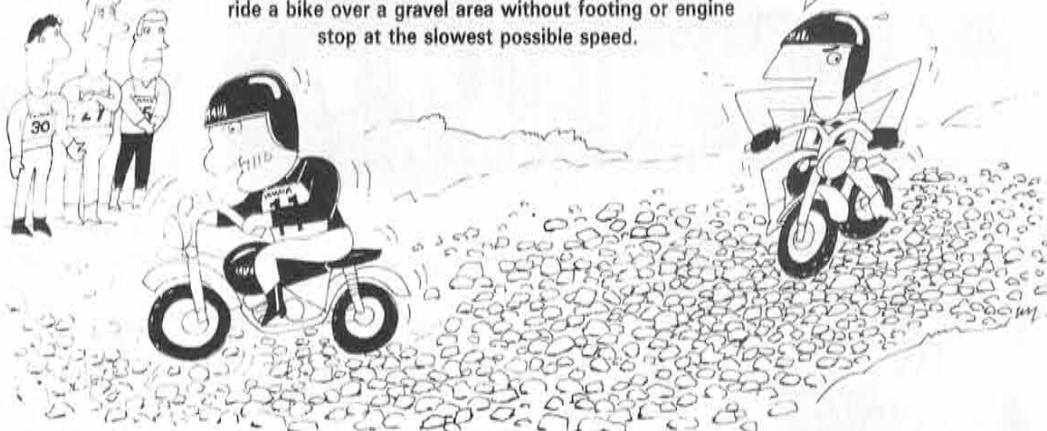
Instruction



achieve quickly, each participant... poles or bottles arranged at... without committing any...



Gravel run: To get used to off-road riding, each participant must ride a bike over a gravel area without footing or engine stop at the slowest possible speed.



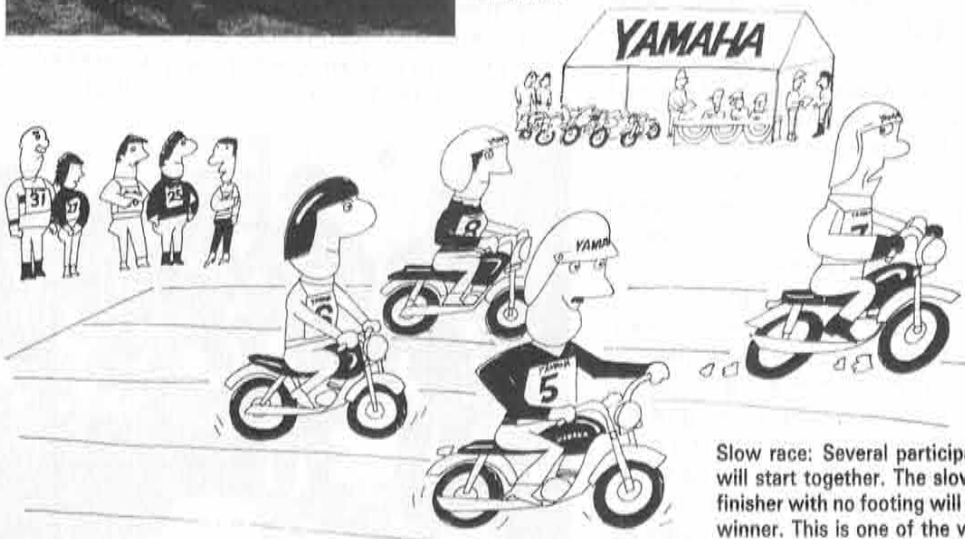
ride a bike in the figure 20 m apart. The figure practice on the course. A and smoothly. (Taiwan)

Learn To Ride

Safety



Even onlookers feel like riding a bike, (right, Oman and left, Sri Lanka)



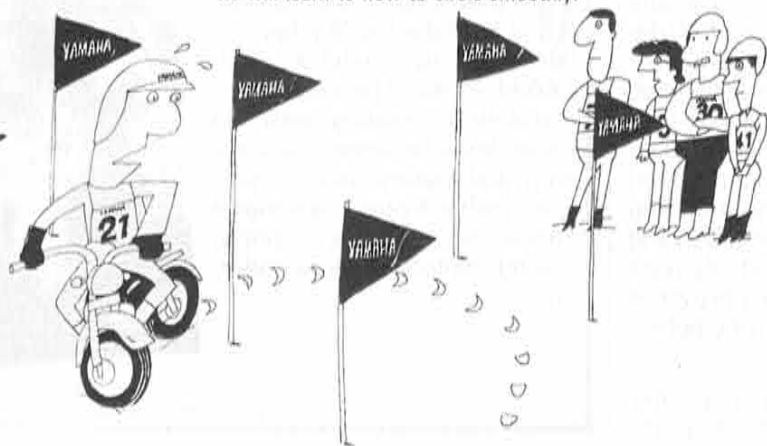
Slow race: Several participants will start together. The slowest finisher with no footing will be a winner. This is one of the ways to learn how to control a machine while running at extremely low speeds.

Small jump: A jump board some 20-40cm high must be prepared. Each participant must try how far he can jump. A distance for preliminary run should be approx. 50 meters. A rider will learn how to avoid accidents at the time of off-road riding. Also, basic motocross techniques will be acquired. (For expert riders only)



Advanced off-road and motocross techni-

Minimum radius turn: A circle 3m in diameter is prepared with 5 poles erected therearound and 1 pole at its center. Each participant must continue his riding inside this circle without committing any pole-falling. A rider will get used to sensing the width of a machine. Also, he will learn to how to circle smoothly.



earnest off road



Yamaha products are put on display at the same place as the Safe Riding Program. This proves to be a good demand-creating activity. (Malaysia)

Braking: Each participant must try to bring his bike to sure stop at the prearranged control line. In this practice a rider will learn a lot about speed and brake sensation. (Japan)



This is given just for children by making use of the parking lot of a local supermarket. The parking area of a park can also be used on Sunday. (Australia)



NEWS ROUNDUP

Fast-growing Yamaha O/M market

Selected Oceanian O/M importers and dealers visit Yamaha

WATA: About 18 months have already passed since the new Yamaha outboards were introduced on the Oceanian market. During this period the sales of Yamaha outboards have shown a remarkable increase thanks to the continued efforts of local importers and dealers, and 12 selected importers and dealers were recently invited to make a tour of Japan for their excellent business results of the previous year.

They were:

New Zealand

- Mr. Greg Fenwick (Moller Marine Ltd.)
- Mr. Leslie Miller (Miller Moyes Seacraft Ltd.)
- Mr. Roger Newman (Hamilis Marine Ltd.)
- Mr. Robert Finlayson (Bob's Marine Ltd.)
- Mr. Roger Arkell (Rogers Boatshop Ltd.)
- Mr. Paul Bayer (Rogers Boatshop Ltd.)
- Mr. Frank Simpson (Mr. Boats Ltd.)

Australia

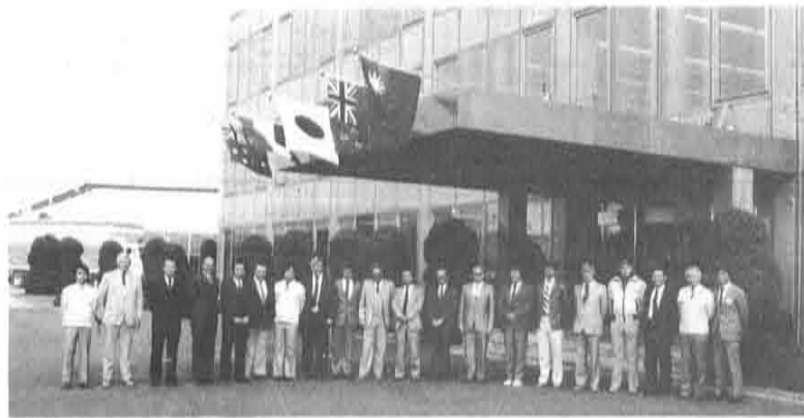
- Mr. Terry Morrow (Annand & Thompson Pty. Ltd. Queensland)
- Mr. Neville Leishman (Sundown Marine)
- Mr. Ron Glass (Ron Glass Marine)
- Mr. Bill Woodbridge (Bill's Marine & Buyers Market)
- Mr. Keith Wacker (Morgan & Wacker)

On April 11, one of the finest mid-spring days, they arrived in Tokyo and enjoyed a 2-day sightseeing around this capital city.

Welcome to Yamaha!

On April 13 they were welcomed to the Yamaha head office at Iwata, and attended a reception party given on the evening of the same day after visiting the main motorcycle plant. At the party Mr. Hideto Eguchi, President of Yamaha Motor, gave an address of welcome, thanking them all for their continued contributions to the expansion of Yamaha outboard market in Oceania.

His address is summarized as follows: "As you know, it was in 1982 that Yamaha entered your and North American markets and we've since been establishing our position in these markets as we've done in the others. Now the circumstances surrounding us seem to be on the favorable side because the worldwide total demand for outboard engines is showing a sign of recovery from all these years of economic recession.



sion. For all of us to succeed in business for years to come, it won't just do to compete in price. We have to compete in quality, performance, reliability, social and environmental acceptance and so forth. That's, I should say the only way left for our prosperity. Yamaha is confident its engines offer many features that are compatible with such competition and we promise to perform our duty as manufacturers to present the

business. And I should add, this same technology and know-how are also being applied to the manufacture and sale of a wide variety of Yamaha products such as, multi-purpose engines, generators, karts, golfcars, snowmobiles and snowthrowers. Let me assure you that Yamaha's efforts in the marine goods field, in which you all have a vested interest, are every bit as strong as those we invest in our land products. Herein lies the uniqueness of Yamaha's marine goods. Because we are involved in the production of both marine engines and the boats that use them, we can bring the detailed knowledge of boats that is essential to the production of truly high-quality outboard motors. In this way, the fact that Yamaha is a manufacturer of diversified marine goods contributes tremendously to the



world with updated outboard engines catering for the public needs."

Then, Mr. Isao Komiya, Managing Director, made a speech as follows:

"It will soon be 30 years since Yamaha first began manufacturing motorcycles, and today, the same high-level technology and know-how that go into our motorcycle production, are being put to use in the manufacture of the Yamaha outboard motors that you are now dealing with in your

technological advancement of both our engines and our boats. Here at Yamaha, we will continue to study the needs of the markets and use this information in an endeavour to develop new and better products, in the hopes that they will serve to enrich the lives of people all over the world. And, we hope that through your continued cooperation an ever-growing number of people around the world will have a chance to discover the joy of Yamaha's motorcycles and other products on the land, and marine goods on the sea."

In response to these greetings by the top executives of Yamaha Motor, Mr. G. Fenwick of Moller Marine and Mr. T. Morrow of Annand & Thompson made their addresses after introducing their respective dealers one by one. They unanimously emphasized that Oceania is a very promising market for Yamaha outboards and the newly introduced Yamaha line-up is receiving very favorable responses from the buying public.

"Seeing is believing"

On the following day they visited Yamaha's outboard plant,

Sanshin Industries and observed FRP boatbuilding at Gamagori Works.

At Sanshin Industries the following address was given by Mr. Takehiko Hasegawa, President of the company: "At present there are about 1,000 people including engineers working here. For this year we plan to turn out a total of 220,000 units and in terms of the production figure we are the top manufacturers of outboard motors in the world. Most of our products, nearly 80%, are going to more than 100 countries

in the world. I must say, though, that a factory shouldn't be judged by its production figure alone. Our daily efforts are committed to the production and supply of products which can satisfactorily cater for the public needs." The old proverb says, "Seeing is believing". The guests from Oceania were sure to see Yamaha as it is, by making a tour of these plants.

In addition, their visit to Japanese ancient cities of Kyoto and Nara added to their happy memories of Japan.

Yamaha "CAME" is exported.

WATA: Back in 1981, Yamaha developed and adopted in the motorcycle production line its original multijoint assembly robot, CAME No.1 (Computer Aided Manufacturing Equipment), with the aim of sparing workshop employees from simple, tedious jobs as much as possible, thus allowing them to cultivate their potential for a higher level of work. CAME was the first robot and ever adopted in the motorcycle production line in large quantities and it had the following advantages:

1. It functioned in the same manner as man's hand.
2. It was capable of performing its various assignments more rapidly and more accurately than man's hand.
3. Its construction was simple and compact. Its manufacturing cost was relatively low.

In addition, it was designed to fit not only all the kinds of Yamaha products, but also the production lines of other products in its basic ability.

Since then, Yamaha CAME has proven to be a dependable and faithful partner who is ready to do various tedious, simple jobs, enabling human workers to advance to more interesting, challenging and rewarding work. The latest version of Yamaha



CAME has been much improved in both quality and performance by making use of a great store of technical know-how obtained through the successful use in Yamaha production lines.

Yamaha CAME with increased capabilities based on advanced computer technology proves to be an useful helper in other industries as well, both here and overseas. Three units of Yamaha CAME have already been exported to the United States and West Germany. These units received very favorable responses from all interested people when put on display at industrial machinery shows.

The best cooperation

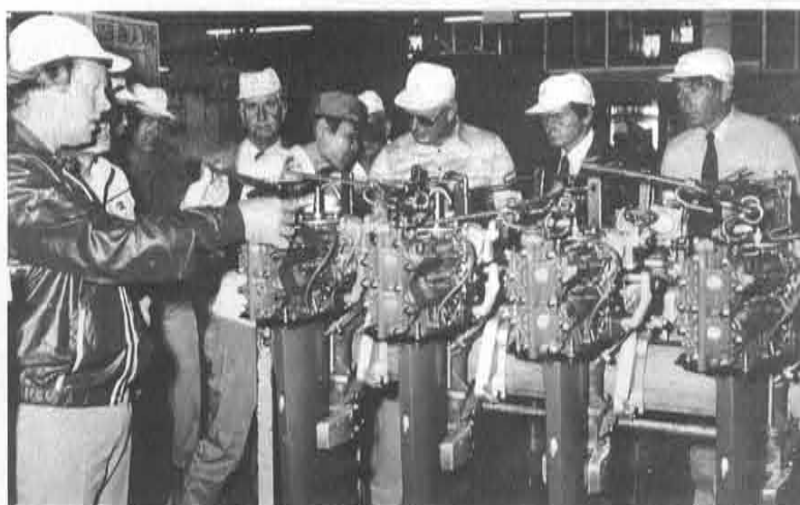
THAILAND: Siam Yamaha is always enthusiastic about extending the best cooperation and assistance to the operations of



Thai Government in every possible way. As part of this cooperation program, and in the light of the importance of good motorcycles used in the anti-crime operations of the Police, the company has recently presented three units of Yamaha DT125-MX to the Police Department, together with one set of service tools, while at the same time offering 25 units of the same model at a very special price.

"The Inside Line" is newly published

UNITED STATES: Yamaha Motor Corp., USA has newly published an 8-page newspaper (quarterly) in rough tabloid, titled "The Inside Line" and aimed at creating better and closer links between the company and dealers/users, it provides club activities, new model introduction/preview, sports, touring, motorcycle accessories, etc.



Yamaha excels in service

PAKISTAN: Yamaha's Pakistani importers, Dawood Yamaha Ltd. with their main office located in Karachi have recently conducted the first nationwide Yamaha Service School (Y.S.S) for the mechanics of Yamaha dealers and authorized service shops in seven major cities.

The school was highly appreciated by these mechanics who are all active in the first line of Yamaha motorcycle repair/service work. They were very enthusiastic about learning what "service" is, together with advanced techni-



A technical lecture using various mechanical diagrams

ques and improved methods of servicing. While upgrading their service capabilities, they realized how important it would be to improve the service quality at all levels for the successful sales promotion of Yamaha motorcycles, strongly requesting Dawood Yamaha to conduct another Yamaha Service School within the

shortest possible period of time. Encouraged by this success, Dawood Yamaha have already decided to promote the Yamaha Service School program continuously, under the company motto - "Better service means better sales and better customer relations".



Service practice on a Yamaha YB100

A record-breaking river journey

AUSTRALIA: With the help of an 8hp Yamaha outboard donated by Pitmans Marine, and a 3-meter aluminum dinghy loaned by Yamaha dealer, Paul Dempsey Motor Cycles of Renmark, a South Australian river explorer, Dennis Bartell slashed almost three days off the previous world record for the gruelling 3,426Km journey down Australia's longest river system, from Queensland to South Australia.

The previous record was set in 1982 by a Western Australian Team which used Mercury out-

boards and had a great advantage over Bartell by having a back-up crew of ten men in vehicle and only one man to supply his fuel and food. The Western Australian Team took 12 days, 13 hours and 17 minutes and this record was slashed by Bartell and Yamaha to 10 days, 2 hours and 7 minutes!

"Without the Yamaha outboard motor's through-prop-exhaust system, with its rubber cush dive, I couldn't have broken the record", said Bartell after his phenomenal achievement, "Further up the river: I kept hitting logs

and other obstacles. If I'd been using a conventional type of outboard motor, the shear pins would have been broken every hundred yards. Because the Yamaha doesn't have shear pins, it absorbed the impact shock and kept going as good as ever. No time was lost even under these extremely difficult conditions."

Boosted sales!

The endurance of the Yamaha 8hp outboard plus performance have boosted sales in the Renmark area as publicity since this event has passed the message across to people, just how good Yamaha is. In the Renmark area which is situated on the River Murray, aluminum boats of 3 to 4 meters long are very popular. Each year the local Renmark Dinghy Endurance Derby is held with 60 to 70 boat is crewed by two men, a driver and a navigator.

The 1984 event was dominated by Yamaha. Yamaha dealer, Paul Dempsey himself won the 10hp standard class, while his employee and another local Yamaha driver won the 15hp modified class and the 39hp open modified class, respectively.

Female riders add an extra dimension to RD Cup Race

WEST GERMANY: The last few years have seen the phenomenal growth of enthusiasm for Yamaha Cup Race in a number of European countries. In particular, Yamaha Cup Race in West Germany, the country where the forerunner of the current RD Cup Race took place in 1978 for the first time in history, is well known as a good hotbed of the cream of young GP riders including Martin Wimmer who has already become one of the big regulars in the 250cc World Championship. This year, prior to the opening of the RD Cup Series, the entry list of 50 riders was recently announced. It is important to note that the list includes two lady riders, Birgit Soyka and Ulrike

Baumgarten-Weimer, and that Ulrike is entered in the same class as her husband Richard (they got married seven years ago and the same taste has tightened the ties of marriage).

The '84 RD Cup Series consists of 9 rounds from Colmer-Berg to Straubing. All participants using the same type of machinery, will be given an equal chance of victory, irrespective of sex which might give birth to the new star at the end of the season. Birgit or Ulrike? Why not!

Reproduced from "mo" magazine (May '84 issue)

Ulrike Baumgarten-Weimer startet im Cup gegen ihren Gatten Richard



A Yamaha DT175 for the MGM winner

TRINIDAD AND TOBAGO: Laughlin and De Gannes Ltd., Yamaha importer in Trinidad and Tobago, offered a Yamaha trail bike DT175 as first prize for a big national event, the Mirror Guinness Marathon which was held on April 1. With this deluxe donation to add an extra dimen-

sion to the event, the company was up front among prize donors. In addition, the company is well known as a major sponsor at local motocross events, and is proud to be associated with Barry Rostant who has dominated the National Motocross Championship for the last three years.



DT175, as the first prize, appearing in TnT Mirror Paper

Praditphong's new showroom



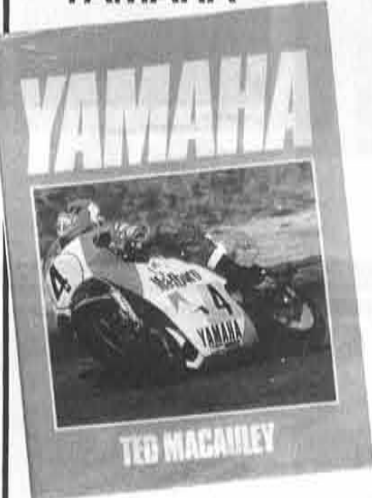
Mr. Kasem Narongdej, President of Siam Yamaha delivering his congratulatory address

THAILAND: Praditphong, Siam Yamaha's main dealer, has recently opened its new showroom claimed to be the biggest in the south of Thailand. This showroom is not only a place where Yamaha motorcycles are put on display, but also the main service center of Surathani Province and neighbouring areas. The opening ceremony which was held on March 16, was honorably presided over by Mr. Kasem Narongdej, President of Siam Yamaha.

Pictured here is Mr. Kasem Narongdej presenting the grand prize "Yamaha Y80 Mate" to the winners of the recent Yamaha Rally IX held in cooperation with the local Lions Club and Surathani Police Department



"YAMAHA"



This is the completely revised and updated version of "Yamaha Legend" which was earlier published in Great Britain. Names that have become legend: Kenny Roberts, Jarno Saarinen, Giacomo Agostini, Barry Sheene, Heikki Mikkola

and Hakan Carlqvist, have made the marque legend; men like Phil Read, Bill Ivy, Mike Hailwood, Jim Redman, Tommy Robb, Frank Perris and Hugh Anderson set the race scene alight.

It is all captured here in this book. The author is Ted Macauley, Mike Hailwood's manager for ten years, confidant of the top riders, observer of the GP scene for 25 years, friend of the manufacturers and, above all, an ardent enthusiast for the sport.

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MOTORCYCLE MAGAZINES

A link between manufacturers and customers

In the giant-scale Motorcycle industry where there is a dramatic increase in the number of motorcycle types and sizes to meet the growing variety of customer needs, the part that motorcycle magazines are taking as a link between manufacturers and customers is considered very important. This page is devoted to introducing the motorcycle magazines published in Japan.

1. Auto-by (monthly)
Motor Magazine, Ltd.
5-33-10 Shinbashi, Minato-ku, Tokyo 105
Monthly: ¥480, Circulation: 550,000
Format: About 700 pages(rough paper), 25.5×18cm
Contents: Sports news, new model introduction and road tests, touring news, riding technique school, parts/accessories introduction, various topics, etc. Mainly composed of descriptive articles.

2. MOTOR CYCLIST (monthly)
Yaesu Publishing
4-5-9 Hacchobori, Chuo-ku, Tokyo 104
Monthly: ¥480, Circulation: 350,000
Format: About 550 pages (rough paper), 25.5×18cm
Contents: New model introduction and road tests, sports news, explanation of motorcycle mechanics, various topics, reports, etc. Mainly composed of descriptive articles.

3. Mr. Bike (monthly)
Motor Magazine, Ltd.
5-33-10 Shinbashi, Minato-ku, Tokyo 105
Monthly: ¥200, Circulation: 350,000
Format: About 300 pages(rough paper), 25.5×18cm
Contents: Touring guide (information), new model introduction, event news, etc. Characterized by "A happy life with bike"; mainly composed of descriptive articles.

4. Best Bike (monthly)
Best Bike Co.,Ltd.
1-2-2 Otowa, Bunkyo-ku, Tokyo 112
Monthly: ¥230, Circulation: 270,000
Format: About 250 pages(rough paper), 25.5×18cm
Contents: New model introduction/road tests, sports news, technical lectures, etc. Mainly composed of descriptive articles.

5. Road Rider (monthly)
Rippu Shobo Publishing
3-6-18 Higashi Gotanda, Shinagawa-ku, Tokyo 141
Monthly: ¥390, Circulation: 230,000
Format: About 170 pages (gravure), 28.5×21cm
Contents: Sports news, new model introduction/road tests, basic riding techniques, various topics, reports, etc. Composed of descriptive articles and photographs half-and-half.

6. The Bike (monthly)
The Mainichi Newspapers
1-1-1 Hitotsubashi, Chiyoda-ku, Tokyo 100
Monthly: ¥480, Circulation: 210,000
Format: About 170 pages (gravure), 28.5×21cm

Contents: New model introduction/road tests, sports news, touring news & technical guide. Composed of about 70% articles and about 30% photos/illustrations.

7. Moto-Rider (monthly)
Sanei Shobo Publishing Co.
4-8-16 Kita Shinjuku, Shinjuku-ku, Tokyo 106
Monthly: ¥390, Circulation: 180,000
Format: About 300 pages (rough paper), 25.5×18 cm
Contents: New model introduction/road tests, event news, sports news, various reports and topics, parts and accessories guide, etc. Mainly composed of descriptive articles.

8. Moto-Champ (monthly)
Sanei Shobo Publishing Co.
4-8-16 Kita Shinjuku, Shinjuku-ku, Tokyo 160
Monthly: ¥250, Circulation: 180,000
Format: About 220 pages (rough paper), 25.5×18 cm
Contents: New model introduction/road tests, parts and accessories guide, sports news, various reports, etc. Mainly composed of descriptive articles.

9. CYCLE WORLD (monthly)
CBS/Sony Publishing Inc.
1-4 Ichigaya Ta-machi, Shinjuku-ku, Tokyo162
Monthly: ¥480, Circulation: 150,000
Format: About 150 pages (art paper), 28×21 cm
Contents: New model introduction/road tests, sports news, M/C fashion and goods guide, etc. Composed of about 60% descriptive articles and about 40% photos.

10. Young Machine (monthly)
Naigai Publications, Ltd.
Chokai Bldg., 3-35-5, Higashi Ueno Daito-ku, Tokyo 110
Monthly: ¥400, Circulations: 138,000
Format: About 340 pages (rough paper), 25.5×18 cm
Contents: New model introduction/road tests, sports news, event news, etc. Mainly composed of descriptive articles.

11. "Bessatsu" MOTOR CYCLIST (monthly)
Yaesu Publishing
4-5-9 Hacchobori, Chuo-ku, Tokyo 104
Monthly: ¥580, Circulation: 120,000
Format: About 300 pages (art paper), 30×22.5 cm
Contents: New model introduction/road tests, machine development stories, technical guide, bike life guide, sports news. Compiled specially for adult users. Composed of descriptive articles and photos (mainly multi-color) half-and-half.

12. RIDERS CLUB (monthly)
Riders Club, Ltd.
Aoyama Bldg., 1-19-3 Higashi, Shibuya-ku, Tokyo 150
Monthly: ¥700, Circulation: 100,000
Format: About 200 pages (art paper), 30×22 cm
Contents: New model introduction/road tests, sports news; with many multicolor photos, compiled specially for experienced adult users.

13. Play Rider (monthly)
Geibunsha Co., Ltd.
35 Bldg., 3-5 Surugadai, Kanda, Chiyoda-ku, Tokyo 101
Monthly: ¥230, Circulation: 100,000
Format: About 180 pages (rough paper), 25.5×18 cm
Contents: New model introduction/road tests, touring news, various topics, reports, etc. Mainly composed of descriptive articles.

14. RIDING SPORT (monthly)
Bushushobo
2F, Uchiken Bldg., 1-7-2 Nishi, Ebisu, Shibuya-ku, Tokyo 150
Monthly: ¥500, Circulation: 100,000
Format: About 130 pages (art paper), 30×28.5 cm
Contents: Sports news, riders information, various graphic topics, reports, etc.

15. CYCLE SOUNDS (monthly)
Sankaido Book Publishing Co., Ltd.
5-5-18, Hongo, Bunkyo-ku, Tokyo 113
Monthly: ¥680, Circulation: 80,000
Format: About 150 pages (art paper), 30×21 cm
Contents: Sports news, riders information, road tests, etc. Composed of about 70% descriptive articles and 30% photos (mainly multi-color).

16. MOTORAD (monthly)
Tokuma Shoten Publishing Co., Ltd.
4-10-1 Sinbashi, Minato-ku, Tokyo 105
Monthly: ¥480, Circulation: 70,000
Format: About 130 pages (art paper), 28.5×20.5 cm
Contents: New model introduction/road tests, sports news, various topics, etc. Mainly composed of descriptive articles.

17. Riding (monthly)
Motorcycling Federation of Japan (M.F.J.)
1-9-12 Ginza, Chuo-ku, Tokyo 104
Monthly: ¥230, Circulation: 1,000,000
Format: About 75 pages (slick paper), 25.5×18 cm
Contents: Sports news, regulations, FIM information, clubs guide, etc. Mainly composed of descriptive articles.

