

# YAMAHA MOTOR NEWS

1989 No. 1



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## President Eguchi's New Year's Message

# Offering joy and fulfillment to people all over the world



President Mr. Hideto Eguchi

At the beginning of last year, under severe economic conditions, YMC adopted 3 business objectives - namely, "building higher quality and value into all products and services", "diversification of business fields" and "globalization of business activities" as its middle-term goals. These efforts produced positive results in a number of areas. The following are extracts of president Eguchi's New Year message to YMC's employees on January 6.

"Last year, despite a number of severe obstacles, I am glad to say that in the end your efforts brought fruit in a number of areas. I sincerely thank all of you, and our importers and dealers for making these achievements possible, and also our users everywhere who love and trust the Yamaha brand.

In the Motorcycle Division, despite problems resulting from fluctuations in the monetary exchange, we saw recovery of demand in the European market. And, there was steady growth in production and sales in the Southeast Asian countries as exemplified by Taiwan.

The Marine Division also showed positive gains in

sales owing to the timely release of well positioned products which reflect the continuing worldwide marine sports boom.

In Power Products, the introduction of lawn mowers marked our entrance into the lawn and garden industry, while the new Yamaha U.S.A. Plant began production of Golfcars for not only the American but other export markets as well.

In the Automobile Engine Division, continued steady demand in the Japanese automobile industry has ensured a market for our DOHC engines. Also, we have begun supplying engines to Ford Motor Co., U.S.A. Meanwhile, our new GHP (Gas Heat Pump Air Conditioners) and industrial robot businesses are also growing steadily.

Now, as we enter the new year, 1989, and look toward the future, we can expect to see another wave of changes in the world economy. On the one hand, there will be difficult factors like the division of the world into bloc economies, the emergence of intellectual proprietary rights issues and continued instability in the monetary exchanges, while on the other, we can also expect more positive trends like nuclear disarmament and a new era of détente. We must be prepared to read these trends carefully and take appropriate and timely measures to deal with them. Therefore, in 1989, as we continue to work even more fundamentally toward last year's middle-term goals, we must direct our efforts to the following three new objectives.

The first objective is to elevate and refine our manufacturing technology with regard to such

products as our increasingly sophisticated motorcycles and our rapidly developing marine and power products. And, to improve the efficiency of our manufacturing through more highly integrated systems.

The second objective involves our marketing goals. We must adopt an attitude that puts the market and the users' needs above all else. Then, we must work to increase sales by building a sales network, that can accommodate continued diversification of business. At the same time, we should make the constant gathering of new market information a vital function of this network.

Thirdly, we must work to strengthen the quality of our production bases around the world. It is necessary for us to build a strong global network that utilizes the unique capabilities and advantages of our production bases in America, Europe and Asia in the development and manufacture of quality, cost-competitive products.

Today, the Yamaha brand is highly respected all over the world. And, as a company we possess a great resource of know-how in the vital fields of manufacturing, technical development and marketing. Let us make the most of this valuable inheritance.

And, as we each go about our individual jobs and our daily lives, let us keep in mind a common goal; "offering joy and fulfillment to people all over the world". It is a great challenge and, I hope, a rewarding one for all of us.

## A grand Spanish celebration for YMES's new home

YMC's Spanish production base for motorcycle, Yamaha Motor España S.A. held an opening ceremony on November 9, last year. The distinguished guests who gathered to share in the celebration included Mr. Jordi Pujol (President of the Generalitat of Catalonia) and Mr. Hideto Eguchi (YMC's president). They and the other guests were graciously hosted by Mr. Juan Antonio García Díez (Chairman of YMES), Mr. Jorge Lasheras (Vice President and Chief Executive Officer of YMES) and others. Construction of this facility was undertaken in Palau de Plegamans, on the outskirts of Barcelona, in a plan to increase both the capacity and the efficiency of its manufac-

turing operations.

Yamaha Motor began producing motorcycles in Spain in October of 1981. Since then, this enterprise has grown steadily providing a strong stimulus to the Spanish motorcycle market, while also expanding successfully into export to other EC countries. The motorcycles produced here range from 50cc to 400cc and the yearly production has now reached 20,000 units. To accommodate this growth, YMES embarked on a construction plan to consolidate its production and administrative facilities, which were previously scattered in four locations, in one new facility and thereby achieve higher productivity.



The new YMES facility.



## Top Executives meet for the first time in "Yamaha Taipei Summit"

On November 29 of last year, an epoch-making gathering of top Yamaha executives from the Southeast Asian countries took place in Taipei, in what was called the First Yamaha Taipei Summit. This summit brought Yamaha leaders from Thailand, Malaysia, Singapore, Indonesia, the Philippines and the host country Taiwan together with YMC's President Mr. Eguchi to discuss, for the first time in one hall, the political and economic situations as well as the conditions and prospects of the motorcycle industry that are unique to the countries of the Asian sector.

The summit itinerary also included

some time for the participants to tour Yamaha Motor Taiwan's factory and R & D facilities. Having just filled its first export order of scooters for the Portuguese market, YMT is now at a momentous point in its corporate history. This fact was evident in the active mood of the factory as the company strives to reach a production level of 30,000 motorcycles per month by this spring.

At the end of the meeting, Thailand's Siam Yamaha offered to host the '89 summit, and the summit was brought to a close in a cordial mood with everyone promising to meet again next year in Bangkok.



# YMT makes first export shipment

TAIWAN

October 21 of last year was the memorable shipping date of the first boatload of 320 scooters produced by YMT (Yamaha Motor Taiwan) bound for Portugal. This marks the first time that Taiwanese-produced scooters have been exported to Europe, and to celebrate this auspicious occasion a grand tape-cutting ceremony and celebration were held. Special guests President Pissarra of Portugal's Motopeças Co. and YMC's Director, Mr. Arai were welcomed at the ceremony along with Taiwanese officials

and economists, and a total of 200 guests to celebrate the start of YMT's new venture into the international business. The reason that an agreement was made to export the Taiwanese CT50S to Portugal was that this model's two-passenger capacity was thought to be best suited for the Portuguese market. All 320 units in this first export shipment were given test runs and careful quality control checks. By April of this year plan call for 2000 units of the CT50S to be exported to Portugal.



From right; Mr. Wu Tsung Chi, Mr. Vincent C. Siew, Mr. Warren Hsieh (Chairman of YMT), Mr. Pissarra (President of Motopeças) and Mr. S. Arai (YMC's Director).

# A new twist in the promotion game

WEST GERMANY

The two models shown here are Yamaha FZR1000s that have been specially modified to function in a race simulation game. Watching a race simulation image on the screen in front of him, the player tries to "ride" the FZR1000 through a race course to the finish as fast as possible within a given time limit. This simulation game, presented through the cooperation of Mitsui Maschinen GMBH and Marlboro, has been a big hit recently at local race sites and other events. And, the sponsors plan to extend this promotional winning streak right through next year's season, as well.



# YMC to build Japan's largest high-speed catamaran-type passenger boats

JAPAN

In October of last year, YMC received an order from a domestic shipping company for two 230-passenger high speed boats to be built of FRP in a twin-hull format. Yamaha's FRP boatbuilding technology enjoys a sound reputation for high product quality and high performance characteristics. Now, this technology is being put to use in the building of what, with a total weight of 160 tons, will be the largest high-speed twin-hull passenger boats ever built in Japan. Scheduled for completion this February, the boats will have an overall length of 29.1 meters, overall width of 8.1m, a depth of 2.4m and an average draw of 1.3m. The long and slender catamaran (twin-hull) format which was chosen is noted for its excellent high-speed potential and reduced wave-shock in rough waters, making for a comfortable ride. For the hull shape, a rounded bottom type was adopted. The interior has been given a deluxe finish similar to an airliner, with the second level receiving an especially rich touch of wood finishing to create an elegant atmosphere suitable for parties. These boats will go into service this March for water route transportation around Tokyo Bay. There are also plans to use the craft for night cruising and as charter vessels.



# A sales representative's good idea

U.S.A.



These are photos of the back of a YMUS sales representative's car. As you can see the spare tire cover is smartly decorated with the Yamaha tuning-fork mark. And take a look at the license plate. It's a complete Terrapro ad in itself. As you know, in the U.S. it is possible to choose your own numbers or letters for a license plate as you wish. What a good idea! Worthy of a real salesman!

# Canadian Dealers see RZ race at CANADA Dealer's Conference

Canadian dealers gathered on the Toronto lakeshore on Sept. 24 and 25 for the 1989 edition of the Canadian Motorcycle Dealer's Conference. This year's site offered facilities for an exciting variety of events, like a YSR50 track, a TDR 250 cross-country course and an area for ATV testrides. This meant that everyone who turned out to celebrate the unveiling of the 1989 Yamaha Motorcycles and ATVs also had a unique chance to testride the new Canadian models, such as the

Breeze, the TDR 250 and the Zuma. On the second day of the conference, the dealers took a short trip to Shannonville Motosport Park to watch the Canadian RZ Cup Championship race. They saw David Grumet of Chatham win this closely-fought 25-mile race and claim the right to represent Canada in the International Yamaha TZR Championship in England. The TZR International Final turned out to be another intense battle in which Grumet finish 12th, mere 5 seconds behind the winner.



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.



# Service Managers Meeting at YMC for the first time in 8 years

JAPAN

From November 2nd to 5th last year, 20 service managers from 17 importers in 15 countries of Europe and Oceania gathered at Yamaha's Home Office for the first international service managers' meeting

in 8 years. Held with the slogan of "service that brings greater satisfaction to the customer", the conference dealt with practical plans for strengthening and expanding service

networks, and building systems for the education of shop service mechanics as means to deal of the rapidly changing market conditions of the times.

Included in the course of the meeting was an explanation of the '89 new models. The participants questioned the Yamaha technical staff intensely concerning these new models which Yamaha is sending to the market this year with confidence and pride. And in the end they came away with a good understanding of their new qualities.



## President Eguchi given audience with the King of Spain

SPAIN



King Juan Carlos I of Spain (right) and Mr. Eguchi.

As you have seen from our front page, last November a grand celebration was held to commemorate the completion of a new factory facility for Yamaha Motor's Spanish production base for motorcycles, YMES. After attending this celebration, YMC's President Eguchi was given an audience with King Juan Carlos I of Spain. This is truly a great honor for a representative of the Yamaha Group.

Over a one-week period beginning December 5, five dealers representing portable generator dealerships that recorded outstanding sales results last year, made a visit to Japan. For most, it was their first trip to Japan and the tour, which included visits to Tokyo Disneyland, scenic Hakone and Tsumagoi, was full of enjoyable moments. At the same time, tours of the Yamaha Home Office, the Iwata 5th engine factory, and SOQI, INC. seemed to do a lot to deepen their understanding of the company. In India, Yamaha's first joint-venture company for the production of portable generators, Birla Yamaha Ltd. has already delivered 45,000 generators to the market, and hopes are high for even greater growth in the future.

## Outstanding Indian power product dealers visit Japan

JAPAN



## Half-millionth Yamaha Motorcycle celebrated

MALAYSIA



September 23, 1988 was a milestone date in the history of Hong Leong Yamaha Motor Sdn. Bhd as it marked the line-off of its 500,000th motorcycle, which was coincidentally a Y100.

HLYM has achieved this 1/2 million mark in this, its ninth year of operation, and is already looking forward the 1 million mark. In attendance at the celebration ceremony were, Mr. Lim How Soon, Hong Leong Industries Managing Director, the former Hong Leong Industries Managing Director Mr. Roger Tan and Mr. Ueno, the General Manager of Yamaha Motor Company's 1st Engineering Division.

The celebration was concluded with a tea party and distribution of souvenirs to all of the company's employees.

## Yamaha 225 Excel rewrites the record book

U.S.A.

Roy Fulton of Start, Louisiana, used a Yamaha 225 Excel production outboard to chop almost five hours off the course record in the second annual New Orleans to St. Louis Mississippi River Race held last September. Fulton and his co-driver, Jimmy Jackson covered 1,039 miles in 14 hours, 55 minutes and 3 seconds. Don Johnson of television's "Miami Vice" had set the previous record last year in a 43' Scarab. "I didn't modify the Yamaha for the race because, although modifications can increase speed, they can also lead to problems in an endurance race," said Fulton, a veteran boat racer. "I trusted the Excel right out of the box and that proved to be the difference." Fulton finished more than 20 miles ahead of his nearest competitor, whose time was 15:14:30.



## Local FRP boat production exceeds 10,000

MEXICO

When Yamaha Motor established a joint venture company, IMEMSA, for the local production of small-size FRP fishing boats and utility boats back in 1974, the move was hailed as an important step in the Mexican Government's coastal fishery development program. In the 15 years since, more than 10,000 boats have already rolled off the line. The company's product line-up consists of five different models, the J-18, W-23, W-23C, W-25 and SPO-27. In response to user demands, each boat is marketed as a set with an outboard motor as the package deal. It is very successful and keeps the IMEMSA's factory in full-capacity operation. In the future, IMEMSA is planning to introduce new models such as the U-23BF-DX and the W-29F in answer to ever-diversifying demands.



IMEMSA-made FRP boats powered by Yamaha outboards

## APOLOGIES

We regret to inform you that the photograph of a OW-01 (FZR750R) on page 4 and 5 of Yamaha Motor News No.8 in 1988 shows a race-converted version, not a street model as stated. We sincerely apologize for this error.



# First help them discover the fun

# TDR FUN CUP R

Establishing a new bike category and building a



Last year, French Yamaha importer, Sonauto, recognized in the new TDR250 an entirely new type of motorcycle, and to help ensure its successful introduction to the French market they undertook an equally revolutionary type of new promotion. They launched a race program called the TDR Fun Cup Race Series. This TDR Fun Cup Race Series was conceived to draw not only the TDR owner but potential users and the motorcycle press into an entirely new type of recreational motorcycling. The response was outstanding and its success as a promotional event was unparalleled. In this issue we will take the 5th round of the TDR Fun Cup Race as an example to illustrate the concept behind this unique promotion.

On September 25, 1988, twenty-four boldly colored TDR250 machines stood on the starting line of the newly built Lezenes Course on the outskirts of the city of Lille in Northeastern France. On them were the riders who had qualified for the final race from an original field of 37 entries. With the clutch side hand resting on top of their helmets in a measure to prevent a flying start, all 24 riders concentrated all their nerves as they waited for the starting gun. The passway crossing above the first corner of the course was packed with spectators eager to get a view of the tension-filled start. This was the scene at the start of the 5th round of the TDR Fun Cup Race Series that was being held as the first race category of the two-day French Superbikers Championship Series. In spite of the fact that this was the first holding of a Superbiker race in this region, and the misfortune of rainy skies, almost 10,000 fans had turned out for the event. The Lezenes Motorcyclist Complex, here, was layed out with a road race track that surrounds a motocross course. And sur-

rounding both is a 5-meter high embankment designed to keep noise from escaping the complex and disturbing the outlying countryside. The Fun Cup Race is competed in superbiker style, namely racing on both on and off-road surfaces. So, it uses a combination of both courses. Given the wet conditions on this day, however, the off-road portion had been shortened to constitute about 30% of the entire course. The tense voice of the announcer blended with the sounds of the latest pop music from the loudspeakers to create an atmosphere of special excitement. Then, in a roar of exhaust the colorful bikes sprang from the line all at once. Some riders went all out to take the lead but others strove to stand out with their style rather than their speed.

### Marketing aimed at establishing an entirely new category of motorcycling

The TDR Fun Cup Race Series was a marketing program conceived and organized last year by Sonauto to correspond with the introduction of the TDR250 on the French market. By labeling the TDR250 as the "Fun Bike", Sonauto sought to create a whole new category of motorcycle. And, in order to achieve this, they had to drive home the TDR concept to people in as direct way as possible. Their strategy first took the form of a promotional blitz aimed at the motorcycle media prior to the opening round of the TDR Fun Cup Race Series at Montlhéry on April 17. This initial "Key Promotion" was yet another unique scheme in which a real TDR key was glued to the TDR ad page in motorcycle magazines and the readers were told that if they took the key to their nearest participating dealer and it fit one of the ten bikes that were being offered nationwide, they could walk off



with a free TDR. The campaign was, needless to say, a smashing success.

### A program to reflect the concept, "a bike that anyone can enjoy"

After bringing the TDR into the limelight with this unique "Key Promotion", Sonauto was ready to follow up with

their TDR Fun Cup Race program. And, to make sure that this race series was more than just a test of riding ability on one make of machines all set in the same way, they added the following prizes to the contest to give everyone something to enjoy;

#### •"Look Award"

To be given to the bike with the most outstanding or outrageous coloring.

A magazine ad from the "Key Promotion" campaign.



# RACES

firm market base for it



Journalists covering the TDR Fun Cup are always busy. Often their job includes cheering for their own company's team in addition to covering the race.



The Star Race. Leading members of all branches of the French media compete together.

•“Holshot Award”

- To be given to the first rider to pass the first corner after the start.

•“Brio Award”

- To be given to the rider who stood out the most

•“Sekoia Communication Award”

- Taking the name of the sponsor Sekoia, this award would be given to the rider who gave the fairest performance throughout the series.

In addition, the series winner would be given a spot on the Sonauto Superbiker team with full support for the following season. Among these, it seemed that over 50% of the participants had their sights on the “Look Award”, coloring their bikes with eye-catching designs. The paddock was always a colorful scene thanks to the flamboyant and sometimes crazy design efforts of the participants, and full of spectators

who gathered to get a look at this art show on wheels.

**Raising the consciousness and interest of journalists**

Meanwhile, there is another race that has made a contribution toward spreading the success of the TDR Fun Cup Race campaign. It is a unique race held at the same time as the TDR Fun Cup Race just for the press, called the “Yamaha Star Cup” race. Twice a year, 35 members of the TV, newspaper, magazine and motorcycle press media are invited to put aside their pens and compare their skills on the race course. This program has also caught the imagination of the press world and become a popular bi-annual event. By the way, the prizes and prize money for the TDR Fun Cup event are provided by the series’ two sponsors, Mobil Oil and Shoei.



“The TDR50 No. 1 Cup Grand Champions Meet” held in Japan. A great number of people gathered for this meeting.



Mr. J-C Olivier of Sonauto competes in the Superbiker races on his YZ490.

**Joining the schedule of a popular race series with a large number of fans**

In France, the “National Superbiker Championship” series is run in 4 classes, a 2-stroke class, a 4-stroke class, a standard class for production models and the one-make TDR Fun Cup using the TDR250. Originally imported from the United States, Superbiker racing is growing rapidly in popularity. French riders are now among the best in the world, having beaten American teams the last two years in the Paris Superbikers Meet. Along with this success has come a growth in the number of spectators. For example, the first two rounds of the National Superbikers Championship last year drew crowds of 20,000 and 30,000 spectators respectively. It goes without saying that one of the biggest reasons for the great success of the TDR Fun Cup races was its ability to get onto the same program with such a popular series.

Another reason is that, even compared with the other three races on the Superbiker program, the TDR Fun Cup never fails to offer close, exciting competition for the specta-

tors to watch. This is because the bikes used are all unmodified production models and the riders themselves are very close in terms of skills and experience. This closeness shows up clearly in the fact that there are different top finishers in each race and the point differences in the series ranking are very small. By the way, the winner of the 5th round was F. Baudon. After two more closely-fought rounds, the 1988 TDR Fun Cup series was brought to a successful close at the 7th round in Bordeaux.

**In Japan, too, a TDR No. 1 Cup is introduced**

Meanwhile on the other side of the world, in Japan, another TDR series got its start last year. To correspond with the release of the TDR50 model on the domestic Japanese market, YMC launched a “YESS TDR50 No. 1 Cup Series” throughout the country. And on November 5 and 6 the winners of the regional races gathered to compete in a “Grand Champions” meet.

On the second day of this meet, the final races began at 9:00 a.m. with the Ladies Class final. It was a day of hot competition on a full-scale Superbikers course complete with true off road sections like a washboard. To add to the excitement, the Japanese Road Race 500cc class champion, Norihiko Fujiwara, and 250cc champion Toshihiko Homma appeared as special guests to race alongside the amateurs for the title of “No. 1 TDR50 Race”.

The TDR Fun Cup Race series that began last year in France is yet another exciting chapter in the development of Yamaha one-make races that began with the XS400 races, took firm root with the RD Cup Races and spread to the international scene with the TZR250 Cup. We hope that this fun and at the same time highly competitive French-born TDR Fun Cup will continue to grow as it answers the needs and dreams of an ever-larger number of motorcycle lovers.



Major magazines that carried articles on the TDR Fun Cup.



# '89 Yamaha Motor Racing Program

## RIDER PROFILES FOR WORLD GP AND AMA NATIONAL CHAMPIONSHIPS

### 500cc WORLD CHAMPIONSHIP ROAD RACING

### 250cc WORLD CHAMPIONSHIP ROAD RACING



**FREDDIE SPENCER**

Nationality: U.S.A.  
 Age: 27  
 Hobbies: Buggy racing, golf and water-skiing  
 Latest achievement: 1985 - Won both the 500cc and 250cc classes of the Road Racing World Championships.  
 Team: Marlboro Yamaha Team Agostini



**NIALL MCKENZIE**

Nationality: British  
 Age: 27  
 Latest achievement: 1988 - Placed 6th in 500cc Road Racing World Championship.  
 Team: Marlboro Yamaha Team Agostini



**GIACOMO AGOSTINI**  
 Owner of Marlboro Yamaha Team Agostini.



**KENNY ROBERTS**  
 Owner of Team Lucky Strike- Roberts.



**LUCA CADALORA**

Nationality: Italian  
 Age: 25  
 Hobbies: Motorcycling and architecture  
 Latest achievement: 1988 - Placed 6th in 250cc Road Racing World Championship.  
 Team: Marlboro Yamaha Team Agostini



**JEAN-PHILIPPE RUGGIA**

Nationality: French  
 Age: 23  
 Latest achievement: 1988 - Placed 7th in 250cc Road Racing World Championship.  
 Team: Sonauto Team



**KEVIN MAGEE**

Nationality: Australian  
 Age: 26  
 Hobbies: Trail riding, squash and swimming  
 Latest achievement: 1988 - Won Suzuka 8-hour World Championship Endurance. Placed 5th in 500cc Road Racing World Championship.  
 Team: Team Lucky Strike - Roberts



**WAYNE RAINEY**

Nationality: U.S.A.  
 Age: 28  
 Hobbies: Off-road riding, hunting, fishing and Water Vehicle riding.  
 Latest achievement: 1988 - Won Suzuka 8-hour World Championship Endurance. Placed 3rd in 500cc Road Racing World Championship.  
 Team: Team Lucky Strike - Roberts



**CHRISTIAN SARRON**

Nationality: French  
 Age: 33  
 Hobbies: Skiing, off-road riding, and parachute jumping  
 Latest achievement: 1988 - Placed 4th in 500cc Road Racing World Championship.  
 Team: Sonauto Team



**TADAHIKO TAIRA**

Nationality: Japanese  
 Age: 32  
 Hobbies: Golf and automobile touring  
 Latest achievement: 1988 - Placed 15th in 500cc Road Racing World Championship. Placed 5th in 500cc Road Racing Japanese National Championship.  
 Team: Yamaha Racing Team



**JUAN GARRIGA**

Nationality: Spanish  
 Age: 25  
 Hobbies: Skiing and others  
 Latest achievement: 1988 - Placed 2nd in 250cc Road Racing World Championship.  
 Team: Team Ducados Yamaha



### 250cc WORLD CHAMPIONSHIP MOTOCROSS

### AMA NATIONAL CHAMPIONSHIPS



**JOHN VAN DEN BERK**

Nationality: Dutch  
 Age: 21  
 Hobbies: Car driving and squash  
 Latest achievement: 1988 - Won 250cc World Championship.  
 Team: YMENV Team



**PEKKA VEHKONEN**

Nationality: Finnish  
 Age: 24  
 Latest achievement: 1988 - Placed 2nd in 250cc World Championship.  
 Team: YMENV Team



**MICKY DYMOND**

Nationality: U.S.A.  
 Age: 24  
 Hobbies: Music, skiing, swimming and enjoying peace & quiet  
 Latest achievement: 1988 - Placed 8th AMA 250 Championship. Placed 12th overall in Supercross Series.  
 Team: YMUS Team



**DAMON BRADSHAW**

Nationality: U.S.A.  
 Age: 16  
 Hobbies: Marine sports, off-road riding, etc.  
 Latest achievement: 1988 - Won the 125cc Stock/250cc Mod. classes NMA World Mini. Won the 125cc Mod./250cc STK/250cc Mod. classes at the NMA Amateur Nationals. Won the 125cc Stock class at the AMA Amateur Nationals. Won Japan Supercross.  
 Team: YMUS Team



**MIKE LA ROCCO, JR.**

Nationality: U.S.A.  
 Age: 17  
 Hobbies: Mountain-biking  
 Latest achievement: 1988 - Won Pontiac 125cc Supercross. Won Meadowlands Supercross. Won Los Angeles Coliseum.  
 Team: YMUS Team



With regard to the 500cc and 125cc motocross classes, this season will see no Yamaha factory teams in competition.



WORLD CHAMPIONSHIP ROAD RACING			
Mar. 26	Japan	Suzuka	Solo 125,250 and 500cc
Apr. 9	Australia	Phillip Island	Solo 125,250 and 500cc
Apr. 16	U.S.A.	Laguna Seca	Solo 250,500cc and sidecar
Apr. 30	Spain	Jerez	All classes but sidecar
May 14	Italy	Misano	All classes but sidecar
May 28	W. Germany	Hockenheim	All classes
Jun. 4	Austria	Salzburg	All classes but solo 80cc
Jun. 11	Yugoslavia	Rijeka	Solo 80,250 and 500 class
Jun. 24	Holland	Assen	All classes
Jul. 2	Belgium	Francorchamps	All classes but solo 80cc
Jul. 16	France	Le Mans	All classes but solo 80cc
Aug. 6	U.K.	Donington Park	All classes but solo 80cc
Aug. 13	Sweden	Anderstorp	All classes but solo 80cc
Aug. 27	Czechoslovakia	Brno	All classes
Sept. 17	Brazil	Goiania	Solo 250 and 500cc class

TT FORMULA ONE		
May 14	Japan	Sugo
May 28	Ireland	Coleraine
Jun. 4	U.K.	Isle of Man
Jul. 2	Portugal	Vila Real
Jul. 16	Finland	Kouvola
Aug. 13	Ireland	Dundrod
Oct. 1	U.K.	Donington Park

SUPERBIKE		
Mar. 26	U.K.	Donington Park
Apr. 30	Hungary	Hungaroring
May 14	Brazil	Rio de Janeiro
May 21	Argentina	Buenos Aires
Jun. 4	Canada	Mosport
Jun. 11	U.S.A.	Brainerd
Jun. 22	Holland	Assen
Jul. 2	Austria	Oesterriech
Jul. 30	France	Paul Ricard
Aug. 27	Japan	Sugo
Sept. 17	W. Germany	Hockenheim
Sept. 24	Italy	Pergusa
Oct. 8	Australia	Oran Park
Oct. 15	New Zealand	Manfield

500cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 2	Holland
Apr. 16	France
Apr. 23	Austria
May 7	Italy
May 28	Finland
Jun. 4	Sweden
Jun. 18	U.S.A.
Jul. 2	San Marino
Jul. 23	U.K.
Aug. 6	Belgium
Aug. 13	Luxemburg
Aug. 27	Switzerland

250cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 2	Yugoslavia
Apr. 16	Switzerland
May 7	Austria
May 28	Czechoslovakia
Jun. 4	Holland
Jun. 18	France
Jul. 2	Venezuela
Jul. 9	U.S.A.
Jul. 23	W. Germany
Aug. 6	Sweden
Aug. 13	Finland
Aug. 27	Belgium

ENDURANCE FIM CUP		
Apr. 23	France	Le Mans
Jul. 30	Japan	Suzuka
Aug. 13	Belgium	Francorchamps
Sept. 10	France	Paul Ricard

125cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 2	Italy
Apr. 16	Spain
Apr. 23	Portugal
May 7	Holland
May 28	Belgium
Jun. 4	W. Germany
Jun. 18	Czechoslovakia
Jul. 2	U.K.
Jul. 8	Northern Ireland
Aug. 6	Brazil
Aug. 13	Argentina
Aug. 27	France

## 1989 RACE CALENDAR



## Yamaha International TZR Cup Final sees closest competition ever

The Yamaha TZR250 International Cup Final returned to the scene of its debut at Brands Hatch, England, on October 23rd and over 15,000 spectators saw the closest racing in the seven-year history of an event.

The Yamaha International Cup Final was first staged at Brands Hatch in 1982, when British TV cameras recorded a five-way battle between four Britons and a lone Frenchman, which journalists described then as the closest race of the season.

Seven years later, the action around the 1.1 mile (1.8km) track was even hotter. Less than two seconds separated the first nine finishers and such was the pace of all the leading bunch that the ninth-placed rider, Oliver Koch of Germany, shattered the lap record by almost a full second, for a new mark of 53.1 seconds (81.60mph). Every one of the

nine leading riders actually cracked the old lap record of 54.0s for the class!

The lead position changed hands on most of the 14 laps of the race and observers lost count of the number of position changes in the top 10 places! In the end, it was Russel Howard who gave Australia the victory in the event for the second year in succession. With all 28 riders in the event mounted on identical, brand-new Yamaha TZR250 sports bikes, he had to dig deep into his reserves of riding skill to beat off a late challenge from Sweden's Lars Bosson and Caio Sergio Alves of Brazil.

This event has now become established as the best of all the "one-make" races, with 28 riders from 15 nations represented at Brands Hatch. The victory scoreline now reads France 3, Britain 2, Australia 2 but one thing that the 1988 event

proved conclusively is that national Yamaha Cup racing around the world is producing highly-talented young riders well able to hold their own in international competition.

### RESULTS

1. Russel Howard	12 minutes 39.5 sec.
Australia	
2. Lars Bosson	12 minutes 40.2 sec.
Sweden	
3. Caio Sergio Alves	12 minutes 40.5 sec.
Brazil	
4. Erka Korpioho	12 minutes 40.6 sec.
Finland	
5. Andreas Wittenweiler	12 minutes 40.6 sec.
Switzerland	
6. Francis Williamson	12 minutes 40.7 sec.
Britain	
7. Paul Booter	12 minutes 40.9 sec.
Britain	
8. Jan Hansson	12 minutes 40.9 sec.
Sweden	
9. Oliver Koch	12 minutes 41.4 sec.
Germany	
10. Luca Pasini	12 minutes 43.1 sec.
Italy	



Ténérés are very popular especially in Europe.

## "Octathron" uses Yamaha bikes and ATVs as official machines

In the recently completed Paris-Dakar Rally, Italian Franco Picco thrilled Yamaha fans with his 2nd place performance on a Yamaha YZE750 Ténéré. (Details of Paris-Dakar will follow in our next issue). But did you know that just over a month before this start of Paris-Dakar, Yamaha machines were playing a vital role, in another sort of African-French survival race, the "Super Ironman"?

This "Super Ironman" race covers 9,000km from Senegal to the South of France in 20 days, during the course of which the participants compete for time in a combination of boardsailing, motorcycling, ATV riding, walk-

ing, sailing, swimming, bicycling and running segments.

The organizers of this race chose Yamahas as the official machines for the motorcycle and ATV segments of the race. A total of thirty Ténéré machines with Sonauto Gauloise colors, one for each competitor, and 30 Yamaha color ATVs, could be seen powering across the desert sands in the motorcycle and ATV portions of the race.

In all 17 "ironmen" and an "ironwoman" competed the 20-day ordeal with France's Gerard Tilliette claiming the laurels as the overall winner.



## '89 FZR1000, 600 and 750R TESTRIDES

# 91 journalists from 16 countries gather in Laguna Seca, U.S.A

For a week beginning last October 25, a grand introduction and testride event for the main '89 new models was held at the Laguna Seca Circuit in California for motorcycle journalists from Europe and North America.

This event was significant for the fact that it broke the tradition of holding separate events for the individual markets and brought together representatives of the European, U.S. and Canadian markets for the second time. As a result, the event transcended the function of an ordinary press testride to become a theater for inter-market exchange on a truly international scale. In all, 68 European, 21 American and 2 Canadian journalists participated in the week-long event that began with explanations of the product concepts behind the core new models FZR1000, 600 and 750R and proceeded to circuit and public road testrides featuring about ten '89 models including these three. The program also featured events like an ATV mini-race to en-



courage additional interaction between the international corps of journalists in an atmosphere of fun and friendly competition.

The testrides themselves brought a wide range of comments, but the most commonly heard was the opinion that the FZR1000 and 600 were sure to establish themselves as "new super-sport standards".



The journalists also came away with a strong impression of the FZR750R after seeing a dazzling riding display by special guest riders Christian Saron and Anders Andersson.

When it came time to return to their home countries, the journalists all carried with them a fresh and vivid picture of Yamaha for 1989.



## The Y-30SII makes for a more interesting race

### NIPPON CUP INTERNATIONAL YACHT MATCH RACE

For six days beginning on November 15, the "1988 Nippon Cup International Yacht Match Race" was held off Hayama harbor in Kanagawa Prefecture. This race was the 7th round of last year's World Match Race Series and it attracted 8 international teams from the U.S.A., Australia, New Zealand, Denmark, Britain and Japan for some hot competition in spite of the cold November winds.

The boats used in these match races were Yamaha Y-30SII's, all the same model and all brand-new. Since the match race series is based on the premise of competition that relies only on the sailors' skill, this year's Nippon Cup offered an ideal stage for just such a competition. For Japanese sailing fans, the presence of such top stars as Gary Jobson, Peter Gilmour and Peter Isler added extra excitement to this six-day event.



This Yamaha MY53 serves as a spectator boat for guests.



## Preparations are on target for OX88

As you already know, Aguri Suzuki has been chosen to drive for the new West German F1 racing team, West Zakspeed Yamaha, in all rounds of the '89 F1 World Championship Series. And at the end of last year, Suzuki traveled to Europe to run the new Yamaha OX88 F1 engine-mounted Zakspeed machine through its first full-scale testruns.

Everyone had their eyes on Suzuki and his Yamaha-powered machine as he put it through its paces at the 4-day FOCA sponsored machine test event at the Jerez Circuit in Spain beginning on Dec. 3.

The Zakspeed machine, which consisted of the chassis used last season fitted with a new Yamaha "OX88", had a number of bugs to work out in the gearbox etc., but with each round the times got better. On the third day the lap times came down to 1 minute 28 sec., and everyone on the team felt the competitive potential of both the new OX88 and Suzuki's driving.