

YAMAHA MOTOR NEWS

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“Nippon” enters final preparations for '92

From May 4 to 11, the 1991 IACC World Championship yacht race was held in San Diego, U.S.A., and the Yamaha-built “Nippon” finished 4th among the nine competitors from 6 countries.

The IACC World Championship is an international championship race contested by the New America's Cup Class yachts that will compete in the 1992 holding of the America's Cup. Yamaha Motor has built the challenge boat “Nippon” for the Nippon Challenge America's Cup 1992 Committee, and is also acting as an official sponsor of this syndicate, the first ever to launch a Japanese challenge for the Cup.

Taking part in the IACC races were nine boats from seven syndicates representing France, Italy, Japan, New Zealand, Spain and the U.S.A. The winner of the final race was Italy's “Il Moro-15”, beating the New Zealand entry “New Zealand”. In third place was the “Il Moro-1” from Italy.

Being held at the same time of year and under the same type of sea and weather conditions expected at next year's America's Cup, the recent IACC races were an important proving ground for the new America's Cup challenge boats and teams. Like all of these teams, the NCAC will also take advantage of the experience gained in this race as it enters final preparations for next year's competition.

(See details on Page 8)

THE INTERNATIONAL AMERICA'S CUP CLASS WORLD CHAMPIONSHIP



The start of a fleet race

1991 Latin American Marketing Meeting

Over the two days of May 29 and 30, the 1991 Latin American Motorcycle Marketing Meeting was held at Yamaha's Head Office. In attendance were 34 representatives of the sales, parts and service sections of importers from 17 countries; Argentina, the Bahamas, Bermuda, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guyana, Guatemala, Honduras, Mexico, Panama, Paraguay, Trinidad & Tobago and Uruguay. Present at the meeting from Yamaha Motor were the president, Mr. Eguchi, senior managing director, Mr. Hasegawa and directors, Mr. Watanabe and Mr. Nomura.

One of the main items on this year's agenda was an introduction of the fashion scooter AXIS 90 that will be released on the Latin American market this year and planning of the sales strategy for this dynamic new model. There were also meetings for each of the three divisions of

motorcycle sales, parts and service, as well as a test ride event at Tsumagoi and a visit to the Iwata 5th Factory and the Main Factory.

In order to support the importers in their promotional campaigns for the AXIS 90, a full line of tools were prepared including a commercial video, poster, catalogue, banner and many other items.

Throughout the meeting Yamaha's motorcycle sales, parts and service sections worked together as a unified team helping draw up plans with the representatives of each country for a single goal; the smooth and successful introduction of the AXIS 90.

All the participants were unanimous in their praise of the new AXIS 90 with its fresh styling, performance and the convenience it offers with such features as tandem seating and multi-purpose trunk capable of holding a helmet.



Oceanian Marine Dealer Trip



From May 17 to 24 a group of 109 marine dealers and distributors from Australia and New Zealand made a trip to Japan in recognition of their outstanding sales results last season. In both Australia and New Zealand, the main market for outboard motors is the pleasure-use market, although an increased demand is also being seen in the commercial-use sector. Looking toward the future, increased efforts are also being focused on the promotion of Water Vehicles and stern drives in both countries.

During their fun-filled week in Japan, the group visited Yamaha Motor's Head Office and factories on May 21, where they appeared very impressed to see the Yamaha products being manufactured which

they sell back in their home countries. The photo shows a scene from their Welcoming Party at Tsumagoi on the evening of the 21st. The dealers from New Zealand put on a performance of the “Hakka” (war cry), with Yamaha directors Mr. Horiuchi and Mr. Tanaka and Sanshin Industries' president, Mr. Yasukawa joining in. The “Hakka” is a traditional war dance of the native New Zealand Maori people, used to prepare warriors for battle. Today it is famous as the pre-game cheer performed by the world-renown “All Blacks” rugby team of New Zealand. The impressive performance put on by the dealers was enough to give the party a special atmosphere of jovial friendship.

First Motorcycle shop opens in Poland

Contracts have been signed recently with two distributors that will be selling Yamaha motorcycles in Poland; the ARTEON CO. in Warsaw and MAREX MOTOR CO. in Poznan. The owner of ARTEON CO., Mr. Jerzy Wojtysiak will take charge of the territory extending east from Warsaw, while the recent founder of MAREX MOTOR and former motorcycle rider, Mr. Ryszard Mankiewicz and his company will do business in the western half of the country. In the past, there were no specialized motorcycle shops in Poland providing a full range of services from sales and

service to spare parts supply. Now, under the management of MAREX MOTOR CO., a shop has been opened which will be offering Polish customers a full range of Yamaha products and services.

POLAND



7th Asian Motorcycle Service Manager's Conference

From March 20 to 23, the 7th Asian Motorcycle Service Manager's Conference was held at YMC. In attendance were eight representatives from five countries; Indonesia, Malaysia, Pakistan, Taiwan and Thailand. The conference agenda included reports from each of the managers on their companies' activities over the past year and plans for the coming year, and an introduction of the new "3-S Shop Program" that will replace the "YBS (Yamaha Before-Service) Program" that has been pursued so successfully over the past several years. Prior to the start of the conference, YMC's director, Mr. Watanabe, spoke to the participants, expressing his hopes that they will continue to employ and strengthen the software

aspects, especially the education of dealers and service staff of the service network that has been built up under the YBS Program. With regard to the 3-S Shop program, he said he hopes to see the three basic elements of sales, spare parts and service developed together in an integrated relationship.

This introductory address was followed by the managers' individual presentations. Later, the YMC staff's explanation of the new 3-S Shop program was greeted with a spirited exchange of opinions and ideas, and everyone left with a strong consensus that this new program will be the key policy in building future service activities that put "Customer Satisfaction No. 1" as their top priority.

JAPAN



DT50MX presented to youth leader

YAMAHA's French importer, Sonauto, was an active participant in this year's gala 10th anniversary gathering of the "Fondation du Futur", held on January 15 at the Centre Culturel Georges Pompidou in Paris.

The Fondation is an association of scientists, scholars, politicians and intellectuals dedicated to encouraging exchange of ideas among

the decision-makers of society with a worldwide perspective. This year's 10th anniversary event included a symposium, a tour of the Modern Art Museum and a classical music concert, followed by a dinner with a special guest appearance by the world-renowned cellist Mr. M. Rostropovitch. After the dinner there was an awards ceremony to honor great achievements as recognized by the Fondation. As a

part of this ceremony Sonauto presented a striking new YAMAHA DT50MX to Mr. Xavier CORVAL for his work presiding over the OLIVANT Conference which gathers distinguished young students of all nationalities to exchange their ideas and experiences.

Seen in the center is Mr. Norbert Wagner, President of Sonauto.

Photo by Mr. Gerard Percicot.

FRANCE



MALAYSIA



Mr. Sui of Supratechnic (left) explains the Yamaha booth to Prime Minister Datuk Seri Dr. Mahathir Mohamad (center).

First boat show in Malaysia

The first boat show ever to be held in Malaysia took place from March 7 to 11, at the Royal Selangor Yacht Club of Kuala Lumpur.

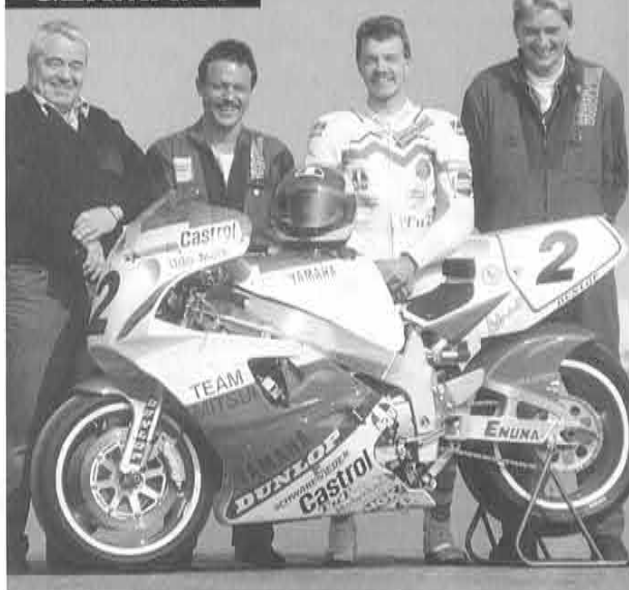
Being the first show of its kind, many of the country's dignitaries, including Prime Minister Datuk Seri Dr. Mahathir Mohamad, honored the event with their presence. YAMAHA's Malaysian distributor, Supratechnic (M) SDN, BHD, prepared an exhibit that included YAMAHA Water Vehicles and cut-engine displays of YAMAHA outboards which attracted much attention and numerous inquiries from show visitors.

Mitsui Germany helps bring Superbike to TV viewers

German YAMAHA importer, Mitsui Maschinen GmbH has become an active supporter of Superbike Pro, Germany's biggest superbike event. In addition to sponsoring its own superbike team, Mitsui YAMAHA has joined the other superbike promoters, including Suzuki, Kawasaki, Hein Gericke, Schuh and JF, to form a sponsor pool to bring this exciting sport to television. Thanks to this sponsorship, German television viewers will be able to watch the Superbike Pro series on Sportkanal, with 30-minute broadcasts of each of the two heats of every round.

In the first round of the series, held on April 14 in Speyer, Mitsui YAMAHA's rider Udo Mark was the top German finisher, placing second in both heats.

GERMANY



MBK Factory opens its doors to the public

On March 9, MBK Industrie, manufacturer of YAMAHA motorcycles and outboard motors in France, opened its Saint Quentin factory for tours by the local public. The purpose of this event was to give the people of Saint Quentin a better understanding of the kind of factory, facilities and work environment in which products are manufactured at this important local industrial base.

The event grew out of the desire by the company to further understanding and communication with the local community in ways that will lead to increased contributions toward the stimulation of local industry.

On this day some 12,000 people out of a local population of 70,000 turned out to tour the MBK factory, giving solid proof of local interest in the company. Among the visitors were

many who stopped to admire displays of MBK products ranging back from the Motobécane days to the latest models being manufactured today.

In addition to the tour, the day's schedule included a bazaar and other fun events that helped create an enjoyable atmosphere for interaction between the people of Saint Quentin and their MBK hosts.

On the following day, March 10, another successful factory tour event was held for dealers from all around France.



Enthusiasts form YAMAHA Virago club

A couple of months ago, a group of motorcycling enthusiasts from the management staff of HONG LEONG YAMAHA Distributors and a number of YAMAHA dealerships decided to get together and purchase Virago 750s to enjoy their favorite pastime in style.

The idea caught on and soon a YAMAHA Virago Club was formed. Before long the club had 10 members, eight with Virago 750s and two with Virago 1100s, and they were already planning their first touring event. The course they chose would take them from Petal-

ing Jaya to Penang and back during the Hari Raya holidays.

At 7:30 in the morning on April 16, the group departed from in front of the HONG LEONG YAMAHA Distributors office in Petaling Jaya, following the coast road to Ipoh. After a lunch break they headed across to the island of Penang. Everywhere the impressive entourage stopped delighted bystanders gathered to admire the bikes and talk with the riders. The group spent two nights at the Park Royal Hotel in Batu Ferringhi before heading back to Ipoh and on to Kuala Lumpur after a night at the

Royal Casuarina Hotel. Everyone agreed it was the most interesting tour they had ever taken, and all are looking forward to similar tours later in the year. The club has also drawn a great response, and membership is expected to reach 25 Virago owners by the end of the year.



Customized TZR125 goes to "Superbike" reader in slogan contest

When Scandinavia's biggest motorcycle magazine, "Superbike", decided to build a customized image bike based on a 125cc machine, they contacted Swedish YAMAHA importer Hallman & Eneqvist, who supplied them with a TZR125. The bike was stripped down, boldly repainted by a local custom painter famous for his fantastic designs, Bo Jensen, and then built up with an array of custom parts; muffler, rear seat, Öhlins rear shocks, etc. The bike was then displayed at the Stockholm Motorcycle Show, and later graced the first page of "Superbike".

This May, the magazine gave away this beautifully reborn TZR125 to

one of its readers as the first prize in a slogan contest. The winning slogan by young Peter Broberg of Vänersborg was "Snuten gnäller - men öset gällar", expressing the youthful enthusiasm in high-performance motorcycling.



YAMAHA supplies local Iwata City team with OW01 machines



"Iwata Tombo (Dragonfly) Racing Team" The name comes from the fact that Iwata is the home of several rare species of dragonfly in Japan.

When the world's top riders gather in Japan this July for the Suzuka round of the '91 FIM Endurance Race Series, they may find themselves lined up on the grid with an unfamiliar team mounted on a YAMAHA OW01 and going by the name of the "Iwata Tombo (Dragonfly) Racing Team." As you probably know, Iwata City is the home town of Yamaha Motor Co., and the Iwata Tombo Racing Team is an outgrowth of a city program that stresses sports promotion in connection with the city's principal industrial asset under the title "Motorcycle City Iwata".

As a good corporate citizen always interested in contributing to the local community, YAMAHA will be supplying the team with two OW01 machines. Several YAMAHA employees have also joined the organizing committee for what will be the first city-sponsored team ever to take part in this prestigious race. Con-

sisting mainly of members of the Junior Chamber of Commerce, the committee represents a community-wide effort that includes everyone from the Mayor, as head of the booster group, to a former Suzuka finisher who will be one of the teams riders. The OW01 that YAMAHA is supplying is the same machine used by top Superbike World Championship contenders like Terry Rymer and Fabrizio Pirovano, and is a replica of the FZR750R works machines that have won the Suzuka 8-hour in 1987, '88 and '90. With a limited production of just 1000 units, the OW01 is perhaps the only "racer replica" on the market today that is built with track rather than street performance in mind.

It will be interesting to see if the Iwata City team can achieve their goal of clearing the preliminaries to put their city's name on the starting roster for the final of this big international competition.

Young market awaits DT125R

Germany's Yamaha importer Mitsui Maschinen GmbH recently held a press introduction of the new DT125R.

Representatives of 12 magazines from eastern and western Germany were invited to Arolsen near Kassel to get a look at the new DT125R.

Considering the fact that young people in the former German Democratic Republic are permitted to ride 125cc bikes

from the age of 16, Mitsui Germany has big expectations for this model among young users in the eastern part of the country.



Hot test-ride event on chilly Thames

Water Vehicle test day was organized recently at the Thames Valley Ski Club near Windsor Castle in Berkshire, England by YAMAHA's British importer, Mitsui Machinery Sales (U.K.) Ltd. The company's Marine Department invited members of the press and Water Vehicle dealers to come down to the Thames and try out the line of YAMAHA's, including the MJ-650TX, a brand new entry on the British market. In spite of a cold wind, everyone enjoyed



Photo by Mr. Ray Archer

the chance to test the spirited vehicles, and Mitsui Machinery's Marine Department staff did their best to make everyone comfortable by supplying hot food and drinks throughout the day.

FIRST HELP THEM DISCOVER THE FUN

A new world of motorcycling enjoyment

Touring activities that bring together Yamaha and its users taking hold around the world

The enjoyment of speed and machine control are well and fine. But perhaps the most basic joy of motorcycling is just getting on your bike and setting off on a journey along the open road. In this issue we will give you a glimpse of the variety of motorcycle touring today and introduce some of the Yamaha dealers and users that are eagerly promoting touring events in different parts of the world.



Motorcycle touring is developing in many new ways. It may be a short day trip, or loading your bike on a plane to tour faraway lands. It may also be a visit to the site of that famous rally where you experience riding in the tracks of champions.

Exciting touring experiences, "Spirit of Adventure" Tours

Yamaha's European subsidiary, YMENV, enlisted the cooperation of its importers in each country to launch a unique touring program in 1989 under the name of "Spirit of Adventure" Tours. Now, this program has become the talk of motorcycle users throughout Europe.

As you probably know, dual-purpose bikes as exemplified by the Yamaha XTZ750

Super Ténéré enjoy great popularity in Europe. And with this trend has come the call from European bikers for the type of touring event that brings out the full potential of these versatile machines and satisfies the adventuresome spirit of the rider 100%. In answer to this new realm of user needs, the "Spirit of Adventure" Tour concept was born, seeking to realize the dreams of European dual-purpose bike fans. The first event of this program took place in 1989, and was dubbed the "Pharaoh Tour



The first "Spirit of Adventure" tour was held in Egypt in 1989.



65 Super Ténéré owners took part in "Pharaoh Tour - Egypt 1989".

- Egypt 1989". Timed to correspond with the annual Pharaoh's Rally in Egypt, this tour led participants along the same course through the Egyptian deserts and wilderness for 12 days, with excursions to visit ancient historical sites and to watch portions of the Rally in progress. In this way the members of the tour were able to enjoy true motorcycling romance and adventure. Participating in this first tour were 65 Super Ténéré owners chosen by lottery from across Europe, including French, Italian, Swiss, Spanish, German and British users. The participants ranged in age from young people in their 20s to some in their 50s.

The program wins a place in the hearts of European bikers

Then in 1990, the search began for another

site that would offer the same type of motorcycling excitement in an exotic foreign setting for second holding of the "Spirit of Adventure" Tour. The choice was the Baja Peninsula of Mexico, and with this choice was born the "Baja-Mexico 1990" tour.

As with the first event, this tour was timed to correspond with one of the representative offroad endurance rallies in



The Baja Tour-Mexico in 1990.

EUROPE

Y.E.S.S. expands the world of touring from the northern to southern ends of Japan and even to Australia

In Japan, a nationwide club was formed in 1984 under the name Y.E.S.S. (Yamaha Earthly Sports System), bringing together YMC, its dealers and the users into one organization dedicated to the promotion of motorcycle sports and leisure. Since then, this club has been the impetus for the development and spread of a variety of new styles of touring.

Probably the most representative of these new types of touring programs is "Y.E.S.S. Jet Touring". This system, developed

through the cooperation of Y.E.S.S. and Japan Air Lines, enables motorcycle owners to put their own motorcycles in specially developed containers and fly with them on the same plane to the touring destination of their choice.

In this way, bikers living around the major urban centers like Tokyo, Nagoya and Osaka can get on a plane with their bike and be at one of Japan's favorite touring areas hundreds of kilometers away in just a few hours. This enables them to enjoy a typical two-night, three-day touring holiday in places like Japan's northern island, Hokkaido, and southern islands, Kyushu and Okinawa.

After the introduction of this system, similar plans involving ferry transport and train transport of bikes have developed in response to user demand. But still today, the jet touring system remains the most popular, establishing itself around a constant user demand.

"Rental Touring Plan" starts for Y.E.S.S. members

This year, 1991, has seen the start of yet another type of touring system in Japan's favorite touring region, Hokkaido. This system, called the "Rental Touring Plan", enables the riders to fly by themselves to Hokkaido and then rent a bike from a Y.E.S.S. specified rental dealer to enjoy a holiday of carefree touring. These Y.E.S.S.-certified rental shops found at 7 locations around Hokkaido and all dealing exclusively in Yamaha models, offer a selection of 20 on-road and roughly 10 off-road bikes for the users to choose from.

Now in its sixth year, the Y.E.S.S. Jet Touring program has completely changed the Japanese user's concept of touring. And, beginning last year, this program has expanded into an entirely new realm. From September of last year until May of this year Y.E.S.S. tied up with Japan Air Lines to promote a series of 18 tours in eight months under the title "Super Touring Australia".

Organized with the cooperation of Yamaha Motor Australia, the "Super Touring Australia" program offers an 8-day tour that takes riders over a 1200 km course from Sydney to Port MacQuarie, along the Gold Coast up to Brisbane.

By offering this exciting tour that includes free time to explore places like Sydney, the Gold Coast and Brisbane, plus guided tours of the cities, and all at a reasonable round trip all-expenses-paid price starting from ¥342,000, this tour offered a great number of Japanese motorcycle users the perfect chance to make their touring dreams come true.



Users can flee the Japanese winter to the Australian summer and tour the great expanses of the Australian continent on a big bike like the FZR1000 or FJ1200, a touring dream come true for Japanese riders.



Y.E.S.S. Jet Touring.



America, the "Baja 1000 Rally", running for twelve days from October 30 to November 10.

Participants rode specially prepared XTZ750 Super Ténérés along the same Baja Peninsula course as the Rally with its dramatic cactus groves and rock formations, covering some 3,000 km from Mexicali to La Paz. This super-exciting tour was planned to end with a stop to watch the Baja 1000 Rally in progress.

Participating in this second "Spirit of Adventure" Tour were 55 men and women from across Europe, including 22 motorcycle journalists representing 17 publications. With these two holdings, the Pharaoh's tour and the Baja tour, the "Spirit of Adventure" program has already won a place for itself in the hearts and dreams of European riders.



Race game using scooters.

users. Being an organization that brings together YMT, its 25 Yamaha Sales companies, 60 dealers and the users, the Y.E.S.S. program in Taiwan already has a membership of 1,000 people. And the central activity of this program today, aimed at introducing more Taiwanese users to the special joys of motorcycle touring, is the Challenge 3,000 km Campaign.

The ultimate goal of this program is to get the user to record 10,000 km of touring distance. And, as encouragement along the way to this goal, the user is given certificates and commemorative items upon completion of 3,000 km, 6,000 km and finally 10,000 km.

To add impetus and extra enjoyment to this campaign, the 60 dealerships around the country also engage in the promotion of touring, camping, barbeques, fishing contests and other fun events. Also, the progress of the campaign and its related events, as well as the names of all users who reach the 10,000 km goal are always reported in YMT's user publication "Popcorn". In this way, the Challenge 3,000 km program which began in Japan in 1987 as a means to increase riding opportunities for the users, is now growing and developing to new dimensions among users in Taiwan.



Spreading the joy of touring based on the Y.E.S.S. Challenge 3,000km Campaign

Although Taiwan has no large-scale touring events like those we have seen in Japan and Europe, the Y.E.S.S. Challenge 3,000 km Campaign is achieving important results by helping spread an awareness and enjoyment of motorcycle touring and, thus, stimulating a new pleasure-use trend in what until now has been largely a commercial-use market.

The Taiwan Y.E.S.S. program is an outgrowth of the Japanese program tailored to meet the needs and trends of Taiwanese



There are already 1,000 Y.E.S.S. members in Taiwan.

Winning Customer Satisfaction and Trust

Since last year, the YAMAHA partner in Pakistan, DAWOOD YAMAHA LIMITED has been conducting a 3-S Shop campaign with the cooperation of YMC. 3-S stands for Sales, Service and Spare parts. Recently we spoke to Dawood's general manager, Mr. Younus Hussain, about this new program when he visited Japan. Here are some of the things he told us.

In Pakistan the traditional venue for selling goods is the outdoor bazaar, where competing shops stand one beside another along the roads. Buyers make their purchases after looking at a number of shops to compare items and prices. This system has been used for motorcycles, as well. What is more, the shops that sell the motorcycle itself will be different from the ones that offer service and the ones that sell the spare parts. And these three different types of shops will be grouped separately in the bazaar. This unique Pakistani bazaar system has a history that is said to date back some 2,000 years.

However, the motorcycle, by nature, is not a product suited to the bazaar tradition. The modern motorcycle is a highly engineered machine that requires expert maintenance and, at times, repairs.

The traditional bazaar system requires that the customer run about from dealer to service shop to parts shop; and in the process he probably won't get the proper service his machine requires. Under the bazaar system there is also no motivation for the customer to return to the original dealer when it comes time to buy a new machine. As of 1990 the Pakistani motorcycle market has begun to change from a "seller's

market" where it was enough for the sellers to wait for the buyers to come to them, to a "buyer's market" in which the number of customers remains the same while the number of makers and dealerships increases.

Says Mr. Hussain: "With this kind of market background, the days of the wait-and-sell era are over. Faced with this situation, we asked ourselves if there wasn't something new we could try. And the outcome was the present 3-S Shop campaign. By offering all three functions of sales, service and spare parts supply at the same shop, we have a chance to win a higher level of customer satisfaction and trust than before. At

the same time, it gives the shops a means to set themselves apart from other shops and build the foundation of a soundly established dealership. Since last year, with "Customer Satisfaction and Trust" as our catchphrase, we have begun a campaign in which we grant "3-S Shop" certification to dealerships that provide the following facilities and services:

Sales: The staff must be well trained, the shop clean with eye-catching displays, and there must be a customer reception space with sales tools on display.

Service: The shop must have a complete set of tools and equipment, well trained mechanics and a professional atmosphere.

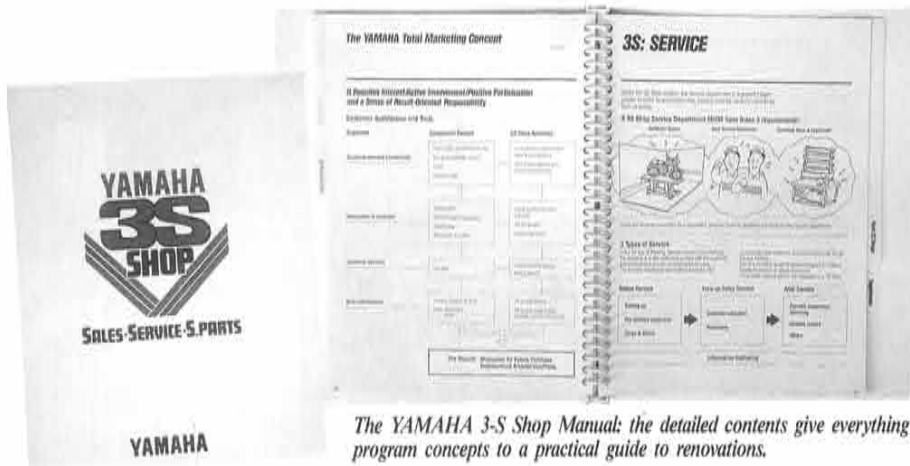
Spare Parts: The shop must be well stocked in parts and have a staff that is well trained and capable of fast, accurate parts supply.'

At DAWOOD YAMAHA this 3-S campaign is being conducted on a six-year plan, aimed at having half of the 130 dealerships presently in its sales network certified as 3-S Shops by 1995.

3-S SHOP CAMPAIGN IN PAKISTAN



DAWOOD YAMAHA's general manager, Mr. Younus Hussain



The YAMAHA 3-S Shop Manual: the detailed contents give everything from program concepts to a practical guide to renovations.

EXAMPLES OF SHOPS BEFORE AND AFTER RENOVATION



EMAD AUTOS RAWALPINDI



BUTT YAMAHA CENTER LAHORE



SALEEM & SONS KHANEWAL



NABEEL AUTOS RAWALPINDI



DEEN AUTOS LAHORE

Rainey and Kocinski keep the heat on

WORLD CHAMPIONSHIP ROAD RACING 500CC CLASS

The 4th round of the Road Race World GP was held in Spain on May 12, and YZR500 riders John Kocinski and Wayne Rainey finished 2nd and 3rd respectively. The winner was Michael Doohan. Pole position winner Rainey got the best start in the final to lead the race with Doohan and Kocinski in pursuit. But on lap 4, tire trouble forced him to slow down and do his best to hold on to third position.

In the fifth round held in Italy on May 19, Rainey and Kocinski once again took the pole and second positions in the practice sessions. In the final, Rainey took the lead on lap two and started to pull away from second-place Doohan. It looked like a runaway victory for Rainey until lap 15 when a punctured rear tire forced him into the pit. Doohan went on to win with



J. Kocinski in the Italian GP

Kocinski second and Rainey settling for 9th.

Round six of the series took place in Germany on May 26, with Kevin Schwantz, Rainey and Doohan staging a fierce duel for the lead. On lap 15 Doohan dropped back, leaving Schwantz and Rainey to battle it out one on one. The last lap saw the lead change hands several times, with Schwantz finally taking the checkered 0.016 se-

conds ahead of Rainey. Kocinski retired from the race after going down on lap 9.

In round seven, Yamaha continued to keep the heat on, as Rainey finished second behind Doohan. Then in round eight on June 16 in Jarama, Spain, Rainey took the lead on lap two and went on to a runaway victory.

10th Japan-Korea Friendship Yamaha Cup yacht race



The Japan-Korea Friendship Yamaha Cup, an international yacht race organized under the auspices of the cities of Fukuoka, Japan, and Pusan, Korea, was held over a nine-day period from April 28 to May 6.

Celebrating the Yamaha Cup race's 10th anniversary, this year's event was fittingly grand, drawing a record 45 boats ranging from cruiser types to full-fledged racers.

The event consisted of two races, one from Fukuoka to Tsushima Island and the other, called the Arirang Yacht Race, from Pusan to Fukuoka. The winner of the main Arirang race as well as the Tsushima race was the "Liberte Express" (Yamaha R40 II) of Fukuoka.

Another fine performance came from the boat "Florence III"

(Yamaha 31S). Captained by Mr. Taro Imamura of Yamaha's local sales company, Yamaha Kyushu Ltd., the "Florence III" outdistanced a number of racing yachts to finish 3rd in the Tsushima race and 4th in the Arirang race.

Mitsui signs on as new sponsor

So far this year, the Brabham-Yamaha Formula 1 Team has been participating in the 1991 F1 series with the sponsorship of seven Japanese companies. Now, as of the Canada GP on June 2, round 5 of the series, one of Japan's lead-



ing general trading companies, Mitsui & Co., Ltd. has joined the team's sponsors.

With this addition, the list of sponsors now includes Aoba Estate, Autobacs Seven Co., Ltd., Kyosho Corp., Madras Inc., Mitsui & Co., Ltd., Mitsukoshi World Motors, Inc., the Sumitomo Marine & Fire Insurance Co., Ltd. and Yamazen Corp., bringing the total to eight companies.

Mitsui & Co. (Home Office - Tokyo; president - Naohiko Kumagai), founded in 1876, is one of Japan's leading trading companies, with a capital of ¥175 billion and sales of ¥18.2 trillion.

Mitsui & Co. and Yamaha have worked together via two companies, Mitsui Machinery Sales (U.K.) Ltd. and Mitsui Maschinen GmbH, that have been selling Yamaha products in Britain and Germany for more than 20 years.

Curtain closes on Yamaha Osaka Cup

YAMAHA OSAKA CUP Melbourne/Osaka Double-handed Yacht Race

The YAMAHA OSAKA CUP - Melbourne/Osaka Double-handed Yacht Race which began in Melbourne, Australia on March 23, came to a conclusion with a gala awards ceremony at a hotel in Osaka on May 13.

This international offshore yachting competition, for which YMC served as title sponsor, pitted yachts sailed by just 2-man crews against one another and against the elements in a 10,200km race from Melbourne to Osaka.



Gathered to celebrate the successful end of this grand competition and award the winners' trophies were the respective mayors of Osaka and Melbourne, Mr. Nishio and Mr. Wynne, YMC's president, Mr. Eguchi, the competitors and a host

of other related guests. The last boat to reach Osaka at 7:40 a.m. on May 24 was "Fine Tolerance" of New Zealand. With 3 of the starters having dropped out, "Fine Tolerance" became the 39th finisher.

RESULTS

WORLD CHAMPIONSHIP ROAD RACING

4th round - Spain - May 12

500cc class

1. M. Doohan Honda
2. J. Kocinski Yamaha
3. W. Rainey Yamaha
4. J. Garriga Yamaha
5. J. P. Ruggia Yamaha
6. E. Lawson Cagiva

250cc class

1. H. Bradl Honda
2. L. Cadalora Honda
3. L. Reggiani Aprilia
4. M. Shimizu Honda
5. P. F. Chili Aprilia
6. C. Cardus Honda

5th round - Italy - May 19

500cc class

1. M. Doohan Honda
2. J. Kocinski Yamaha
3. E. Lawson Cagiva
4. A. Barros Cagiva
5. J. P. Ruggia Yamaha
6. D. Chandler Yamaha

250cc class

1. L. Cadalora Honda
2. H. Bradl Honda
3. P. F. Chili Aprilia
4. L. Reggiani Aprilia
5. W. Zeelenberg Honda
6. C. Cardus Honda

6th round - Germany - May 26

500cc class

1. K. Schwantz Suzuki
2. W. Rainey Yamaha
3. M. Doohan Honda
4. E. Lawson Cagiva
5. W. Gardner Honda
6. D. De Radigues Suzuki

250cc class

1. H. Bradl Honda
2. C. Cardus Honda
3. W. Zeelenberg Honda
4. L. Cadalora Honda
5. M. Shimizu Honda
6. A. Pleining Aprilia

7th round - Austria - Jun. 9

500cc class

1. M. Doohan Honda
2. W. Rainey Yamaha
3. K. Schwantz Suzuki
4. W. Gardner Honda
5. E. Lawson Cagiva
6. J. Garriga Yamaha

250cc class

1. H. Bradl Honda
2. C. Cardus Honda
3. W. Zeelenberg Honda
4. P. F. Chili Aprilia
5. L. Cadalora Honda
6. M. Shimizu Honda

CHAMPIONSHIP POSITIONS AFTER 7 ROUNDS

500cc class

1. M. Doohan Honda 126 pts.
2. W. Rainey Yamaha 111 pts.
3. K. Schwantz Suzuki 90 pts.
4. E. Lawson Cagiva 80 pts.
5. J. Kocinski Yamaha 69 pts.
6. W. Gardner Honda 66 pts.

250cc class

1. L. Cadalora Honda 121 pts.
2. H. Bradl Honda 111 pts.
3. C. Cardus Honda 99 pts.
4. W. Zeelenberg Honda 86 pts.
5. L. Reggiani Aprilia 69 pts.
6. M. Shimizu Honda 62 pts.

MOTOCROSS

125cc class

2nd round - France - April 28

1st race

1. D. Schmit Suzuki
2. P. Tragter Suzuki
3. B. Moore KTM
4. S. Everts Suzuki
5. J. Karlsson Kawasaki

2nd race

1. Y. Demaria Suzuki
2. S. Everts Suzuki
3. D. Schmit Suzuki
4. P. Tragter Suzuki
5. W. Surrat Honda

3rd round - Holland - May 12

1st race

1. D. Schmit Suzuki
2. S. Everts Suzuki
3. M. van Drunen Honda
4. Y. Demaria Suzuki
5. P. Tragter Suzuki

2nd race

1. D. Schmit Suzuki
2. S. Everts Suzuki
3. P. Tragter Suzuki
4. B. Moore KTM
5. Y. Demaria Suzuki

CHAMPIONSHIP POSITIONS AFTER 3 ROUNDS

1. D. Schmit Suzuki 112 pts.
2. S. Everts Suzuki 94 pts.
3. B. Moore KTM 80 pts.
4. P. Tragter Suzuki 68 pts.
5. Y. Demaria Suzuki 56 pts.

250cc class

2nd round - Czechoslovakia - Apr. 28

1st race

1. A. Puzar Suzuki
2. J. van den Berk Suzuki
3. P. Johansson Yamaha
4. M. Bervoets Kawasaki
5. M. Healey KTM

2nd race

1. A. Puzar Suzuki
2. T. Parker Honda
3. M. Bervoets Kawasaki
4. M. Healey KTM
5. R. Herring Honda

3rd round - Australia - May 5

1st race

1. T. Parker Honda
2. P. Dirkx Honda
3. Y. Kervella Kawasaki
4. M. Fanton Honda
5. P. Vehkonen Yamaha

2nd race

1. A. Puzar Suzuki
2. D. Strijbos Suzuki
3. P. Johansson Yamaha
4. T. Parker Honda
5. M. Healey KTM

CHAMPIONSHIP POSITIONS AFTER 3 ROUNDS

1. T. Parker Honda 77 pts.
2. M. Bervoets Kawasaki 76 pts.
3. A. Puzar Suzuki 75 pts.
4. D. Strijbos Suzuki 62 pts.
5. P. Johansson Yamaha 60 pts.
6. M. Healey KTM 44 pts.

500cc class

3rd round - Finland - Apr. 28

1st race

1. J. Martens KTM
2. P. Malin Kawasaki
3. D. Geukens Honda
4. K. Nicoll KTM
5. B. Liles Kawasaki

2nd race

1. J. Martens KTM
2. G. Jobe Honda
3. K. Nicoll KTM
4. Jo Martens Honda
5. K. Ljungqvist Honda

4th round - Sweden - May 5

1st race

1. A. Pantilla Honda
2. K. Nicoll KTM
3. P. Malin Kawasaki
4. G. Jobe Honda
5. K. Ljungqvist Honda

2nd race

1. K. Nicoll KTM
2. G. Jobe Honda
3. A. Pantilla Honda
4. Jo Martens Honda
5. R. Weustenraed Kawasaki

CHAMPIONSHIP POSITIONS AFTER 4 ROUNDS

1. K. Nicoll KTM 102 pts.
2. G. Jobe Honda 81 pts.
3. A. Pantilla Honda 60 pts.
4. K. Ljungqvist Honda 59 pts.
5. D. Geukens Honda 57 pts.
6. Jacky Martens KTM 56 pts.

Fine performance in America's Cup prelude

1991 IACC WORLD CHAMPIONSHIP



The Nippon's skipper, Mr. Chris Dickson.

The recently held IACC World Championship yacht races in San Diego, turned out to be an excellent warm-up for the America's Cup competition to be held in this city next year.

In the 1992 America's Cup, the previously used 12-m boats will be replaced by 24-m boats built to New America's Cup Class specifications, and the recently held IACC race was the first official meeting of these new boats. For the "Nippon" and its crew that will compete in the America's Cup for the first time next year, this race proved to be an important testing ground.

On the first day of competition, May 4, the "Nippon" suffered a big setback as its high-tech carbon mast snapped when coming about, forcing it to retire from the race. Returning to its base camp, the team worked all night to install its replacement mast, and was able to rejoin the second day's competition, where it finished 8th. On the third day, the "Nippon" was back in form and ready to race. On this day it battled neck and neck with America³⁻⁹ for second place, eventually finishing third. This race proved that the team had recovered from their dismasting experience of

the first day. The fourth day was windless, and when the lead boat failed to finish after 4 hours 45 minutes, the race was called. In the 5th race on May 8, the "Nippon" held its own in a close race with "New Zealand" and Dennis Connors' "Stars & Stripes", finishing a respectable 4th. This performance brought it up from 7th to 5th place in the point totals.

When Connors, winner of the last America's Cup, withdrew his "Stars & Stripes" from the semi finals, because of damage suffered in the previous days of racing, it moved "Nippon" up to 4th position and a berth in the semi finals.

Whereas the first five races had been fleet races, the semi finals were conducted on a match race format like the America's Cup competition. This gave the "Nippon" team an excellent chance to test its skills in a truly competitive one-on-one race. The semi finals pitted the two Italian boats "Il Moro-15" and "Il Moro-1" against each other, while "Nippon" faced "New Zealand".

On May 10, with the world's No.1 ranked match racer Chris Dickson at its helm, the "Nippon" waged a close battle but was edged out in the end by the team from New Zealand. The race to decide third place pitted "Nippon" against "Il Moro-1", and in another close race spinnaker trouble cost "Nippon" the win.

The title race between "Il Moro-15" and "New Zealand" was won by the Italian boat



In photo, center is the "Nippon"

after gaining the advantage at the start. In its May 20 edition, TIME magazine summed up the picture this way: "The

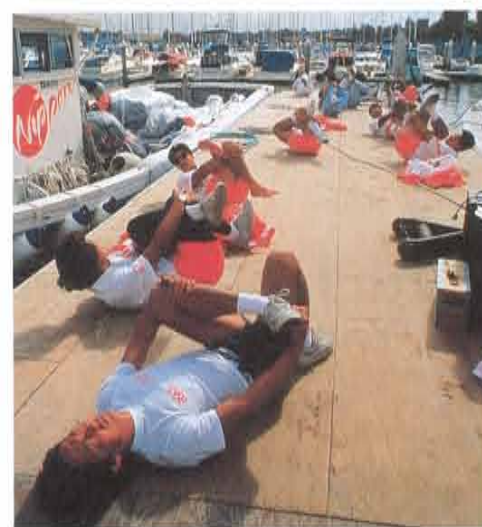
toughest competitors—at least last week (at the IACC)—appeared to be the Japanese challenger Nippon along with the finalists from Italy and New Zealand!"



NCAC's base camp in San Diego.



The "Nippon" was built by Yamaha Motor.



The crew warms up before leaving a port.



This issue we introduce a tour of the Iberian Peninsula, Spain and Portugal, in the southwest corner of Europe. The route takes you from Barcelona to Valencia-Madrid-Córdoba-Granada-Málaga-Gibraltar-Sevilla and ends in Lisbon, Portugal.

The starting point, Barcelona, is Spain's second largest city. Site of next year's Olympic Games, this city is teeming with vitality and excitement. Here you can enjoy the Barcelona Cathedral, as well as the famous Sagrada Familia Church by Gaudi, while the Miró and Picasso museums await art lovers.

From Barcelona, our course heads south toward Valencia along the Mediterranean coast expressway A-7. The distance is 342 km.

Passing through Valencia the course turns inland toward Madrid, 351 km away. Sightseeing in the Spanish capital includes one of the world's leading museums, the Prado, as well as the bullfight and flamenco. A city that combines the old and the new, you will see the famous statues of Don Quixote and Sancho Panza in the historic Plaza de España.

From Madrid it is 406 km to Córdoba, one of the leading centers of Islamic culture in the 11th century. In the Córdoba of today, you can see the Potoro Plaza and the

Exploring the Iberian Peninsula along Mediterranean Coast roads



Sunflower fields of Córdoba.

remains of the Alcázar castle.

After Córdoba you should make a stop in Granada, 166 km to the south.

Here you will see the remnants of the great Saracen culture, such as the famous Alhambra Palace.

From Granada it is 159 km to Málaga and then another 133 km to Gibraltar.

The 300-km coastline surrounding Málaga is known as

the Costa del Sol, location of some of Europe's most exclusive resorts and a mecca of marine sports as well as golf, tennis and even skiing in the nearby mountains. The next stop is Algeciras, southern tip of Europe, from where you can look across the sea to the African Continent.

From Algeciras to Sevilla is a distance of 247 km. Along the way is the Jerez circuit. Sevilla is the largest city of Andalusia, well known as the setting of such tales of life and passion as "Carmen", "Don Juan" and the "Marriage of Figaro".

From Sevilla, Route N433 takes us to the Portuguese border at Rosal de la Frontera. From there, the course follows N260, N121, N259 and N5 north to Lisbon, a distance of 359 km. Lisbon is the capital of Portugal located the western edge of the European Continent. Its castles and monasteries stand with an air of regality and artistic taste, while its cobblestone streets lined with houses of whitewashed walls and rust colored roofs are a picture out of olden times. Other spots to see in this lively harbor city are the Castelo de São Jorge, Avenida da Liberdade and the Praça Rossio.



A view of Barcelona from Montjuïc hill, site of the '92 Olympic Stadium.



The Costa del Sol coastline stretches for 300 km along the Mediterranean.



Sevilla. From next spring into autumn, this city will be the site of an International Exposition.