

# YAMAHA MOTOR NEWS 1987 No.6



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## American Snowmobile Dealers ride in the Summer Time!

US snowmobile dealers meeting

Every year before the snowmobile season starts, Yamaha Motor Corporation, U.S.A. holds dealers meetings. At these meetings, new products, sales programs, advertising programs, sales promotional plans are introduced and explained to the dealers together with much of educational information to them.

The 1988 Snowmobile Dealers Meetings were a major success.

Highlight of this year's meetings was the introduction of Yamaha's innovative new snow vehicle, the SNOSCOOT. Through our testing and dealer council meeting, it was found that after riding experience, the impression towards the SNOSCOOT becomes a whole lot better compared with the impression obtained from its look. And YMUS thoroughly thought out how to fill the impression gap between before and after riding experience and came up to the very unique conclusion, that is, giving the dealers an opportunity to ride this exciting new product at each meeting. The meetings were held in Syracuse, New York, St. Paul, Minnesota and Salt Lake City, Utah on June 8-9, 17-18 and 22-23, respectively. The demo rides were provided to the dealers at an ice skating arena in each meet-

ing and ice studs were applied to the vehicles. At the same time, the display area was provided at the ice arena.

Not only did everyone have a great time, but also was able to get a better understanding of the performance and easy maneuverability of this new and exciting SNOSCOOT.

Many dealers commented that the ice arena concept was "SUPER" and are considering the use of the demo ride of the SNOSCOOT at the local ice arena for their local sales promotional activities in the summer time.

The 1988 Snowmobile Dealers Meeting, it was a great way to cool off from the summer time heat.



The exciting new model for the '88 season, Snoscoot, is not big, or noisy, not hard to learn to ride, and not expensive either. With this easy-to-handle model you can enjoy real trail riding or just spinning around the backyard. At the ice arena, ice studs were attached to the Snoscoot for test riding. The dealers who tried it out got into the fun like excited kids.

## YAMAHA EUROPEAN MOTORCYCLE IMPORTERS MEETING 1988

This year's annual motorcycle importers meeting was held on July 7 and 8 in Vouliagmeni, a southern suburb of Athens, Greece.

The meeting was attended by 60 persons from 16 countries.

YMC was represented by Mr. Eguchi, Mr. Shibuya, Mr. Mizutani, Mr. Ohmi, Mr. Kurosaka and Mr. Toyama.

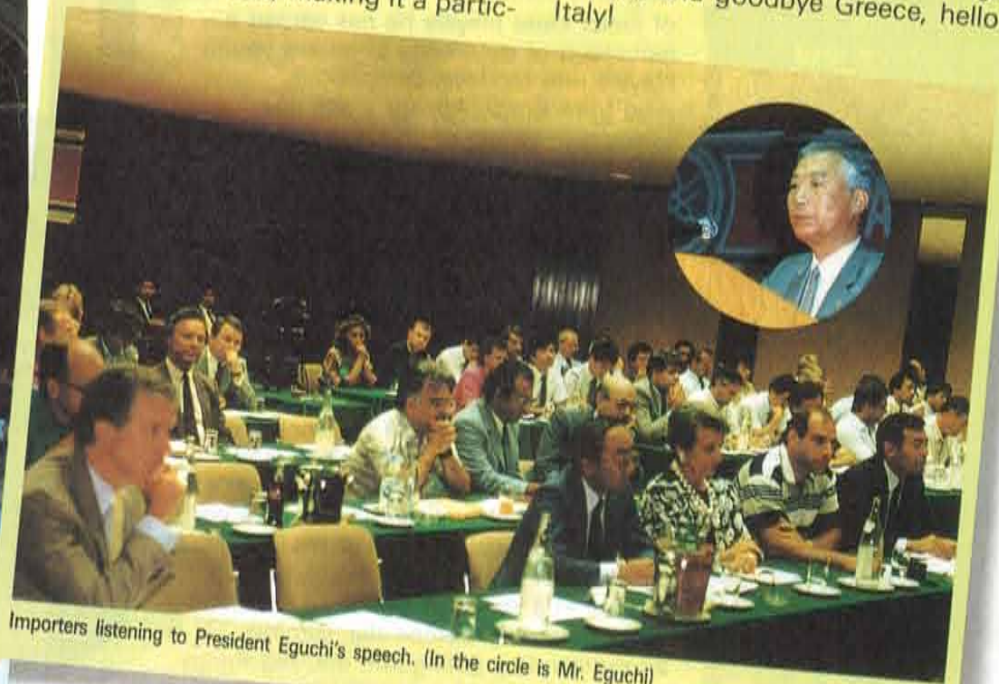
At the opening of the meeting, the mother of Mr. Kyriacopoulos, director of the host importer, Eliopoulos Brothers, presented Mr. Kimura, president of YMENV, a bust of Hermes, the Greek God of Trade. According to Greek belief, bowing before the image of the god will bring success in trade, making it a partic-

ularly Greek and very appropriate gift.

The meeting proceeded with presentations of 1988 business strategies and the introduction of the new models, which were well received by the importers.

During the dinner which was held in a Greek yachting club in Piraeus, with entertainment of a traditional Greek dancing group, the question was raised where to have the next meeting. Mr. Jasson, president of Belgarda, Italy, answered that it would be their pleasure to be the host country for next year's meeting. Thanks and goodbye Greece, hello Italy!

At the meeting hall a presentation of business strategies such as sales promotion plans was made.



Importers listening to President Eguchi's speech. (In the circle is Mr. Eguchi)

## A marine leisure membership club "Marine Club Hamana-ko" opens

**JAPAN** When Yamaha undertook the creation of a new combined marine leisure club facility at Lake Hamana, it was based on the knowledge that there were many people who wanted to participate in the various marine leisure sports if only they had an opportunity and an appropriate place. The resulting club, a membership system club, called "Yamaha Marine Club Hamana-ko", which began business on April 1st of this year, will offer its members a convenient place to enjoy leisure marine life whenever they please.

The Yamaha Marine Club Hamana-ko is a members-only club designed to please the executive-class customer who values dignity and reliability in all aspects of his life. Here the busy executive can enjoy his holidays in the style of a true yacht owner, with none of the hassles.

Even the first-timer can enjoy a wide range of marine sports with ease and fun because the club supplies a full range of pleasure boats and handles all the tedious maintenance, preparations and cleaning up for its members.



Members can enjoy pleasures of a yacht owner's life



Osaka's Mayor Mr. Oshima at the tape-cutting ceremony for the new yacht harbor

## A Yamaha shop in a public marine clubhouse

**JAPAN** This spring, the Hokko Yacht Harbor which had been under construction in Osaka Bay as a public works project of Osaka City, was completed just in time to serve as host harbor for the recent "Yamaha Osaka Cup" yacht race. After this auspicious debut, the harbor was opened to the public on June 6 as a yacht harbor for Osaka residents.

In the harbor's newly opened clubhouse is a marine shop by the name of "Ripple". This shop is run by one of Yamaha's associated companies, JOB, and handles a variety of marine goods, including sailing dinghy equipment and marine wear, as well as a snack bar for its customers.

This represents the first case of a Yamaha-run marine shop being included in a public facility, and we have great expectations for this shop as a place to gather fresh and vital information from marine sports fans about the ever-changing market needs.

## Yamaha Soccer Club invites coach from Brazil

**JAPAN** The YMC Soccer Club is one of the many actively involved clubs in the company. Last year it won itself a position with the eleven best company teams in Japan in the top competitive league. Although in the past it has finished as high as third place in the national company league competition, last year it could only do as well as 10th position. This season, however, several changes have been made in hopes of improving on last year's record. One of these moves was to invite a special coach, Mr. Wilson Fernando Rizatto (32), from the land of soccer champions, Brazil. Two years ago, Mr. Rizatto was appointed the position of coach with a professional club in São Paulo, "ESPORTE CLUBE XV DE NOVEMBRO DE JAÚ", and as a long-time instructor of junior class players he has earned a reputation of excellence in raising young players into top-level competitors.



Mr. Wilson Fernando Rizatto of junior class players he has earned a reputation of excellence in raising young players into top-level competitors. Also from Brazil, Ademir Vieira dos Santos (19) has been recruited to play on the Yamaha team this season. Ademir has been an exchange student in Japan since 1985 at a high school in Shizuoka Pref., where, as a member of the soccer club, he helped lead his team to the championship in this year's national high school tournament. He was also chosen as a member of the Japanese high school all-star team this April to participate in a series of games against high school teams in Europe this summer. He is an outstanding goal-getter and big things are expected of him as a Yamaha player this season.



Ademir Vieira dos Santos

## Working together will surely bring good results



**JAPAN** In April 14, fifteen employees of Yamaha's production base in France, MBK Industrie, arrived in Japan to begin a study seminar at YMC. During their stay which lasted until July 11, the group studied production systems and quality control, TPM (Total Productive Maintenance), and factory improvement in the workplace, as well as taking part in small group activities such as IPC (Improvement of Personal Capacity) and the Proposal System for better work efficiency.

The group summed up its feeling about their stay at YMC by saying; "Although it may not be possible to put to use at MBK everything we saw and learned here, we intend to work step by step to put our new knowledge to work". And, although there were some inconveniences due to language problems, and differences in food and customs, in all they were very pleased with their experience at YMC. That makes YMC very happy, too.

## Through historical Spain on a modern-day horse

**SPAIN** Arumi Murata began her love affair with the motorcycle rather late, at the age of 28. And in the nine years since her love has never faded. Working as a journalist, she takes every opportunity she can to enjoy bike touring. Five years ago, while touring in Patagonia, she became fascinated with the Spanish influence on the local culture, and in April of this year she was finally able to make a solo touring visit to the country of her dreams, Spain. She was especially excited to follow the



same roads of Andalucia Province that Queen Isabel had explored by horse 500 years earlier. As for Ms. Murata's horse, she rode her Yamaha SRX600. Her big single carried her along effortlessly at 100 kilometers per hour. Besides being able to ride to her heart's content for 27 days, the tour gave her a chance to enjoy delicious Spanish foods and wines. After returning to Japan, she says she has had a hard time re-adjusting to 50km/h speed limits.

Thanks for all your letters. We're receiving wonderful letters with interesting topics for Yamaha Motor News from all over the world and every letter we get helps us bring you a more informative and more useful Yamaha Motor News.

So, please keep the letters coming.

# The Chancellor shows interest in ATVs!?



Photo by J.H. Darchingier IFJ

**WEST GERMANY** Germany's famous daily newspaper, "Bild" and its Sunday edition "Bild am Sonntag" recently held a "summer party" attended by a long list of influential guests including West Germany's Chancellor Helmut Kohl. At this party Mitsui Maschinen GMBH supplied the first prize for a "tombora" (lottery), a Yamaha 4-wheel, YFM225 ATV. We don't know whether or not he was saying to himself, "This is a prize I would like to win", but from this photo it appears that Chancellor Kohl is showing a good deal of interest in our product.

# A great turnover bike

**WEST GERMANY** Mitsui Maschinen GMBH was the sponsor recently for a motorcycle stunt show. A German stuntman, Mr. Hans-Joachim Anscheidt (26), used a specially outfitted Yamaha trial bike as his stunt vehicle to demonstrate various stunts including a turnover performed at a speed of 50km/h. As you can see from the photo a lot of people turned out for the show and the publicity effect of the event was considered excellent.



## Letters from readers

### German biker travels Africa

**WEST GERMANY** A customer of our dealer Hees (Saarbrücken) has sent us a picture which was taken during an Africa trip in Kenya. He was very satisfied with the good service at the local Yamaha dealer. In the picture you can see the Japanese service manager and his Kenyan mechanic." (From Mitsui Maschinen GMBH)

From the editors: Thank you for the photo. We only wish that the traveler was in it, too.



# A newsletter for US Water Vehicle owners

**JAPAN** In our No. 4 issue, we, at editorial room of Yamaha Motor News, asked that you send us a sample of your company's newsletter. The other day, Mr. Lee Werner, Product Manager of Water Vehicles of YMUS, promptly, sent us copies of "Club Wave". Club Wave is a 4-page quarterly newsletter that will be mailed to all Yamaha Water Vehicle owners in the US. It is designed to be informative, educational and inspirational as it promotes all aspects of this new water sport. Each issue will also carry a feature article entitled "Yamaha Quarterly Update". The first issue of Club Wave was distributed in May of this year. Its "Quarterly Update" was about the research, development and marketing of the Water Vehicle. Other contents included an announcement soliciting new water vehicle dealers, Q & A about the products, parts/apparel/accessories information, maintenance etc. If you are interested in and want a copy, please send a request letter to the PR Division of Yamaha Motor Company. We will send a copy to the first 20 applicants.



# A unique machine made by a dealer

**SWITZERLAND** Yamaha's Swiss importer, Hostettler AG, is always keeping a careful watch on market evaluation statistics. Hostettler believes that being No.1 in Switzerland for the past two years carries with it the responsibility of always being open to new trends and ideas. That is why they are happy to have such innovative dealers as Mr. Aschi Strahm, who is always keeping the market lively. Known by the nickname "Mr. Moko", he recently produced a new modified bike, called the "POWA D10", based on the FZ750.

Speaking about his new model, the committed Yamaha dealer, Mr. Strahm, said that the engine and chassis were straight off the standard FZ750, because he felt that no one could improve on the

Yamaha Genesis technology. The new bike not only has outstanding fuel efficiency, it has also been made so quiet that people call it the "Whisper Bike". The POWA's designer, Mr. Hans Walter says, "Low fuel consumption and reduced noise seem to be the direction of future development in motorcycles". "During our first presentation of the Whisper Bike at the IFMA Show in Zurich (100,000 visitors) we had nothing but good responses". By the way, Hostettlers is not only concerned with keeping up with movements in the market, they are also vitally concerned with maintaining communication with the public. In this connection, they are making active use of Yamaha Motor News as a media to link Yamaha to the market. In other words, it serves them as a tool to inform their dealers and customers and to maintain close relations with the press.



POWA D 10

# Nippon Challenge Syndicate begins preparations for America's Cup participation

**JAPAN** Acclaimed as the pinnacle of international yacht racing, The America's Cup is held once every four years. The next holding will be in 1991, and for the first time Japan will join the competition with two teams. YMC's president, Mr. Hideto Eguchi, will serve as Vice-chairman for one of these two teams, the "Nippon Challenge" Syndicate. With Mr. Tatumitsu Yamasaki as Chairman and the Nippon Ocean Racing Club as its entry club, the "Nippon Challenge" Syndicate has begun its preparations for 1991. Recently, Mr. Eguchi traveled to Italy

to observe the Sardinia Cup Race, at which time he also made a formal announcement of the Nippon Challenge's entry in the race for the America's Cup.



Mr. Eguchi (second from the left) announcing America's Cup participation



### The test ride event

Whereas in the past test ride events were usually held at the Yamaha Test Course, this time Japan's famous resort area, Karuizawa, was chosen as the test site in order to give the journalists a chance to experience the SDR on the winding country roads. An especially large number of journalists turned out for the event.

### JUNE

- One month before the release date, a press meeting was held to introduce the new SDR. For the meeting, one of the most fashionable "Cafe bars" where young people gather in Tokyo was chosen, and to help the journalists get a clearer understanding of the unique personality of the SDR, a famous writer and bike-lover was invited to act as master of ceremonies and to interview the development staff about the new model at the meeting in a TV talk-show type format.
- Sales promotion activities consisted of two types of additional direct mailings, one follow-up mailing to customers who had visited the dealerships in response to the May mailing, and another for those who had not, both aimed at encouraging advance-order sales.

### July

- A test ride event was held for motorcycle journalists 10 days before the release date.

# Appealing to the user with intense PR and sales promotion activities

On July 15, YMC released an entirely new 195cc 2-stroke single sports bike on the Japanese market, named the "SDR".

In Japan, the sports bike market centers mainly around young users, and the trend in recent years has been toward higher-speed models with high price tags to match. But, this has also caused another group of riders who don't follow the faster-and-more-expensive trend to begin to lose interest or become discouraged with motorcycles.

This has forced the motorcycle makers to reconsider their development policies and come up with new concepts in order to keep from losing an important segment of motorcycle customers. Yamaha's answer to this situation was to develop an entirely new and tasteful 2-stroke single, the "SDR".

But it is never enough just to make the right machine for the right time. You have to combine the right marketing, as well. The product has to be understood properly by the public so that more of the users in the target group will come to appreciate and make use of its unique value. To achieve this kind of marketing requires a "Project

Team" that combines members of the marketing, PR, Product Planning and Engineering Departments. This Project Team must then deal with following important points.

- Making the product concept as clear as possible:
  - They must receive detailed explanations of the product concept from the Product Planning staff.
  - They must gain a full understanding of the unique qualities, performance and various features of the product from the Engineering staff.
- They must draw up and execute a detailed market introduction schedule, enlisting the cooperation of all the related departments.

### The schedule of marketing activities

Now, let's take a look at the actual sched-

ule of marketing activities with the help of the graph on page 5.

### APRIL

- Staff orientation
- Planning of a detailed introduction schedule
- Making of PR/Marketing tools

### MAY

- Rehearsals for press presentations
- First mailing of "teaser publicity" to the members of Yamaha's user organization, Y.E.S.S.
- "Teaser" advertisements are placed in motorcycle magazines directed at the general public
- PR tools are distributed to designated SDR dealerships (to be given out to customers visiting the shops).

## MARKETING



### Direct mailing to Y.E.S.S. members

This postcard-size mailing packet includes an announcement of the naming and estimated release date, a photo of the machine's styling in silhouette, spot photos and an outline of the 2-stroke single-cylinder engine.

### A set of PR tools

These PR tools are to be distributed to customers visiting designated SDR dealerships



In this way, the introductory marketing for the SDR was carried out according to schedule, and at present activities such as feature articles in motorcycle magazines and sales promotion activities at the dealers' shops are still going on. We consider

the SDR's introductory campaign as a successful example of a steady and thorough schedule of marketing activities. We look forward to bringing you reports in the future of how this model is being received by the Japanese users.



Motorcycle magazines featuring articles about the SDR.

## THE BRAND-NEW SDR



Scenes at the press meeting (Introducing the SDR)

The opening of the meeting was made a bit dramatically with dry ice visual effects. The explanation of the model by the development project staff included wide ranging question and answer exchanges with the intent journalists. Also, the Apparel Division put on a fashion show of Yamaha riding wear as an added attraction.

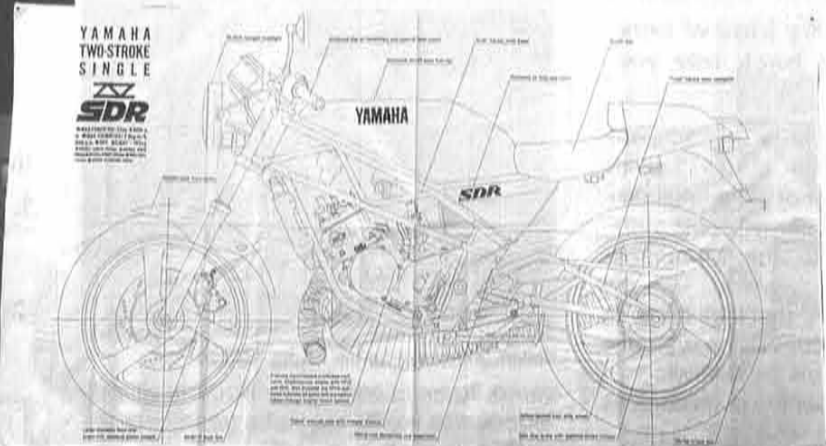
### SDR

195cc, 2-STROKE, SINGLE CYLINDER, LIQUID-COOLED ENGINE

In these times of diversification of consumer needs and individuality in tastes, people are looking for products with personality and valuing more than just hard performance statistics. This means there is a need in the motorcycle market to develop machines full of unique character that also take into account the latest trends in user needs.

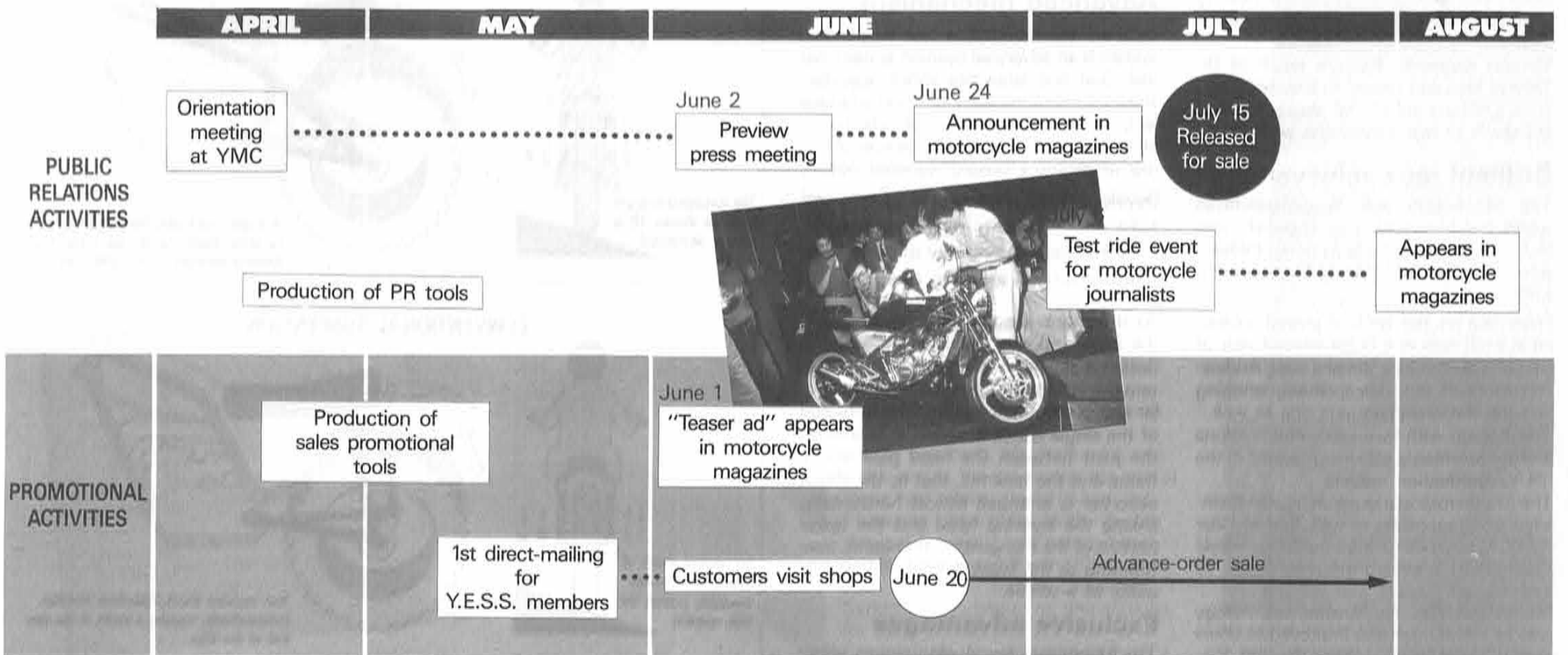
The SDR is not another of the "super-sprint" models born of the present racing boom. It is an ultra-light, single-seater sports model designed for the ultimate in riding ease for everyday use.

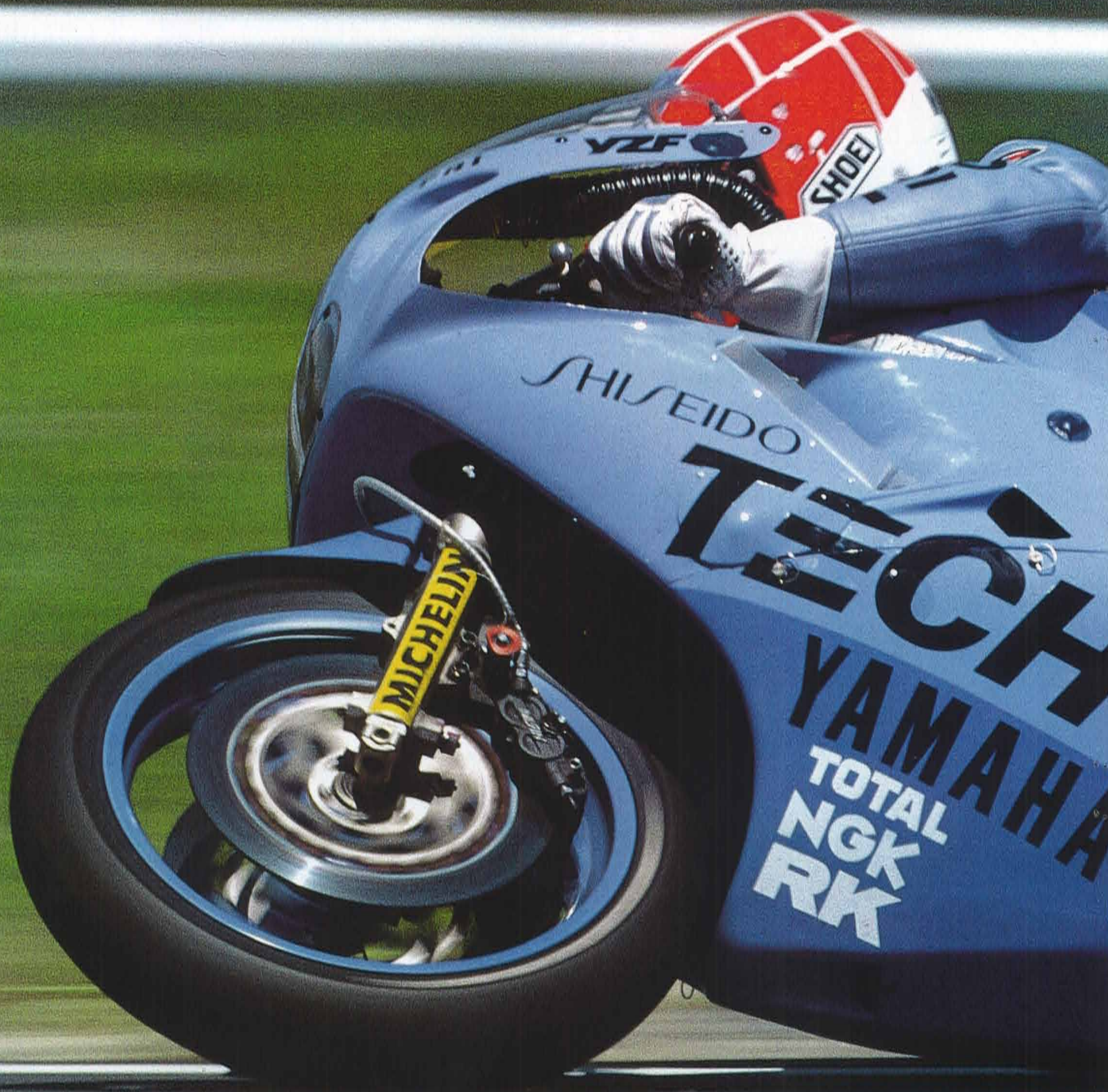
That means it is a machine that is designed and targeted not at those who are interested only in speed performance, but for the user who knows the joy of pure riding and wants to make motorcycling a bigger part of his life. With water-cooling, a single-cylinder, YPVS, YEIS crank reed valve induction and a truss frame/truss rear arm, this is an entirely new type of 2 stroke machine.



**SDR mechanical sheet**  
The advance-order sales campaign was conducted for about one month before and after the release date. This extra-large canvas sheet which features a full-size SDR mechanical illustration on it was prepared as a bonus for customers placing advance-orders. It can be used as a tapestry or a mat.

Graph: Schedule of marketing activities for the SDR to be released on July 15





# WINNER

OF '87 SUZUKA 8-HOUR ENDURANCE RACE

Kevin Magee on his YZF750



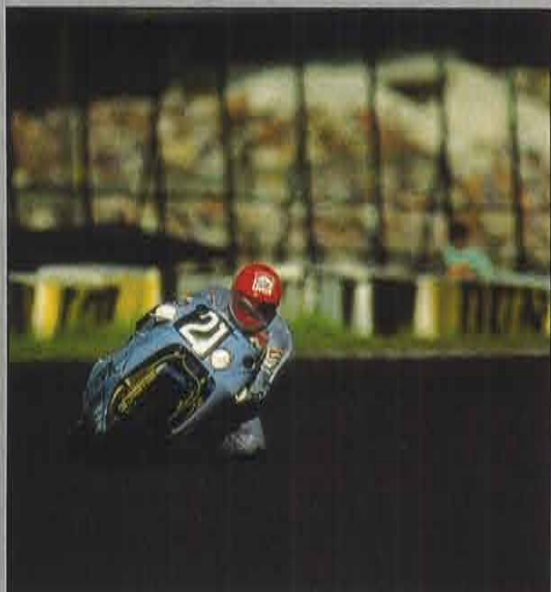
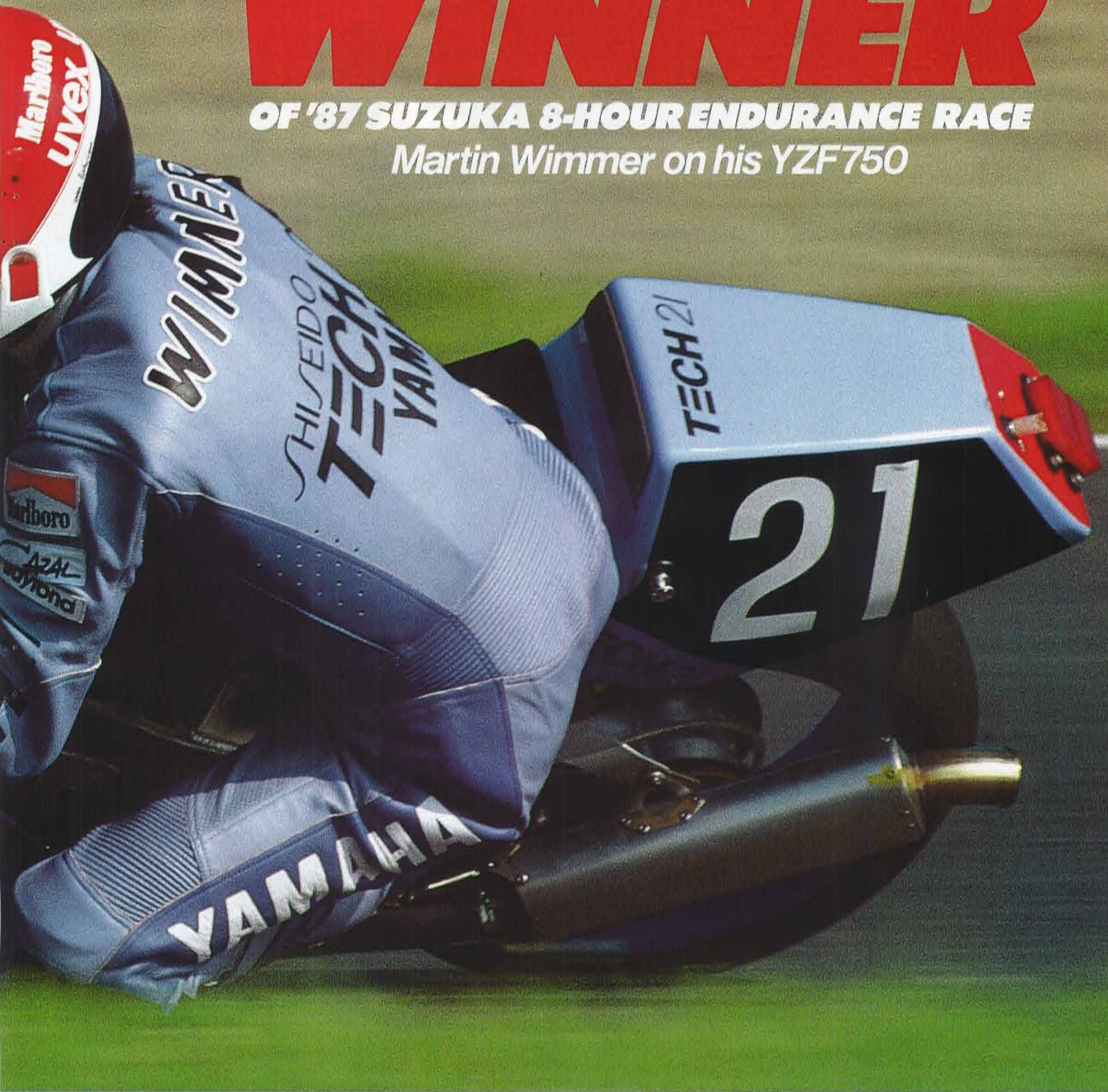




# WINNER

OF '87 SUZUKA 8-HOUR ENDURANCE RACE

Martin Wimmer on his YZF750



# YAMAHA TECHNOLOGICAL HIGHLIGHT

## A breakthrough in rear suspension technology

# Monocross Suspension

PART 1



The '74 Yamaha YZ series motocrossers came up as the first Monocross-equipped production models. This was acclaimed as a great breakthrough in rear suspension technology, namely as an embodiment of Yamaha's outstanding foresight in technological competition. Yamaha was always aggressive enough to feed every kind of race-proven technology back into production models.

The first idea of a cantilever rear suspension system was given by Dr. Lucien Tilkens, former professor of Liege Engineering College. Yamaha improved and completed his system into the Monocross system of its own.

According to Dr. Tilkens, that idea came to his mind when he was conversing with one of the Belgian star riders as follows:

"How do you ride a machine in motocross racing?"

"Well, my machine's peak power has already become uncontrollable. It is steering qualities, rather than power that wins a race."

Yamaha engineers thought much of Dr. Tilkens' idea and strived to improve it into such a unique system far above the then standards of rear suspension technology.

### Brilliant race achievements

The Monocross rear suspension-fitted works machine ridden by Swedish rider Hakan Andersson made its debut midway through the '73 250cc World Championship Motocross Series.

From then on, the machine proved unbeaten in each race and in his second year of GP participation as a Yamaha rider, Andersson clinched the 250cc crown, bringing Yamaha the manufacturers title as well. This system with race-bred modifications and improvements was incorporated in the '74 YZ production models.

The Monocross works machine was invincible in a bigger class as well. Finnish rider Heikki Mikkola dominated the 500cc World Championship aboard this machine in '77 and '78.

Monocross rear suspension technology was further refined and improved to cover even GP road racers. Johnny Cecotto, Gi-



Hakan Andersson on his works YZM250

como Agostini and Kenny Roberts all rode Monocross works racers to world championship victory.

### Advanced mechanism

In brief, the Monocross rear suspension system is an advanced cushion system that uses just one large-size shock absorber, separated from the swingarm and arranged lengthwise and almost horizontally, in order to change the up/down motion of the rear wheel into a forward/rearward motion.

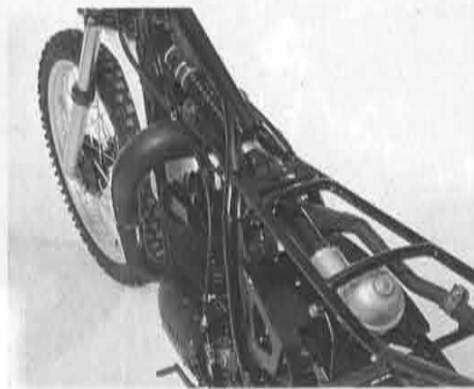
Developmental aims of this system are;

- To ensure plenty of wheel travel
- To increase the rigidity of swingarm and improve steering qualities

As the shock absorber is separated from the swingarm, the freedom of swingarm design is increased. In this Monocross system the swingarm takes a unique triangular shape for added rigidity. The front end of the single shock absorber is located at the joint between the head pipe of the frame and the tank rail, that is, the shock absorber is arranged almost horizontally, linking the steering head and the upper portion of the triangulated swingarm, contributing to the improvement of frame rigidity as a whole.

### Exclusive advantages

The Monocross suspension proves effective



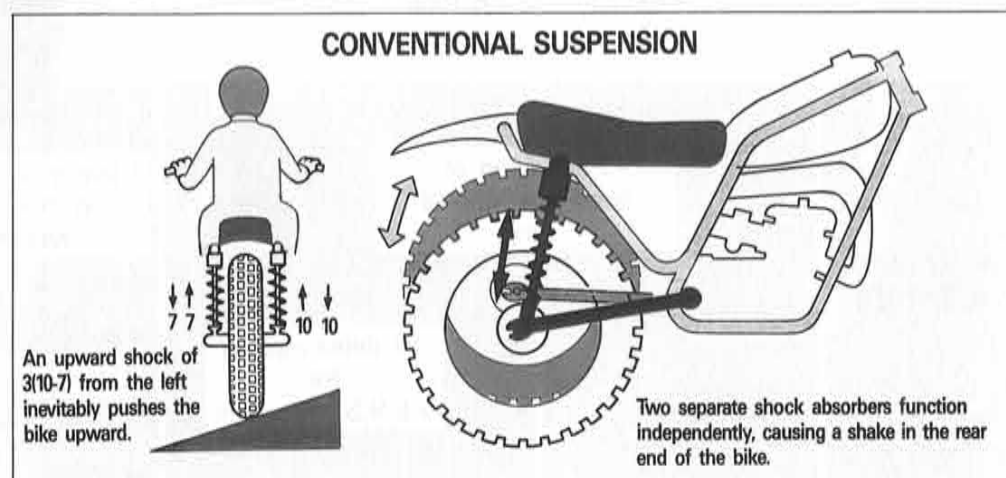
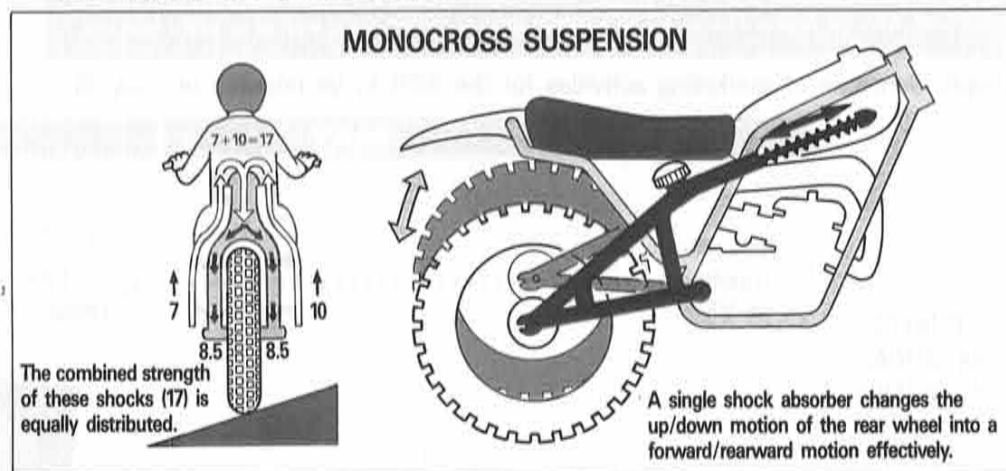
in the following ways:

1. Better steering balance is obtained due to overall increased rigidity.
2. A single shock absorber changes the up/down motion of a rear wheel into a forward/rear-

ward motion eventually. This means that, even if the cushion stroke itself is relatively short, the effective rear wheel travel is increased.

3. The cushion unit itself can be enlarged for a wider adjusting range of spring preload and damping force, resulting in better cushion effect on varied surface conditions.
4. The single shock absorber works to equally distribute the combined strength of shocks coming from both sides for more comfort of riding and better steering qualities.

It is not too much to say that, with the success of this new-type system, a suspension development war entered on a new phase. The advanced rising-rate system will be explained in our next issue (Part 2)



# SPORTS NEWS RUNDOWN

## World Championship Motocross 125cc class

### Van den Berk widens his lead to 24 points

The 9th round of the 125cc Motocross World GP Series was held on July 26 in Finland and here, again, YMNBV Team's John van den Berk (Holland) made a brilliant showing. Last year he won both heats in Finland, and this year he scored a first and a second places with his toughest rival Dave Stribbos (Cagiva) dropping out of both heats with mechanical problems. With this, van den Berk has regained the World Championship lead. He is now 24 points ahead of the title defender with three GPs left to run.



## RESULTS

### '87 World Championship Road Racing

#### 6th round - Yugoslavia - June 14

##### 500cc class

1. W. Gardner ..... Honda
2. R. Mamola ..... Yamaha
3. E. Lawson ..... Yamaha
4. R. Haslam ..... Honda
5. R. Roche ..... Cagiva
6. P. Chili ..... Honda

##### 250cc class

1. C. Lavado ..... Yamaha
2. L. Reggiani ..... Aprilia
3. R. Roth ..... Honda
4. J. Cornu ..... Honda
5. M. Wimmer ..... Yamaha
6. D. Sarron ..... Honda

#### 7th round - Holland - June 28

##### 500cc class

1. E. Lawson ..... Yamaha
2. W. Gardner ..... Honda
3. R. Mamola ..... Yamaha
4. R. McElnea ..... Yamaha
5. R. Haslam ..... Honda
6. D. de Radigues ..... Cagiva

##### 250cc class

1. T. Mang ..... Honda
2. R. Roth ..... Honda
3. S. Pons ..... Honda
4. C. Cardus ..... Honda
5. M. Wimmer ..... Yamaha
6. I. Palazzese ..... Yamaha

#### 8th round - France - July 19

##### 500cc class

1. R. Mamola ..... Yamaha
2. P. Chili ..... Honda
3. C. Sarron ..... Yamaha
4. W. Gardner ..... Honda

5. R. Haslam ..... Honda
6. K. Irons ..... Suzuki

##### 250cc class

1. R. Roth ..... Honda
2. D. Sarron ..... Honda
3. C. Cardus ..... Honda
4. S. Pons ..... Honda
5. M. Herweh ..... Honda
6. H. Lindner ..... Honda

### World Championship positions after 8 rounds

#### 500cc class

1. W. Gardner ..... Honda... 93 pts.
2. R. Mamola ..... Yamaha... 81 pts.
3. E. Lawson ..... Yamaha... 64 pts.
4. R. Haslam ..... Honda... 60 pts.
5. P. Chili ..... Honda... 37 pts.
6. R. McElnea ..... Yamaha... 28 pts.
6. T. Taira ..... Yamaha... 28 pts.

#### 250cc class

1. R. Roth ..... Honda... 82 pts.
2. T. Mang ..... Honda... 67 pts.
3. S. Pons ..... Honda... 53 pts.
4. J. Cornu ..... Honda... 42 pts.
5. D. Sarron ..... Honda... 39 pts.
6. C. Cardus ..... Honda... 36 pts.

### '87 World Championship Motocross

#### 500cc class

##### 7th round - Italy - June 14

##### 1st race

1. C. de Carli ..... Honda
2. G. Jobe ..... Honda
3. Jacky Martens ..... KTM
4. R. Nannini ..... KTM
5. K. Nicoll ..... Kawasaki
6. L. Persson ..... Yamaha

##### 2nd race

1. G. Jobe ..... Honda
2. K. Nicoll ..... Kawasaki
3. R. Nannini ..... KTM

4. H. Kinigadner ..... KTM
5. B. Liles ..... Kawasaki
6. E. Carducci ..... Kawasaki

#### 8th round - Britain - July 12

##### 1st race

1. K. Nicoll ..... Kawasaki
2. G. Jobe ..... Honda
3. D. Thorpe ..... Honda
4. L. Persson ..... Yamaha
5. L. Spence ..... Kawasaki
6. C. De Carli ..... Honda

##### 2nd race

1. G. Jobe ..... Honda
2. K. Nicoll ..... Kawasaki
3. D. Geukens ..... Honda
4. A. Nicholls ..... Kawasaki
5. L. Spence ..... Kawasaki
6. K. Ljungqvist ..... Yamaha

#### 9th round - Holland - July 19

##### 1st race

1. Jo. Martens ..... Kawasaki
2. K. Nicoll ..... Kawasaki
3. K. Ljungqvist ..... Yamaha
4. L. Persson ..... Yamaha
5. G. Jobe ..... Honda
6. C. de Carli ..... Honda

##### 2nd race

1. G. Jobe ..... Honda
2. K. Nicoll ..... Kawasaki
3. L. Persson ..... Yamaha
4. D. Geukens ..... Honda
5. Jo. Martens ..... Kawasaki
6. K. Ljungqvist ..... Yamaha

### World Championship positions after 9 rounds

1. G. Jobe ..... Honda... 260 pts.
2. K. Nicholl ..... Kawasaki... 194 pts.
3. D. Thorpe ..... Honda... 165 pts.
4. K. Ljungqvist ..... Yamaha... 157 pts.
5. K. van der Ven ..... KTM... 138 pts.
6. L. Persson ..... Yamaha... 128 pts.

#### 250cc class

##### 6th round - Yugoslavia - June 21

##### 1st race

1. R. Herring ..... Yamaha
2. M. Fanton ..... Yamaha
3. M. Rinaldi ..... Suzuki
4. J. Nilsson ..... Honda
5. E. Geboers ..... Honda
6. J. Whatley ..... Suzuki

##### 2nd race

1. R. Herring ..... Yamaha
2. J. Nilsson ..... Honda
3. M. Rinaldi ..... Suzuki
4. M. Fanton ..... Yamaha
5. R. Diepold ..... Kawasaki
6. E. Geboers ..... Honda

#### 7th round - San Marino - June 28

##### 1st race

1. P. Vehkonen ..... Cagiva
2. J. Nilsson ..... Honda
3. M. Fanton ..... Yamaha
4. E. Geboers ..... Honda
5. M. Rinaldi ..... Suzuki
6. R. Herring ..... Yamaha

##### 2nd race

1. E. Geboers ..... Honda
2. P. Vehkonen ..... Cagiva
3. M. Rinaldi ..... Suzuki
4. G. Andreani ..... Yamaha
5. P. Hansson ..... KTM
6. J. Nilsson ..... Honda

#### 8th round - France - July 5

##### 1st race

1. E. Geboers ..... Honda
2. J. Nilsson ..... Honda
3. R. Herring ..... Yamaha
4. M. Velkeneers ..... Honda
5. B. Hannah ..... Suzuki
6. P. Hansson ..... KTM

##### 2nd race

1. B. Hannah ..... Suzuki
2. E. Geboers ..... Honda
3. R. Herring ..... Yamaha
4. P. Vehkonen ..... Cagiva
5. G. Andreani ..... Yamaha
6. S. Motensen ..... Yamaha

#### 9th round - USA - July 19

##### 1st race

1. R. Johnson ..... Honda
2. P. Vehkonen ..... Cagiva
3. J. Nilsson ..... Honda
4. J. O'Mara ..... Suzuki
5. E. Geboers ..... Honda
6. S. Mortensen ..... Yamaha

##### 2nd race

1. R. Johnson ..... Honda
2. E. Geboers ..... Honda
3. J. O'Mara ..... Suzuki
4. J. Nilsson ..... Honda
5. M. Fisher ..... Kawasaki
6. P. Hansson ..... KTM

### World Championship positions after 9 rounds

1. E. Geboers ..... Honda... 283 pts.
2. P. Vehkonen ..... Cagiva... 255 pts.
3. J. Nilsson ..... Honda... 231 pts.
4. M. Rinaldi ..... Suzuki... 144 pts.
5. L. Combee ..... Kawasaki... 132 pts.
6. S. Motensen ..... Yamaha... 123 pts.

#### 125cc class

##### 6th round - France - June 28

##### 1st race

1. J-M Bayle ..... Honda
2. B. Moore ..... Honda
3. D. Stribbos ..... Cagiva
4. M. Healey ..... Cagiva
5. J. van den Berk ..... Yamaha
6. C. Maddii ..... Honda

##### 2nd race

1. D. Stribbos ..... Cagiva
2. C. Maddii ..... Honda
3. J-M Bayle ..... Honda
4. D. Lacher ..... Honda
5. J. van den Berk ..... Yamaha
6. M. Contini ..... Cagiva

#### 7th round - Northern Ireland - July 5

##### 1st race

1. J. van den Berk ..... Yamaha
2. J-M Bayle ..... Honda
3. D. Stribbos ..... Cagiva
4. M. Contini ..... Cagiva
5. D. Lacher ..... Honda
6. C. Maddii ..... Honda

##### 2nd race

1. J. van den Berk ..... Yamaha
2. D. Stribbos ..... Cagiva
3. J-M Bayle ..... Honda
4. M. Contini ..... Cagiva
5. A. Barozzi ..... Benelli
6. P. Kover ..... Kawasaki

#### 8th round - Switzerland - July 12

##### 1st race

1. D. Stribbos ..... Cagiva
2. M. Contini ..... Cagiva
3. D. Lacher ..... Honda
4. A. Barozzi ..... Benelli
5. J-M Bayle ..... Honda
6. C. Maddii ..... Honda

##### 2nd race

1. D. Stribbos ..... Cagiva
2. J. van den Berk ..... Yamaha
3. J-M Bayle ..... Honda
4. A. Barozzi ..... Benelli
5. M. Contini ..... Cagiva
6. T. Visser ..... Yamaha

#### 9th round - Finland - July 26

##### 1st race

1. J-M Bayle ..... Honda
2. J. van den Berk ..... Yamaha
3. M. Contini ..... Cagiva
4. P. Tragter ..... Honda
5. B. Moore ..... Honda
6. P. Dirx ..... Honda

##### 2nd race

1. J. van den Berk ..... Yamaha
2. M. Contini ..... Cagiva
3. A. Pantilla ..... KTM
4. P. Dirx ..... Honda
5. P. Koven ..... Kawasaki
6. C. Maddii ..... Honda

### World Championship positions after 9 rounds

1. J. van den Berk ..... Yamaha... 295 pts.
2. D. Stribbos ..... Cagiva... 271 pts.
3. J-M Bayle ..... Honda... 221 pts.
4. M. Contini ..... Cagiva... 186 pts.
5. C. Maddii ..... Honda... 185 pts.
6. P. Tragter ..... Honda... 138 pts.

## '87 WORLD CHAMPIONSHIP ENDURANCE SERIES 5TH ROUND-SUZUKA 8-HOUR ENDURANCE RACE

# Wimmer/Magee team stages dramatic victory

The Suzuka Circuit was the site of the 5th round of the World Championship Endurance Series. The '87 Suzuka 8-Hour Endurance Race, held on July 26, saw SHISEIDO TECH 21 Team mates Martin Wimmer (W. Germany) and Kevin Magee (Australia) ride their Yamaha YZF750 works machine to victory, completing 200 laps in 8 hours 1 m. 30 sec. It was a dramatic come-from-behind victory with Magee taking the lead just 5 minutes before the 8-hour mark. This was the first Suzuka 8-hour crown to go to Yamaha since it began works participation three years ago. Wimmer joined the winning team at the last moment to replace the injured Tadahiko Taira.

The time trials gave Wayne Gard-

ner (Honda RVF750) the pole position for the 11:30p.m. start, followed by Niall Mackenzie (Honda RVF750), Kevin Schwantz (Suzuki GSX-R750), Kevin Magee and Shunji Yatsushiro (Honda RVF750) leading a field of 61 starters.

It was Schwantz, Robert Phillis (Kawasaki ZXR-7), Pierre Etienne Samin (Kawasaki GPX750R), Magee and Gardner that dashed to the early lead. By the 5th lap Gardner had worked his way up gradually to pass the grandstand in first position, and from there, began to widen his lead over the competition.

Meanwhile, Magee, Phillis and Garry Goodfellow (Suzuki GSX-750R) battled for second and third places.

Just past the mid-point in this long race at the 4th hour mark, Dominique Sarron, who had taken over for Gardner had a crash that cost

him about 8 minutes in the pit for repairs before returning to competition. By that time the Goodfellow/Katsuro Takayoshi team had moved into first position, with Wimmer/Magee in second, the Phillis/Kork Ballington team in third and Team Lucky Strike-Roberts' American combi, John Kocinski/Cal Rayborn (Yamaha YZF750) coming up into 4th. With two hours left, Sarron, who had been running in near 7th position crashed again forcing him to retire from the race.

The Goodfellow/Takayoshi team kept first position with Wimmer/Magee following 10 to 20 seconds back in second. Kochinski/Rayborn were by then 2 laps back in third position.

Magee began to launch an amazingly tough counterattack as the race was nearing its final stage. Relentlessly accelerating his Yamaha, he closed the gap on the

leader by one or two seconds each lap. But even such daredevil efforts seemed not enough to catch the leader in time for the finish. With just 5 minutes left, however, Takayoshi suddenly crashed and lost time. At that moment, Magee was there to take the lead, gunning his Yamaha to the goal watched by grandstand spectators getting up on their feet all at once. What a dramatic ending! Goodfellow/Takayoshi followed in second and Kocinski/Rayborn

took third place. At the moment of victory, Wimmer, who had been watching from the pit course, leapt into air for joy. At the post-race interview, Magee said, "It was keeping constant pressure on the leader that eventually led to our victory." In all, it was a tough race with only 28 of the starting 61 teams finishing. 143,000 fans were on hand to watch the final day's competition. Total attendance for the three days of the weekend reached 320,000.

## RESULTS

Riders	Machine	Laps	Finish-Time
1 Martin Wimmer/Kevin Magee	YAMAHA YZF750	200	8:01'30.045
2 Garry Goodfellow/Katsuro Takayoshi	SUZUKI GSX-R750	200	8:02'50.121
3 John Kocinski/Cal Rayborn	YAMAHA YZF750	198	8:01'38.114
4 Herve Moineau/Bruno Le Bihan	SUZUKI GSX-R750	197	8:01'11.013
5 Pierre Etienne Samin/Thierry Crine	KAWASAKI GPX750R	191	8:01'44.825
6 Yukiya Ueda/Takao Abe	HONDA CBR600	191	8:01'53.635
7 Johan Van Vaerenbergh/Paul Ramon	KAWASAKI GPX750R	190	8:00'44.208
8 Mitsuo Saito/Ryo Suzuki	YAMAHA FZR750	190	8:01'09.780
9 Norihiko Fujiwara/Kenmei Matsumoto	YAMAHA FZR750	189	8:00'31.378
10 Hisashi Yamana/Toshiaki Hakamada	SUZUKI GSX-R750	189	8:00'32.009

**'87 WORLD CHAMPIONSHIP ENDURANCE SERIES**  
5th Round: Suzuka 8-Hour Endurance Race



The Wimmer/Magee team ran strongly but patiently throughout the 8 long hours, never making a mistake. And in the end the goddess of victory smiled on their efforts.



SHISEIDO TECH 21 TEAM

**Kevin Magee (left):** Before the race Magee had said, "I am going for the win. And I think it's possible". With steady, aggressive riding from start to finish they proved him true. Wimmer/Magee's YZF750 works machine was equipped with an EXUP system, which they said "It improved the engine response noticeably".

**Martin Wimmer (right):** Wimmer flew directly from the French GP on the 19th to take part at Suzuka. "I first got my hands on the new works YZF in early July, and I had confidence in the machine and I had a good feeling going into the race at Suzuka. Then, to actually win was the greatest!".

# Yamaha people from many countries fighting it out on the track

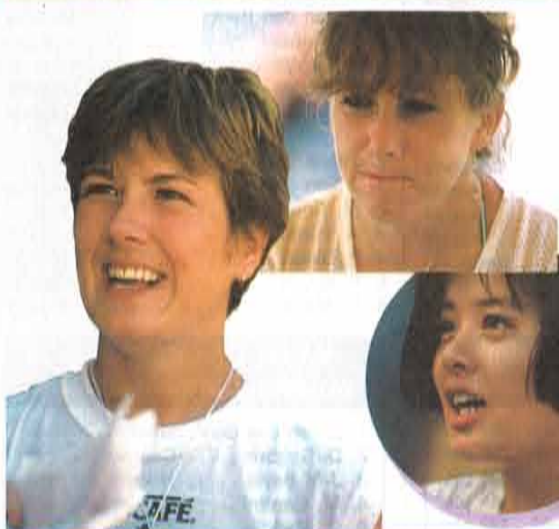


There was drama, too, at this year's edition of the Suzuka 8-Hour Endurance Race. Every year the stage and the settings may be the same, but the story that the actors unfold is always new. Here are the Yamaha riders who starred in this year's drama together with supporting crew such as mechanics, pitmen, etc. introduced in photographs.



**Tadahiko Teira:** Originally scheduled to ride as Magee's teammate, a recent injury forced him give up his seat to Wimmer. But he was on hand to cheer them on as a team leader from the paddock.

## NESCAFÉ AMERICANA TEAM



**Toni Sharpless (left) and Kathleen Coburn:** With the riders and manager all women, this team drew a lot of attention. Although they didn't make it to the finals, their gutsy riding won them a lot of respect and their popularity out on the paddock was proved by the stream of autograph and interview seekers. Needless to say they were the only women riders in the race.

By the way, this year, Toni and Kathleen finished the tough Daytona 200 mile race in 47th and 32nd places, respectively. They were the first two women ever to finish at Daytona.

**Akemi Harada:** NESCAFÉ AMERICANA's team manager. In daily life she is an employee of Yamaha Motor's Overseas Sales Promotion Dept.

## TEAM LUCKY STRIKE-ROBERTS



**John Kocinski (left):** When Kenny Roberts suggested that Kocinski would come to California and do some training last year, he naturally jumped at the chance. And this year, he became a rider for the Norica Roberts Team in the 250cc class. Before the race he responded to our questions, saying: "My rival is Gardner, and my goal is to win". Later he made a more realistic comment that he hoped to place in the top five. The result; a respectable 3rd place finish.

**Calvin Rayborn (right):** The son of a great race rider, Rayborn grew up in the world of motorcycle racing. His career began as a motocrosser, but he eventually switched to road racing because he loved speed. Before the race he said his race plan was "to stay on two wheels". And that is exactly what he did.



**Kenny Roberts:** "King" Kenny is always a star when motorcycle fans gather. "What do you need to do to win a race like this? It's simple. Eat plenty of Sushi!".



## YAMAHA NEW PRODUCT

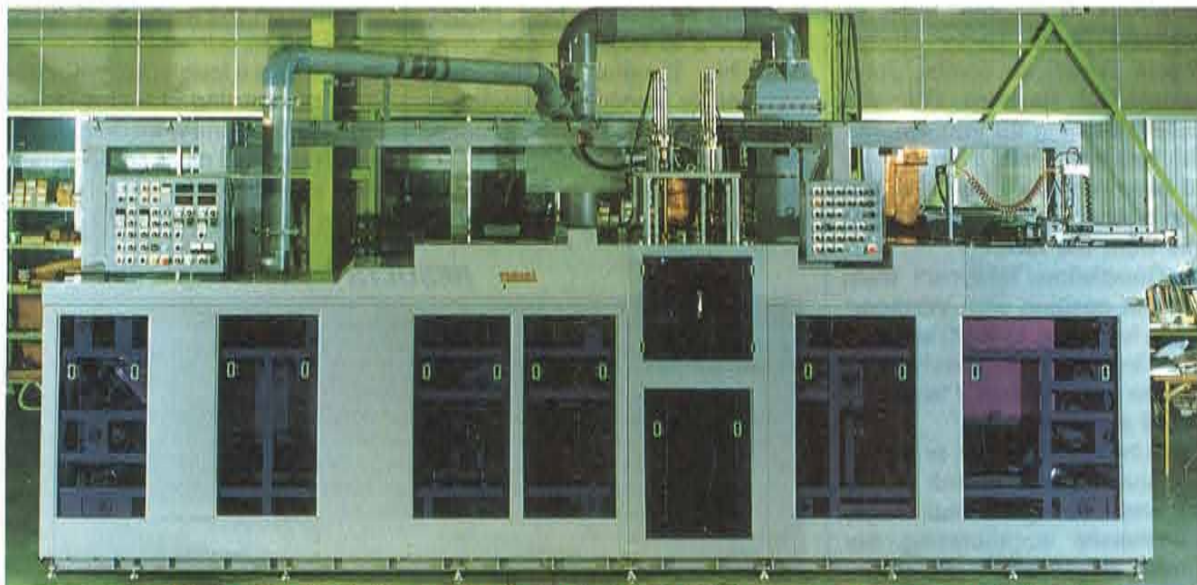
# A Rapid Plating System for automobile engine valves

On July 20, Yamaha shipped the world's first Rapid Plating System for automobile engine valves that was developed by request of KSG Industries in Pennsylvania, U.S.A.

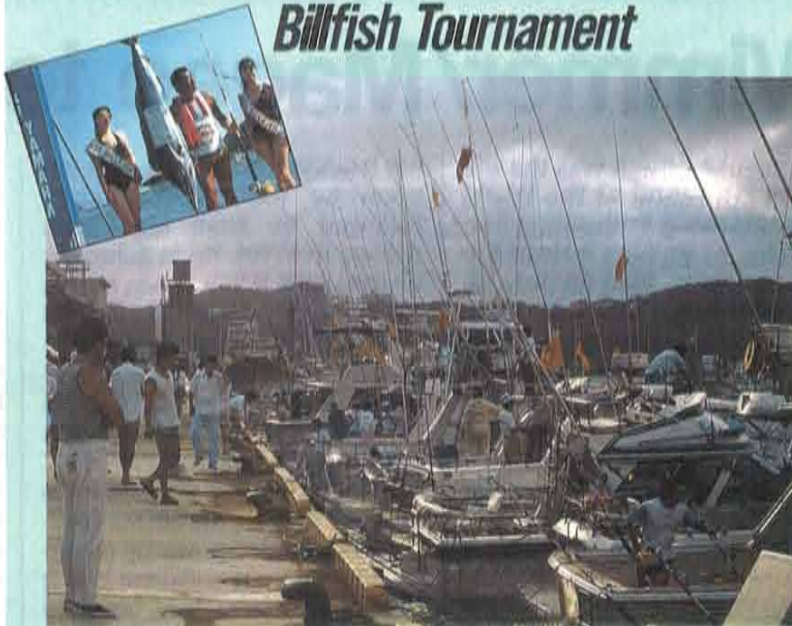
The system features an extremely compact design, and measures only 6 meters in length and 4 meters in width. It has a production capacity of up to 450 units per hour, and can plate three valves with hard chrome at one time.

This marks the second time Yamaha has exported

one of its Yamaha Rapid Plating System (YRPS), with the first for high-speed plating of cushion rods ordered by General Motors and shipped in 1986. The new customer, KSG Industries is a member of the Kolbenschmidt (KS) group of West Germany which manufactures primarily automobile engine parts. KSG's reason for choosing the Yamaha system is that it is "extremely compact and can be easily fitted into the valve production line, it is reliable and not prone to breakdown."



## Yamaha Cup for International Billfish Tournament



The 9th International Billfish Tournament which took place from July 23 to 25 over the sea areas off the port of Shimoda (Shizuoka Pref.) was hotly competed by about 60 fishing braggarts including those from Hong Kong and the United States. And quite a number of these participants used Yamaha FRP boats. Lending support to this event each year, Yamaha Motor offers a cup for the biggest game catcher using a private boat. This year Hiroki Matsukata, one of Japan's most celebrated actors was awarded the cup.