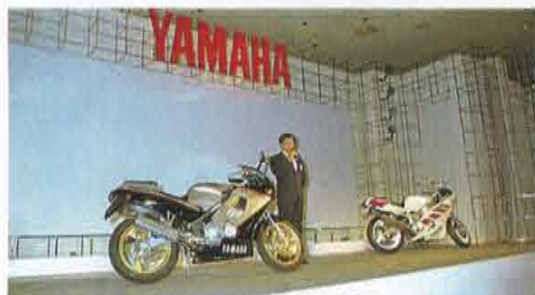


### DEALERS CONVENTION



President Mr. Eguchi addresses the Dealers Convention



# Kicking off the '88 sales season

The Dealers Convention for the Japanese market was held over a three-day period at Tsumagoi beginning on March 2 with this year's slogan being "Quality and Communication". Held in two parts to accommodate over 650 outstanding dealerships from

around the country, the convention included a presentation of this season's business policies and the unveiling of new models. Compared to last year, the '88 motorcycle market in Japan promises to be a more active one, and all of the dealers in attendance seemed

to reflect these expectations with their eager attitudes.

This year's slogan, "Quality and Communication" means a dedication to encouraging the dealerships to strengthen their own independent qualities and uniqueness, while improving overall quality of business. And also placing a greater importance on communication with the users in a way that will foster customer trust and satisfaction, by making more thorough and effective use than ever before of Y.E.S.S. and other programs.

Specifically speaking, with regard to scooters:

- To aggressively seek to meet the needs of an increasingly diversified scooter market.
- To further stimulate the young bike user market which Yamaha has already established a clear leadership in.

•To create new aspects of scooter life in order to stimulate new demand. Concerning sports models;

- To form well-targetted plans to appeal to the diversifying groups of users.
- To try to establish new genres of sports uses.
- To work to stimulate the sports market with special focus on the 250cc class

On the second day of the convention, the dealers testrode the Champ CX, BW'S, Jog Sports, FZR400, FZR250, TZR250, TDR250 and the XV250 Virago at the Fukuroi Test Course to get a first hand experience of the model qualities explained in the previous day's introduction. This kind of experience will serve the dealers well as they begin sales activities in their respective localities.

## OX77, running strong and steady

From the back of the pack to a big 2nd in F3000 season opener

The annual opening event for both motorcycle and car racing in Japan, the "Big 2 & 4 Races" was held this year on March 13 at the Suzuka circuit. In the F3000 race, a Cosworth/Yamaha OX77 equipped March machine started in last position. Despite adjustment problems in the practice session on Saturday, it powered its way through the field to an impressive 2nd place finish.

Starting in 18th position on the grid, Aguri Suzuki drove his Cosworth/Yamaha OX77/March steadily and aggressively through the pack to 8th position by the 3rd lap, and continued to climb to 7th in the 4th lap, 6th in the 5th lap, 5th in the

8th lap, 4th in the 11th lap and 3rd by the 15th lap.

Over the next ten laps Suzuki battled with K. Takahashi, a veteran driver whose career in auto and motorcycle racing spans some 30 years, before moving into second place. He finished the race 11 seconds behind pole-to-finish leader K. Hoshino (Cabin/Mugen), but the 16 machines he passed on the way to this big second place finish are proof that his machine is in great condition. After an opener like this, some exciting performances are sure to be seen in the '88 season.



The Champ CX: Equipped with a powerful 6.3ps engine, it offers a sharp and dynamic ride. This hatchback scooter can accommodate a full-face helmet. The scooter behind the Champ CX is a Jog Sports.



BW'S: Featuring tubeless tires, this scooter can be enjoyed on a wider range of terrain, including sandy areas.



FZR400 & FZR250: With the EXUP system, the FZR400 gives powerful torque over the full speed range much like a quality works machine. The FZR250 was the best seller model in Japan in the 250cc class last year. This model is appreciated by a wide range of users, from beginners to veterans. It also features EXUP.

## The first Dealers Conference by Escorts

**INDIA** In February 27 and 28, Escorts Ltd. held its Dealers Meeting at the Taj Palace Hotel in New Delhi. Representatives from 50 leading dealerships around the country gathered for the two-day meeting which consisted of a welcoming party the first day and a dealers' conference on the second. Escorts' Managing Director Mr. Anil Nanda and Assistant Vice President Mr. P. S. Batra were on hand along with Mr. Shozo Arai, Director of YMC to present awards to the 50 dealerships selected for their excel-

lent sales record regarding the RX100 and to report on Escorts' activities during fiscal '87 and its plans for the '88 season. The RX100 sold 20,000 units in '86, and in '87 that number jumped dramatically to 40,000 units. The company announced that it is aiming to sell 60,000 units in this '88 season. One highlight of the meeting was the presence of the image girl for the current RX100 "Classy Quality" publicity campaign, Miss Rosanne Romine.



TOP YAMAHA RX100 DEALERS CONFERENCE

## TDR Fun Cup Race about to start

**FRANCE** Sonauto Yamaha has announced plans to hold "TDR Fun Cup Races" in conjunction with the '88 French Superbiker Championship Cup Series. This TDR Fun Cup Race Series will consist of six rounds and can be joined by any rider who wishes. As for the technical regulations, the riders are free to improve their bikes in any way that does not alter the external appearance of the bike. In order to emphasize the "fun" aspect of this series, Sonauto awards a "Look Prize" for the bike that shows the best coloring and decoration throughout the series, a "Brio Prize" for the most spectacular rider for each race and other prizes. The judges for the competition will include one journalist, a Sonauto rider, a dealer and a representative of the organizer (SEKOIA) and one from Sonauto. The series champion will receive a



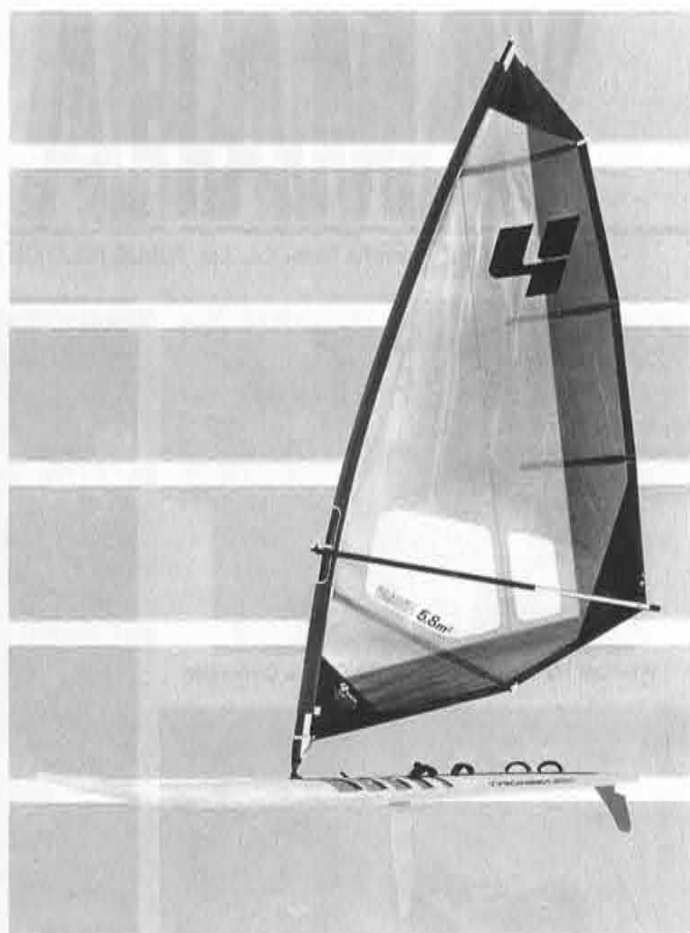
TDR is gaining more and more popularity in Japan, too.

TDR and financial support to participate in the 1989 French Superbiker Championship Series. Through this program, Sonauto hopes to build a very special image for the TDR. That image they call "The Fun Spirit" is meant to suggest that the TDR is all about fun and pleasure and freedom. Sonauto hopes this image will help create big user interest in this new model. The first round of the "TDR Fun Cup Race" Series is set to begin on April 17 and the series will run until October 9.

## Introducing a new "sports moped"



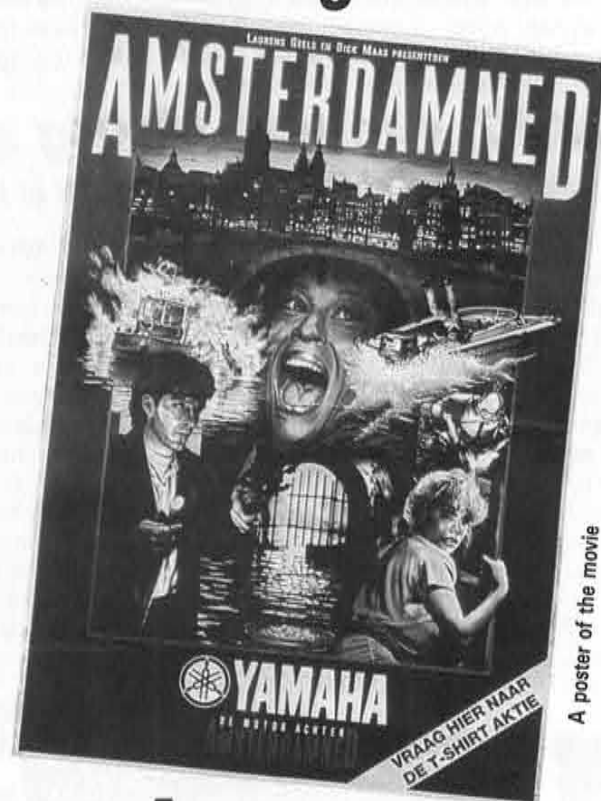
**THAILAND** In February 24, Siam Yamaha held a grand debut for its new sports moped model "Belle 100" at the convention hall of the Ambassador Hotel. The attractive styling of the Yamaha "Belle 100" especially appealed to the dealers in attendance, and the consensus was that this model will surely be one of the most popular sellers this season. Everyone agreed it was a very successful event.



## Yamaha now importing sailboards

**JAPAN** Beginning this February 10, Yamaha Motor has undertaken the import and sale of Australian-made "Tyronsea 360" sailboards. The "Tyronsea 360" is a product of one of Australia's leading sailboard makers, Tyron Plastics Pty. Ltd. In preparation for this new venture, Yamaha Motor tested the "Tyronsea 360" on 160 Japanese sailboard fans last season and got great responses all around.

## Yamaha products fill the big screen



A poster of the movie

**HOLLAND** In February a new Dutch movie entitled "Amsterdamed" was released in local cinemas. It is a thriller based in Amsterdam that unfolds with many of the beautiful spots of the city as backdrops. Another interesting fact about this movie is that a variety of Yamaha products provided the driving power for many of its action scenes. There are exciting riding scenes using a Yamaha XT500 motorcycle, a search scene where marine patrol policemen use inflatable boats equipped with Yamaha 5 outboards, and, in the most dramatic scene of the movie, speedboats powered by Yamaha 140 outboards are involved in a high-speed chase through the canals of Amsterdam. By the way, the film company intends to sell this movie to as many countries as possible, so you may be seeing it in your area, too, someday.

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.

# Establishing an image as the skier's friend

**FRANCE** At the end of last year, the "Power Products" team of Yamaha Marine France joined in the supporting of the first round of the World Nordic Ski Championships at the ski resort of La Clusaz, Haute-Savoie. This promotion was one part of the PR activities being conducted by YMF for snowmobiles and generators, and it included presenting a Yamaha EF600 generator to World Champion, Torgny Mogren, who turned in the best performance of the season here.

Through this kind of promotional activity, YMF is seeking to establish an image for itself as a friend of mountain sports.



Mogren (right) and the representative of Yamaha Marine France.

## Yamaha Motor Newsletter in Australia

**AUSTRALIA** Beginning this year a special Australian edition of Yamaha Motor News made its appearance under the name "Yamaha N.O.W. (News On Wheels)". This new quarterly publication is the result of the cooperative efforts of Yamaha Motor's subsidiary, Yamaha Motor Australia and three importers, Annand & Thompson, Pitmans and Sport & Road Pty. These companies all agree that one of the most important factors for ensuring the smooth day-to-day operation of a dealership is communication. This communication includes not only information about the latest models, warranty plans, parts operations etc., but also more general information such as: What is the overall market doing this month? What models are selling in other areas? How is Yamaha doing in competition with other makers? In what directions is the market likely to move in the near future? YMA and the importers are confident that their new newsletter will continue to improve in quality and content as the deal-

ers and distributors begin to become more actively involved in it. We, the editors of Yamaha Motor News are very pleased and interested to hear about such publications as these and the valuable local news they carry. If your company has a newsletter like this please be sure to send us a copy, too.



The first Australian Yamaha newsletter, "Yamaha N.O.W.", summer edition.



## Letters from readers

### "SeaHoppers" mean happy sailing

**MALAYSIA** We recently received a heartwarming letter from two satisfied Yamaha customers in Malaysia. Mr. Kenneth Koh says: "My friend, Mr. Roda Mobil and I are enthusiastic dinghy sailors, and most of our friends are owners of Yamaha

"SeaHopper"s. There are about 10 SeaHoppers now on our island, Labuan. In the near future a "Labuan Yacht Club" is going to be formed, and when it is we are looking forward to organizing some enjoyable dinghy races. To all of you who love to sail, we wish you "Happy Sailing".



## Bike of the Year Cup line-up

**U.K.** As we have reported earlier, the FZR1000 and other Yamaha motorcycles won a good share of "Bike of the Year" awards in Britain in '87. By the middle of February all these trophies had arrived at Mitsui Machinery Sales in time to

be put on display at a well-timed Dealers Meeting. Along with the presence of President T. Kimura of YMENU and "King" Kenny Roberts, these coveted trophies helped add special excitement and importance to this meeting.



MMS President, Mr. Yoshida, holds one of the cups.

Mr. Kimura (right) and Mr. Roberts



## 7 Asian nations at '88 YBS Meeting

**JAPAN** YMC's Overseas Service Dept. held its "88 Asian Service Managers Meeting" from February 22 to 27. In times like these, when Asian countries are playing an increasingly important part in the world economy and when a greater demand exists for the globalization of the Yamaha group, big expectations are being focused on our business activities within the Asian community of nations. Now in its 4th holding, this year's YBS (Yamaha Before-Service) meeting was attended by 9 representatives from Taiwan, the Philippines, Indonesia, Singapore, Malaysia, Thailand and India with a special guest appearance by YMUS Service Manager, Mr.



Garth Buckles. At the meetings the representatives reviewed the results of last year's activities and drew up plans for a more effective program for '88. The agenda also included a very well-received special seminar by Mr. Buckles. Despite differences in the various national markets

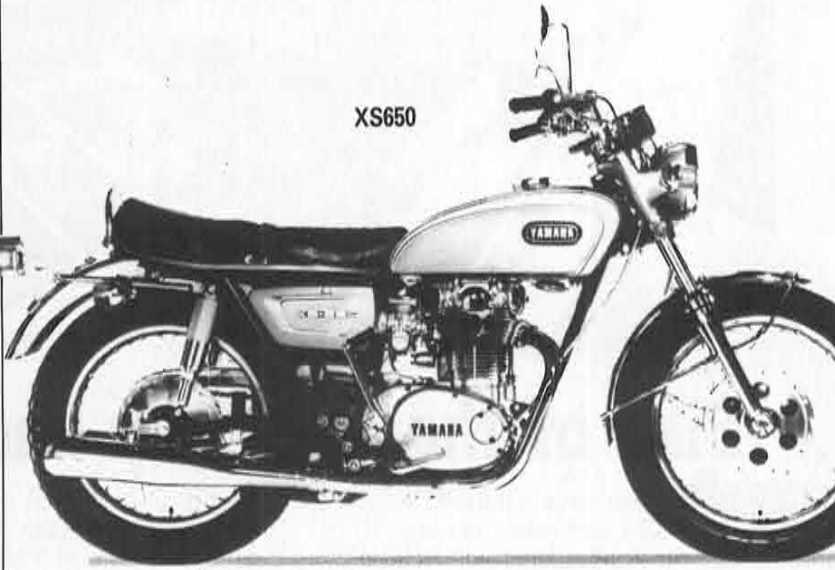
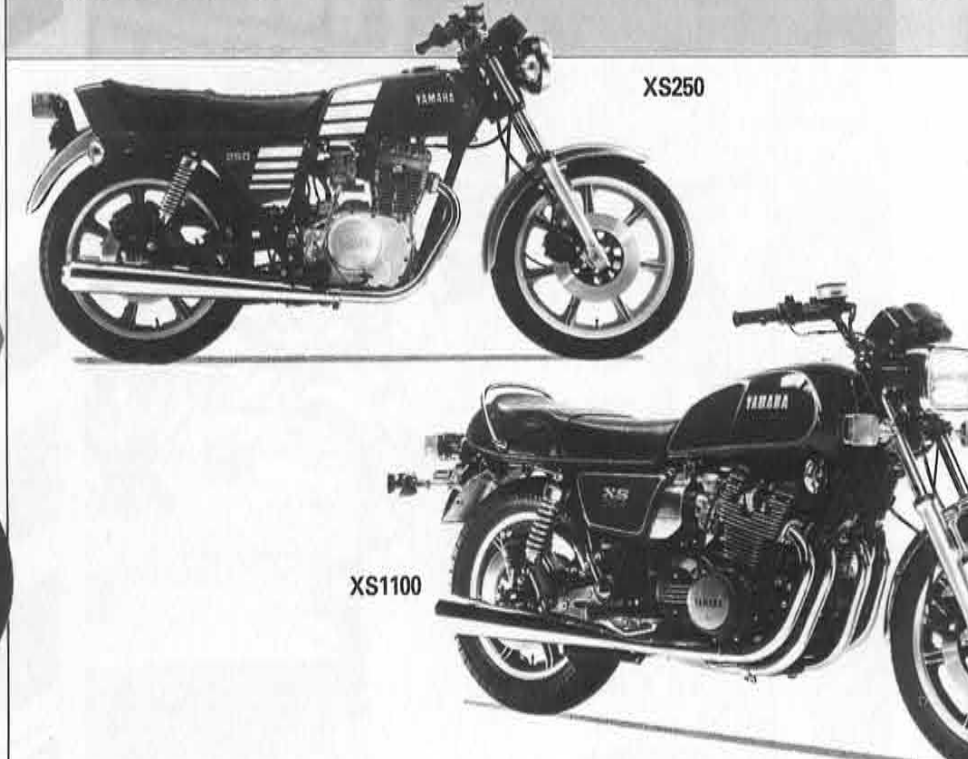
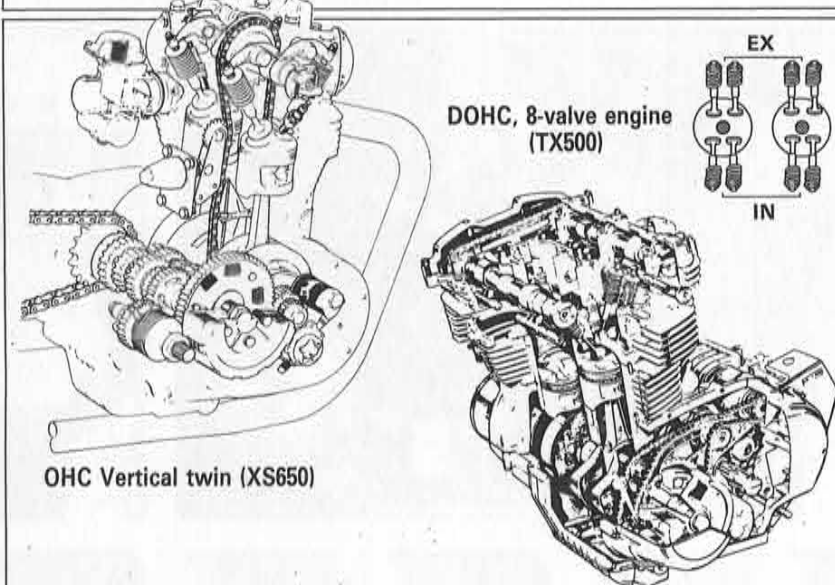
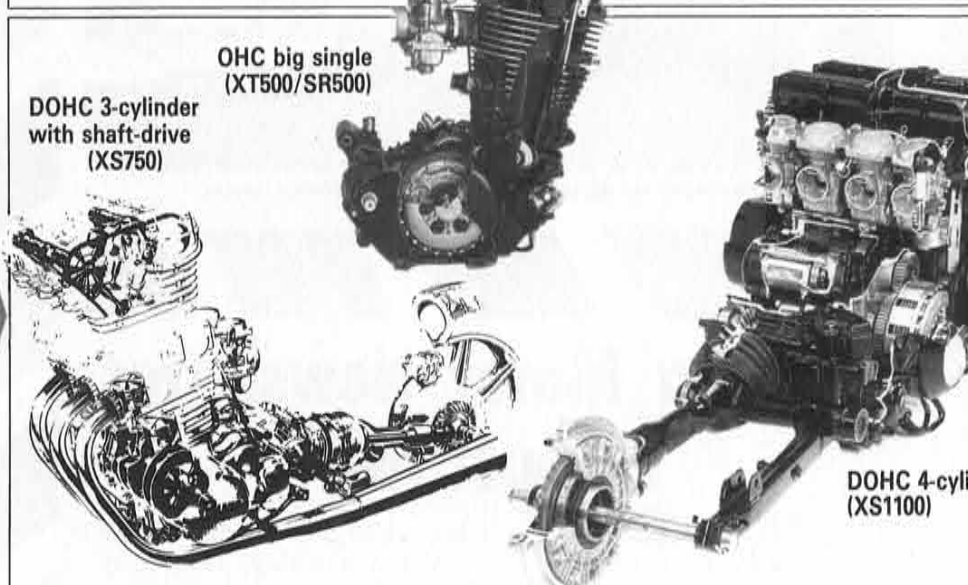
represented, their common goal of placing "the customer first" enabled the holding of a very meaningful meeting with discussion of such subjects as supplying quality service, building a sound service network, gathering information about product quality and exchanging latest information.

# EPOCH-MAKING MODELS

Yamaha builds products and those products consequently build a broader-reaching Yamaha

# The top of the line 4-stroke model

## HISTORY OF YAMAHA

GENERATION	1ST GENERATION: 1970-1974 (Era of introduction)	2ND GENERATION: 1975-1979 (Development era)
MOTORCYCLE	<p>'70:XS650      '72:TX750      '73:TX500</p>  <p style="text-align: center;">XS650</p>	<p>'77:XS250/400      '77:XS750      '78:XS1100      '78:SR5</p>  <p style="text-align: center;">XS250</p> <p style="text-align: center;">XS1100</p>
	 <p>OHC Vertical twin (XS650)</p> <p>DOHC, 8-valve engine (TX500)</p>	 <p>OHC big single (XT500/SR500)</p> <p>DOHC 3-cylinder with shaft-drive (XS750)</p> <p>DOHC 4-cylinder (XS1100)</p>

Making its appearance as Yamaha's top of the line sport model, the FZR1000 quickly became '87's hit model and, was chosen as "Bike of the Year" by three of the world's leading motorcycle magazines. The three publications were Motorrad Reisen & Sports (Street Bike Category), Motorcycle News (overall) and Motorcycle International, whose judges included 17 top journalists from 17 different countries.

Now in its 18th year of manufacturing quality 4-stroke models for the world market, Yamaha has continued to strive for the ultimate in running, cornering and braking performance with special emphasis on always keeping these models lightweight, slim and compact in design. And these are the very qualities that won the FZR1000 so many awards last year.

The history of Yamaha 4-stroke technology leading up to the FZR1000 can be broken down generally into the following stages;

1. the first generation from 1970 to 1974
2. the second generation from 1975 to 1979
3. the third generation from 1980 to 1984
4. the fourth generation extending from 1985 to the present.

### THE FIRST GENERATION 1970~1974

Yamaha's first 4-stroke production model was the XS650 (XS1 in Japan) released in 1970. The engine that powered this model was an air-cooled, 4-st. OHC vertical twin-cylinder with a 653cc displacement. And the maximum power output rated 53ps/7000rpm. It featured a 5 speed return-type transmission, and with a dry weight of 185kg, was capable of hitting speeds over 185km/h.

The XS650's fuel tank was of the classic teardrop type that went back to Yamaha's memorable first model in 1955, the YA1. Later the XS650 was to add an electric-starter and front hydraulic disc brake and a new body with greater rigidity to become the TX650.

In 1972, Yamaha's quest for an even bigger bike led to the introduction of the TX750, featuring an OHC parallel twin-cylinder engine with a forward-inclined layout. To achieve an even more compact engine design, a dry sump type lubrication system was adopted, and to reduce vibration it incorporated the world's first balancer on a motorcycle engine.

In 1973 Yamaha poured all of its 4-stroke technology into the creation of the TX500 with a 4-valve-per-cylinder DOHC engine (air-cooled, in-line twin-cylinder). It also featured a chain-driven balancer that reduced vibration even more effectively than the TX750. This TX500 with its solid frame, light weight and engine capable of running at high rpm, had the performance potential to deserve the label of a true sports bike.

The first generation of Yamaha 4-strokes sought to deliver the kind of light and nimble footwork any rider would appreciate, along with the slim design that is inherent in a twin-cylinder model. You can indeed say that although this was still Yamaha's introductory stage in 4-stroke development, it entered the field with an exceptionally clear sense of direction and purpose.

### THE SECOND GENERATION 1975~1979

In the second generation of 4-stroke models, Yamaha engineers showed a great variety of innovative designs as they ventured from the 2-cylinder into 3-cylinder,

4-cylinder and even single cylinder formats. This was truly the rapid-growth stage of Yamaha's 4-stroke technology.

First of all, Yamaha continued to expand its in-line 2-stroke technology to the small and middle capacity range with the development of the XS250 and XS400 (GX250 and 400 in Japan).

Of course, these were still air-cooled OHC engines, but they featured the same high-rpm capacity 180° crank shaft used on the TX500. However, the structure was kept extremely simple by exclusion of the balancer function.

In 1977, Yamaha introduced the XS750 (GX750 in Japan). The engine was an air-cooled, DOHC 3-cylinder; Yamaha had used three instead of four cylinders on its 750 because they decided the 3-cylinder format best fit their goal of maintaining a slim and compact design. Despite the trend toward more cylinders as represented by the 4-cylinder of the day, Yamaha opted for the functional qualities of a 3-cylinder. Although this somewhat reduced the commodity value of these models it was a decision that illustrated Yamaha's dominating concern for the process of motorcycle design itself. By placing the cam chain on the

# el: FZR1000

PART 1



## 4-STROKE MACHINES

3RD GENERATION: 1980-1984 (Development era)

'80:XT250→SRX '80:XJ650→750→900 '80:XJ400/550→600 '81:XV750/1000→1100 '82:XZ400/550  
'82:XT400/550→600 '82:New XS250/400 '82:XVZ1200→1300 '83:XV400/500 '83:XJ400ZS→FZR '84:FJ1100→1200



XJ650



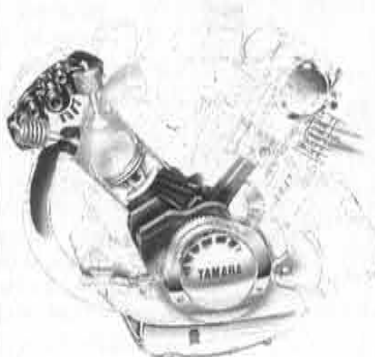
XVZ1200T Venture



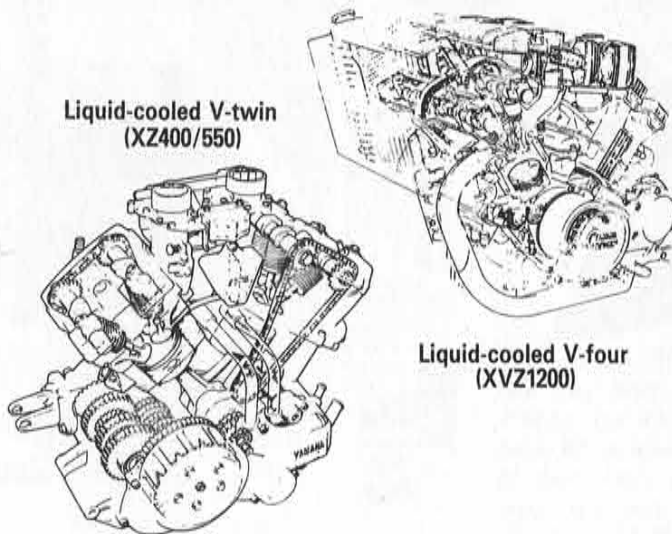
XV1000



FJ1100



In-line 75° V-twin (XV750/1000)

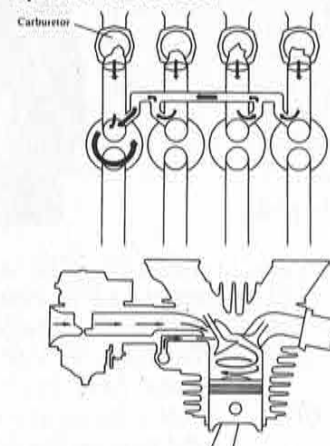


Liquid-cooled V-twin (XZ400/550)

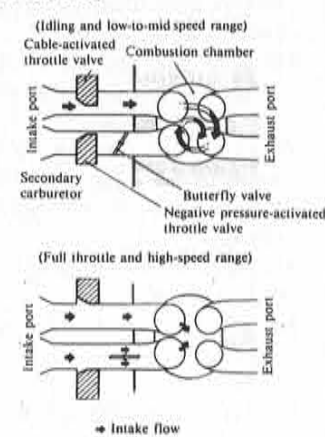
Liquid-cooled V-four (XVZ1200)

### An illustrated view of YICS & YDIS systems

YICS (Yamaha Induction Control System) (XZ400/550)



YDIS (Yamaha Duo Intake System) (XT400/550)



left side of this engine they sought a design that was straighter and slimmer. By adopting a shaft drive for the transmission, they strove for a quieter and more maintenance-free design. And, in the export model they went right away to cast wheels and a muffler with a 3-into-1 design. The XS750 was also characterized by its unique styling that included a number of highly individual mechanical features.

Then, in 1978 Yamaha developed a prototype XS1000, into its first 4-cylinder production model, the XS1100.

Taking the XT500 engine developed in 1976 as its base, Yamaha introduced a new road sports model, the SR500, in '78. Although this was a dry sump lubrication type engine it had the very unique feature of an oil tank built into the frame unit. Strong, reliable and maintenance-free ignition was achieved by means of a full-transistor ignition system. And, a kick injector made starting much easier, as well. The carburetor featured an accelerating pump for high response characteristics. All of these features gave this simple single-cylinder engine the right to be called a true state-of-the-art piece of engine design.

The second generation of Yamaha 4-stroke

technology can be thought of as the generation that filled out Yamaha's 2-cylinder technology while moving into the new 3-cylinder, 4-cylinder and single-cylinder fields and continuing progress in the areas of operating ease and reliability, as well.

### THE THIRD GENERATION 1980~1984

It was in the third generation that we began to see the 4-strokes take on a truly "Yamaha" character in terms of innovation and overall quality. Here we see the appearance of V-2 and V-4 engines and the switch to high-reliability water-cooling systems. With the in-line 4-cylinder established as the main motorcycle engine concept, Yamaha made this, too, the target of its "slim and compact" design policy. By being the first maker to set the ACG (Alternating Current Generator) behind the cylinders, the width of the crankcase could be greatly reduced. The first bike to use this inventive new engine was the XJ650E (XJ750E in Japan) introduced in 1980.

Then came the first Yamaha production

bike to feature water cooling system, the XZ550, with a DOHC V-twin engine that incorporated a downdraft type carburetor known for its excellent induction efficiency. It also featured the highly acclaimed YICS (Yamaha Induction Control System) which improves induction characteristics by inducing a "swirl" to the incoming air/fuel mixture within the cylinder. This system was also used on the in-line 4-cylinder models XJ550 (400 in Japan) and XJ750, creating better fuel efficiency especially in the low and middle speed ranges.

In the off-road category, the XT400 and 550 made their appearance as single-cylinder OHC machines but with 4-valve, 2-exhaust formats and two carburetors for each one cylinder. The DOHC-equipped XT250T that appeared later was also to feature this 2-carburetor system. Because it provides one carburetor for low and middle speeds and another for high speeds, this system was able to achieve both the "swirl" effect and high-efficiency induction at the same time. Yamaha called this system the YDIS (Yamaha Duo Intake System.)

In 1982 the V-type 4-cylinder model, Venture Royale XVZ1200 came on the scene. In terms of power, center-of-gravity and de-

sign, this was exactly the engine called for in this deluxe tourer. In '83 the main domestic market model, XJ400 was developed into the liquid-cooled XJ400Z which brought together high power-output and quiet operation. In addition, a carburetor turbo was added to the XJ650 to make the high-performance model XJ650T.

Thus, the third generation of Yamaha 4-stroke technology brought greater refinement to each format from the single to the 4-cylinder while also introducing a variety of important features like water-cooling and "V" layout engines.

As we can see now, throughout its first three generations of 4-strokes, Yamaha maintained a consistent design policy of building lightweight, slim and compact engines that would contribute to the ultimate goals of perfection in running, cornering and braking performance in the finished machine. And, although all of the technological developments of these first three generations did not necessarily lead to best-selling models, the priorities set by Yamaha designers during this period have formed the base of the "Yamaha qualities" we have today, and will continue to do so in the future.

# GETTING A GRASP OF MARKET TRENDS

## Out to capture the young heart

Taiwan is now in a period of spectacular economic growth and its markets are teeming with activity. In the motorcycle market it is far and away the scooters that are showing the fastest growth. It is said that there are now 6 million scooter users in Taiwan, meaning that one in every three Taiwanese owns a scooter. Last year, in January, Yamaha Motor Taiwan introduced a 50cc scooter named the "CT50S" and then in June, a 135cc sports model "RZ-R" was released. Both of these models are enjoying tremendous popularity, especially among young people, for their quality performance and new-sense styling.

### Publishing a newspaper for young people

In the midst of such a market situation, Yamaha Motor Taiwan decided to publish a new type of newspaper targeted at young people between the ages of 16 and 22, and giving it the lively name "POPCORN". This is the type of newspaper it will be:

#### PUBLISHING GOALS

- To further build and elevate the already growing image of Yamaha as the brand for "Fashionable motorcycle sport".
- To encourage users to make an active approach to Yamaha, thus supplying a source of information on movements and taste trends among the young market that can then be fed back into the development of new products and sales policies.

#### PUBLICATION CONTENTS

- Supply latest news on fashion, movies and music from the U.S., Europe and Japan.
- Supply information about shopping, fashion, and discos in Taipei and other cities.
- Supply race news from the World GP and the YMT Scooter Race series.
- Supply news about touring events and places.
- Introduce new products aimed at the young market.
- Introduce and advertize new motorcycle models.

### Distributing to as many young people as possible

"POPCORN" has the same tabloid 8-page format as Yamaha Motor News, and is being published once a month with a starting volume of 50,000 copies. After the release of the second issue, the reception is strong enough that it may soon expand to a larger circulation or more frequent publication. In addition to being distributed to motorcycle users via the regional sales companies and local dealer-



▲ Placed on a stand, "POPCORN" attracts the attention of passersby. Shown in the photo are young people reading "POPCORN" in a city plaza.

◀ 1st and 2nd issues of "POPCORN". Since "POPCORN" avoids the appearance of a corporate newsletter and stresses the image of a "fashionable information paper", it is popular not only among motorcycle users but among a much larger group of young people.

ships around Taiwan, "POPCORN" is being placed in restaurants, café bars, fast food shops, discos, department stores, boutiques, MTV shops (these rental video shops have facilities for customers to watch the videos which they rent there, and thus are the latest gathering spot for young people), theaters and other spots where young people gather in and around Taipei.

### First issues meet great response

Now, after the release of the second issue, "POPCORN" is finding its way into the hands of large numbers of young people who are finding it to be an exciting,

informative and fashionable new type of information paper. As a result, Yamaha Motor Taiwan is already beginning to see a positive effect in terms of establishing



Young people are very eager to get the latest information about leisure and entertainment. This information includes music, movies, fashion etc. and of course motorcycles.

a stronger and more positive brand image than ever before.

Meanwhile, "POPCORN" is also serving as an important information gathering vehicle. Each issue contains a questionnaire insert that provides Yamaha Motor Taiwan with vital information about the life style of young Taiwanese today, that can be analyzed and used in the planning of various types of events, sales activities and product planning and development. For all these reasons, this "POPCORN" project is being considered a great success and Yamaha Motor Taiwan has big expectations for its future and the positive results it will bring.



A CT50S as a prize for a disco contest. The CT50S is a very popular scooter among young people in Taiwan.

The size of Taiwan's motorcycle population is truly impressive. Scooters and motorcycles can be seen in every imaginable place around town.

# A fair start for Yamaha

## '88 WORLD CHAMPIONSHIP ROAD RACING 1st ROUND

The opening race of the '88 Road Race World Championship series took place on the Suzuka Circuit in Japan on March 25 - 27. In the 500cc class Kevin Schwantz, who will take part in the full GP series for the first time this year, amazingly outran a top field for the win. Meanwhile, Yamaha YZR500 works riders Eddie Lawson (Marlboro Yamaha Team Agostini), Tadahiko Taira (Yamaha Racing Team), Wayne Rainey (Team Lucky Strike - Roberts), Kevin Magee (Team Lucky Strike - Roberts), Christian Sarron (Sonauto Team), and Didier De Radigues (Marlboro Yamaha Team Agostini) dominated the remainder of the top ten po-

sitions with 3rd, 5th, 6th, 7th, 8th and 9th places respectively.

### 500cc CLASS

Although the practice session on the 26th was fouled by rain mixed with snow, the final race day cleared beautifully and 74,000 fans jammed the Suzuka circuit to watch the first round of '88 World GP racing.

Local star Tadahiko Taira won the pole position for the final, followed on the grid by Lawson, Schwantz, Gardner and Sarron on the front row. At the start it was Rainey and Gardner who jumped into the lead, but they were soon overtaken by Schwantz on the spoon. A rather slow start left Taira in 17th position. Lawson also overcame a slow start to move into 5th position by the 3rd lap and then move up steadily to 3rd by the 8th lap. Meanwhile Sarron took control of

6th position and Taira climbed to 9th, from where he continued to work his way through the competition to 5th position by the 17th lap. But that is as far as Yamaha's riders would climb, with Lawson finishing in 3rd and Taira in 5th. The next round of the series will be the U.S. GP on April 10. Let's look for big things there from Yamaha's local team riders.

### 250cc CLASS

In the 250cc class, held prior to the 500cc race, it was last year's champ Anton Mang who came through for the win with an impressive show of speed. Among the others who made equally impressive showings were two Yamaha riders making their 250cc GP debut, John Kocinski (Team Lucky Strike - Roberts) on a YZR250 and Toshihiko Honma (Racing Team UCC Yamaha) on a

modified TZ250.

After claiming the poll position, Honma held his own among the veteran GP riders to finish in 8th position, while America's Kocinski, after being in the battle for the lead during the middle stages of the race, dropped in the later stages to finish a respectable 5th, giving promise of great things to come in the season ahead. Another promising rider for this season is Spain's Garriga (Team Ducados Yamaha) who, despite a cold caught after arriving in Japan, battled his way up valiently from a 25th position start to finish 6th. Meanwhile J.P. Ruggia (Gauloises Blonds Yamaha/modified TZ250) finished 7th and former World Champ C. Lavado (Venemotos Yamaha) was 13th.

(Photos are shown on page 8)

### RESULTS

#### '88 WORLD CHAMPIONSHIP ROAD RACING

1st round - Japan - March 27

#### 500cc class

1. K. Schwantz ..... Suzuki
2. W. Gardner ..... Honda

3. E. Lawson ..... Yamaha
4. N. Mackenzie ..... Honda
5. T. Taira ..... Yamaha
6. W. Rainey ..... Yamaha

#### 250cc class

1. A. Mang ..... Honda
2. A. Pons ..... Yamaha
3. M. Kobayashi ..... Honda
4. J. Cornu ..... Honda
5. J. Kocinski ..... Yamaha
6. J. Garriga ..... Yamaha

#### WORLD CHAMPIONSHIP POSITIONS AFTER 1 ROUND

#### 500cc class

1. K. Schwantz ..... Suzuki ..... 20 points
2. W. Gardner ..... Honda ..... 17 points
3. E. Lawson ..... Yamaha ..... 15 points
4. N. Mackenzie ..... Honda ..... 13 points
5. T. Taira ..... Yamaha ..... 11 points
6. W. Rainey ..... Yamaha ..... 10 points

#### 250cc class

1. A. Mang ..... Honda ..... 20 points
2. A. Pons ..... Honda ..... 17 points
3. M. Kobayashi ..... Honda ..... 15 points
4. J. Cornu ..... Honda ..... 13 points
5. J. Kocinski ..... Yamaha ..... 11 points
6. J. Garriga ..... Yamaha ..... 10 points

This year's GP features a new point system which awards 20 points to first place, 17 to 2nd, 15 to 3rd, 13 to 4th, 11 to 5th, 10 to 6th and one point less for each place down to 15th (1 point).

## R I D E R S I N T E R V I E W

### CHRISTIAN SARRON (Sonauto Team)

1. I wasn't very pleased with my 7th place finish in the '87 season. I made some mistakes, I had some bad luck and technical problems, and when I rushed to make up for them I made more mistakes. This year I definitely want to finish higher in the rankings.
2. Many things I could say but one sure thing is I don't see any other company or any other people that build bikes with such a passion. And that passion is very important in building of bikes that people can really enjoy.

### LUCA CADALORA (Marlboro Yamaha Team Agostini)

1. I want to go each race ready to give it my best, and when it is over to get ready to go into the next race and give it my best. If I can take the season step by step, one race at a time, I think I will be in good position when the season is over.
2. I would recommend my favorite models in the Yamaha line-up, the outstanding FZR1000 and the TT600.

### JUAN GARRIGA (Team Ducados Yamaha)

1. Well... It is difficult to say at this point, but I want to do better than my 11th place finish last season. I would be happy to finish the season in 4th or 5th, I guess.
2. I don't know what I would say, except to talk about the qualities of the different Yamaha bikes.

### KEVIN MAGEE (Team Lucky Strike-Roberts)

1. Basically I want to finish consistently in the top 5. I may be 4th one day and be the winner the next. But, no matter what happens in the race, if I'm always able to finish in the top 5, then I'm sure to be in a top position in the final standings.
2. I don't know... I have never thought about such a difficult question.

**"My goal for this season is ..."**

On March 16 and 17, eight Yamaha GP riders gathered at the Fukuroi Test Course for some test riding in preparation for the 1st Round of the Road Race GP at Suzuka on March 27. At that time Yamaha Motor News editorial staff had a chance to interview the riders.

- 1 What are your goals for this season? and
- 2 If you were a Yamaha dealer what would you say to customers to sell your bikes?

### WAYNE RAINEY (Team Lucky Strike - Roberts)

1. I want to be up in the race with Eddie and Gardner. They are the best riders, so my only goal is to stay up with them. When the season is over I would like to be somewhere in the top 5.
2. That's a big question. Every rider has different needs and dreams. I would try to recommend the right Yamaha for each individual customer.

### CARLOS LAVADO (Venemotos Team)

1. Of course, for me there is only one goal, to be No.1, to be the champion.
2. I have been working with Yamaha for a long time. I love the people and the machines. I have never had any problems with Yamaha and I would like to convey that satisfaction to other people.

### TADAHIKO TAIRA (Yamaha Racing Team)

1. Last year I didn't win a single race either in Japan or in Europe. It was the first time in my career I had to go without a win. This year I've got to make up for that. My first goal will be to get at least one win as soon as possible.
2. I would say that as a maker, Yamaha takes a lot of time to perfect each model. So, the Yamaha line-up has more of the real thing, the kind of bikes people will be proud to own.

### DIDIER DE RADIGUES (Marlboro Yamaha Team Agostini)

1. Since this will be my first season riding the YZR, it is difficult to say. First of all, I will have to actually race against other maker's bikes. Then it will probably take 2 or 3 more races to get used to my machine. It is only after that that I will begin to know what condition I am in.
2. Well...that's a very difficult question. I would like to work to change some laws in Europe, like the laws about drivers licenses, speed limits, etc. to make motorcycling easier and more enjoyable.





Sarron (7), Lawson (3) and Ito (46) battle for 3rd position in the first stage of the race.

# '88 WORLD CHAMPIONSHIP ROAD RACING 1st ROUND



Again this year, the YES Station will be set up at each big race site to supply information to eager fans.



Mr. Kenny Roberts (left) and Mr. Giacomo Agostini (center) along with Mr. Barry Sheene who came to Suzuka this time as a reporter, toured the course in an open car before the start of the race. The fans were thrilled to get a look at these great stars of the past.



Kocinski (44) who was participating in the World GP for the first time here, will run for 2 or 3 more GPs this year. His goal this year is to become the U.S. Champion. He placed 5th in this race, giving promise of big things to come.



The 500cc class start. This day 74,000 Japanese motorcycle fans gathered to see the '88 race season get underway.



## Press testrides the MY-53

A testride event was held on March 25 and 26 at the Zushi Marina in Kanagawa Pref. for the custom fitted powerboat Yamaha 53 CANARY MY (Yamaha 53-foot CANARY Series Motor Yacht) which was unveiled in February at the Tokyo International Boat Show where it received attention from a lot of people. To establish the MY 53 as a true luxury power boat, Yamaha called on every bit of its

industry-leading boat building technology. To handle extravagant private parties as well as conferences or meetings for corporate, official and other groups, the galley is fully appointed with a highly functional system kitchen and lift. The Dinette is equipped with a telephone and even a facsimile machine to add to the overall convenience and comfort of this exceptional boat.

## Looking toward the Olympics; women's 470 class yacht racers

From March 4 to 9, a six-day competition called the "Shiseido Cup International Women's 470 class Yacht Race" was held in the Pacific Ocean off Saji Marina in Kanagawa Prefecture. This women's 470 class will be included as an Olympic event for the first time this fall at Seoul.

For this reason, there was a special excitement and tension in the air as the 15 teams representing 8 countries, the U.S.A., Korea, Britain, Finland, Canada, Australia, Denmark and the host country, Japan, competed for top honors amid constantly changing weather and wind conditions. In the end, the victory cup went to the team of Pease Herndon and Cindy Goff from the U.S.A. for the second year in a row.

Nicola Green and Karyn Davis of Australia finished 2nd, with Japan's Keiko



Herndon and Goff work their Yamaha 470 ACPD yacht with strength and expertise.

Nogami/Aiko Saito team in 3rd, Britain's Kay Hedgecock/Ruth Rushall in 4th and Canada's Karen Johnson/Gail Johnson team in 5th.

Yamaha Motor gave its full support to this competition by supplying both staff support for the running of the races and Yamaha 470 ACPD yachts as charter boats for the 8 invited foreign teams.

