

YAMAHA MOTOR NEWS

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YAMAHA YAMAHA MOTOR CO., LTD., Public Relations Division, 2500 Shingai, Iwata, Shizuoka 438, Japan Telephone 0538(32)1145, Facsimile 0538(37)4250

'93 motorcycle models debut at IFMA

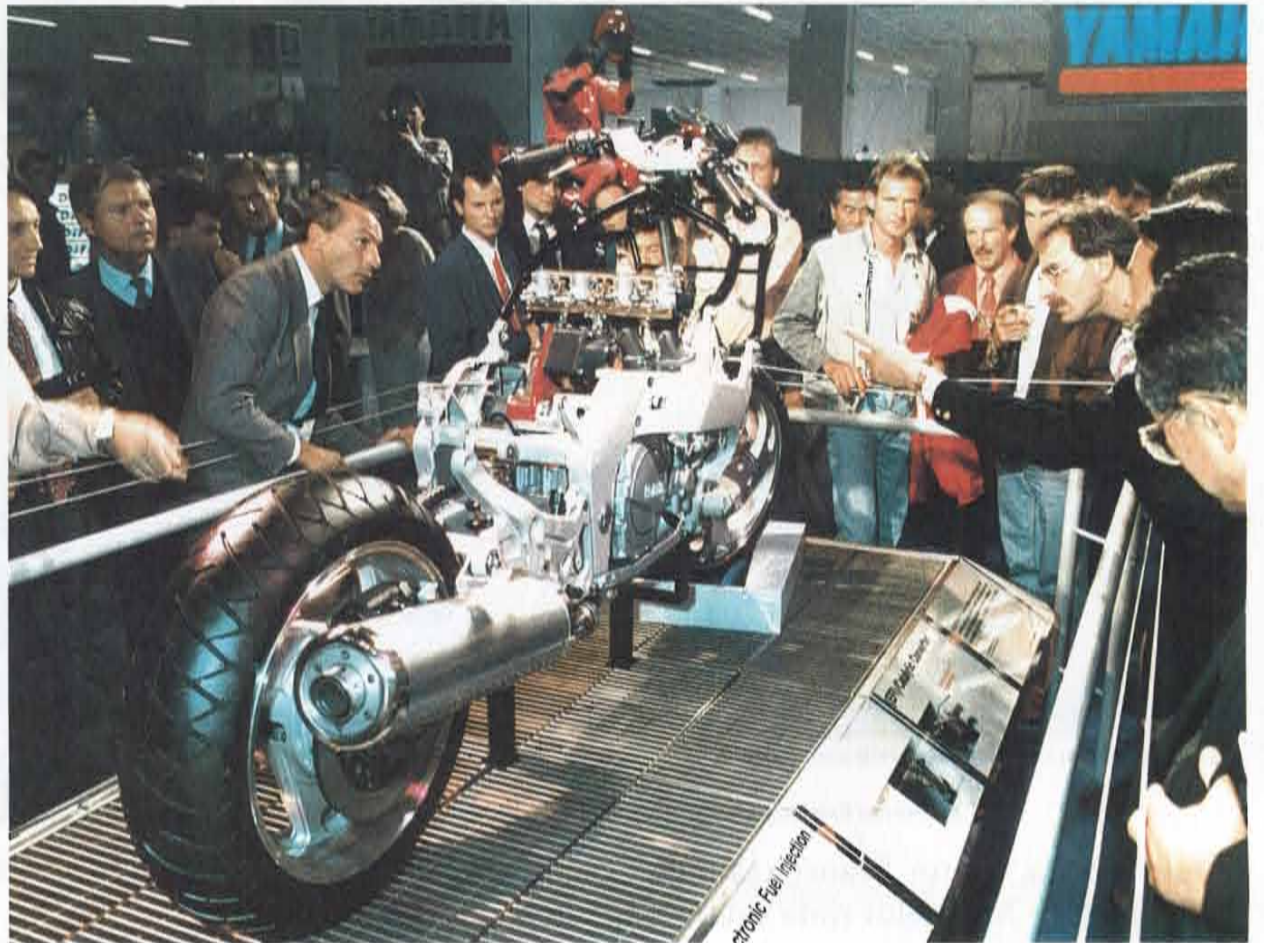
MOTORCYCLE & BICYCLE SHOW IN COLOGNE



The "IFMA", one of the world's largest motorcycle, bicycle and accessories shows, was held from September 29 to October 4 in Cologne, Germany. About 250,000 people including 40,000 from 80 foreign countries visited this biennial show, a 20% increase over 1990. The fact that it offers the very first opportunity to see the new models for the coming season, makes this show the center of attention for an extremely large and discriminating audience of both the industry and users alike.

On its 1,200m² floor space, Yamaha exhibited the '93 European models including 55 motorcycles of 31 different models plus the GP-winning road racer, YZR500 and accessories. Up front among this year's new models were the GTS1000/GTS1000A, YZF750R/YZF750SP, YE50 Zest, TDR125 and the TY250Z. The GTS models were displayed with a focus on comfortable riding, sports feeling and environmental consciousness, while the YZF is a supersports model based on the technological know-how of the Yamaha works YZF750R. The TDR125 was presented with the keyword "urban superbiker," built to offer comfortable riding both on- and off-road.

So much attention concentrated in the motorcycle halls that some visitors even had a hard time seeing the models they wanted to. In all, the IFMA show was a big success for all motorcycle, motorcycle parts and accessory importers and makers thanks to the tremendous customer response. Yamaha received an award from the Cologne Messe, the show organizers, for participating in its 15th IFMA show.



Stripped-down body of the GTS1000

Joint venture motorcycle company established in China



At the press conference in Japan. From left; representatives from China Jianshe Machine & Tool Factory, Mr. Lu Xing, Mr. Chen Zi Sheng and China North Industries Corporation's Mr. Wang Yu, and from Yamaha Motor, President Eguchi, Director Arai and China Division Manager Sakiyama.

On October 13, 1992, Yamaha Motor officially signed an agreement with its present technical assistance partner, China Jianshe Machine & Tool Factory, establishing a new joint venture company in Chongqing for the manufacture and sales of motorcycles in China. The new company, Chongqing Jianshe-Yamaha Motor Company Limited, will engage in the manufacture, assembly and sales of Yamaha brand motorcycles and engines, as well as after-sale service operations and parts sales. The company's factory is scheduled to start production of 150cc motorcycles in 1994. Since the start of the technical assistance agreement between Yamaha and China Jianshe Machine & Tool Factory in March 1983, a total of approximately 600,000 units of the Jianshe Yamaha brand 80cc "CY80"

motorcycle have been manufactured and sold. In addition to the China Jianshe Machine & Tool Factory, an affiliate company of the China North Industries Corp., Yamaha Motor has also entered technical assistance agreements for the production of Yamaha motorcycles with two affiliate companies of the China National Aero-Technology Import & Export Corp., namely China Nanchang Aircraft Manufacturing Company, and the South Motive Power and Machinery Complex. The opening of the Chinese economy in recent years has brought about a remarkable increase in the demand for motorcycles. The establishment of the new joint venture company will help to supply higher quality motorcycles, service and spare parts that fit the needs of the Chinese market.

First Joint Latin American Importer Meeting

From September 25 to 28, the "First Central/South American Joint Importer Meeting" was held in Rio de Janeiro, Brazil. The Central and South American market today is showing tremendous growth every month, with this year's sales expected to show a 40% increase over last year. Up until now, each product division had held its own importers meeting separately, but this year a single joint meeting was held, attracting some 150 representatives of 56 importers of motorcycles, marine and power products from 34 countries. After an introduction of the coming year's business policies, representative importers of each product line gave presentations using practical demonstrations of successful pro-

motions. These easy to understand examples prompted excellent response from the participating importers, with scenes of people taking notes and planning visits to each other's companies occurring all around the meeting room. Another highlight was the exhibition area, where displays by the Motorcycle, Marine, Power Product and Parts Divisions covered virtually the whole spectrum of Yamaha products. Moving to São Paulo on the final day, the host company, Yamaha Motor do Brasil (YMDB) organized a luncheon, followed by testrides and a factory tour. The next Joint Meeting is scheduled to be held in 1994 in Argentina.



China hosts French Yamaha

'92 Paris-Moscow-Beijing Marathon Raid



The 1-2 finishers, Peterhansel (left) and Magnaldi



The Mayor of Beijing delivers an address at the welcoming event held on September 26 for the finishers.



The seven finishing motorcycles, including 6 Yamahas, line up on the awards platform.

The Yamaha Motor France teammates Stéphane Peterhansel and Thierry Magnaldi rode side-by-side into Beijing on September 27 to complete the Paris-Moscow-Beijing Marathon Raid. Yamaha Motor France (YMF) entered these two rally experts in this event with a historic precedent that goes back to 1907, when five valiant entries attempted a trans-Eurasian crossing from Beijing to Paris. In the '92 Paris-Moscow-Beijing Rally, the French pair ran strongly from the start to dominate the motorcycle division throughout the gruelling 16,000km, 27-day schedule. Peterhansel and Magnaldi were given warm welcomes at each stop along the course and a virtual hero's welcome when they got to Beijing, thus adding another glorious chapter to YMF's long and dedicated motorsports tradition as well as their own careers.

At Yamaha, racing is part of what we are

As of January '92, the Yamaha Division of Sonauto and Yamaha Motor France were joined to create a new company, Yamaha Motor France. Since its days as Sonauto S.A., Yamaha Motor France has always played an active role in motorcycle sports, fielding top level teams in the World Championships of Road Racing and Motocross as well as a wide variety of other international and domestic competitions. And the world of rally compe-



Yamaha Motor France President Olivier (left) interviews Magnaldi (center) and Peterhansel.

tion is no exception. From the very first holding of the Paris-Dakar Rally in 1979, Sonauto was an active participant under the strong leadership of Mr. J.C. Olivier, present president of Yamaha Motor France. The Sonauto team won it the first two years with Cyril Nevue riding a Yamaha XT500. From then on, Yamaha-supported teams from Sonauto and, later, Yamaha Motor France were always among the top competitors along with Italy's Belgarda S.P.A. teams, making the competition tough and exciting. Recently, Sonauto Yamaha's Peterhansel and Magnaldi placed an impressive 1st and 3rd, respectively, in the 1991 Paris-Tripoli-Dakar Rally. Earlier this year Peterhansel, Mangaldi and Gilles Picard of the YMF team also finished 1st, 5th and 6th in the historic first Paris-Sirte-Le Cap Rally. Besides actual race competition, in cooperation with Yamaha Motor Europe N.V., YMF is one of the earnest organizers of the pan-European "Spirit of Adventure" program which takes Yamaha Ténéré owners to various parts of the world to en-

joy desert touring and thus promote off-road riding fun.

The Paris-Beijing begins a new challenge

The Paris-Moscow-Beijing Rally is a competition to rival the world's toughest rallies. It starts from Paris, crossing France, Belgium, Germany, Poland, six republics of the CIS and finally China to reach Beijing after a total of 27 days and 16,000km. The competition takes place over a variety of terrains from the typical rural landscapes of the Republic of Russia into the steppes of Central Asia, across the deserts of Karakum, Takla Makan and Gobi, through the towering Tien Shan mountain range in China and much more. By the time the competitors reach Beijing, they have completed a total of 21 Special Stages. After a muddy Special Stage in Alançon, France on September 1, the rally liaisoned to Moscow where the competition began in earnest from Moscow's Red Square on September 5. With the schedule alternating between timed Special Stages and un-

timed liaison stages, the competitors crossed the vast farmlands of Russia into the steppes of Central Asia. YMF's Peterhansel and Magnaldi and their dependable YZE750Ts soon developed a commanding lead over the rest of the motorcycle division competitors. But the going was not easy. Every day brought new challenges as the course crossed deserts and trackless arid grasslands on the way to the Chinese border. Crossing into China the Yamaha pair rode over the foothills of the Himalayas where temperatures dropped so low that they had to stop once and build a fire just to keep from freezing to their bikes. Descending from the mountains, the challenge of the infamous Gobi Desert awaited the riders. As the pair neared Beijing in the final days of competition they were amazed by the numbers of spectators come out to cheer them on. Each day hundreds of thousands lined the roads like a human wall that only parted as the motorcycles roared through. After the rally, Peterhansel would reflect; "I will always remember the way we were welcomed by people in every country from France to China."



On September 28, 80 Chinese Yamaha partners, government officials and press are received by the Yamaha representatives at the Celebration Ceremony.

riders at rally climax

Eventually, among the 7 finishers out of the 15 starters and five makes in the motorcycle division, Yamaha riders took the first 6 places, with Peterhansel and Magnaldi followed by private riders on Yamaha Ténéré 660 and 600 machines.

The rally climaxes with a Congratulation Ceremony in Beijing

On September 28, the day after the finish of the Paris-Moscow-Beijing Marathon Raid, Yamaha Motor hosted a "Yamaha Congratulation Ceremony" starting at 4:00 p.m. at the Great Wall Hotel in Beijing and attended by many guests, including some 80 representatives of Yamaha's Chinese partners, government officials and the press. Welcomed by Yamaha Motor Director Nomura, Sonauto S.A. President Wagner and the victorious two riders, were Aeronautic Industry Minister Lin, China North Industries Group Vice-president Tian and many more dignitaries. After the showing of a video introducing Yamaha Motor, the Congratulation Ceremony began. Following the introduction of representatives from Yamaha Motor and Yamaha Motor France,

Peterhansel and Magnaldi made a dramatic appearance to a thunder of applause from the audience.

YMC's Mr. Nomura made a speech commending the efforts of everyone involved, followed by an interview of the victorious riders. After a session of questions and answers for the guests, and a technical presentation about Yamaha's race campaign and a video showing highlights of Yamaha's '92 race activities, the guests moved to another hall to enjoy the party portion of the event.

Yamaha is no stranger to China. Our long relationship with the Chinese people began in 1983 when Yamaha and the China Jianshe Machine & Tool Factory in Chongqing started manufacturing and selling 80cc motorcycles under a technical assistance agreement. And recently, the Factory and Yamaha have established a new company, the Chongqing Jianshe-Yamaha Motor Company Ltd. for manufacturing, assembly and sales of 150cc Yamaha motorcycles. Now, the Paris-Beijing rally and the ensuing celebrations and parties like this are helping to build even stronger ties between the Yamaha family and the people of China.



"It was a wonderful, unforgettable adventure," say Peterhansel and Magnaldi after the rally.



A commemorative photo at the goal, Badaling.



At the goal ceremony, a dragon parade proceeds down the road.

PROMOTION IN MOTION

From local communication to service seminars

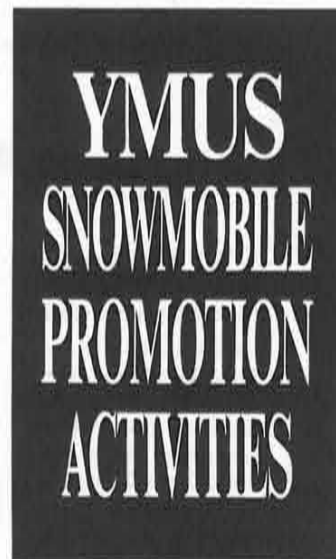
Service seminars at 19 locations around the U.S.A.



A service seminar at Rochester.

From August 25 to September 17, YMUS conducted a series of service seminars aimed at dealer service staff that met at 19 locations around the country. At the seminar held in Rochester, Minnesota, some 40 servicemen gathered for a seminar with an agenda that included; ① introduction of new models, ② explanations of changes in existing models and ③ information about new set-up and tuning techniques. Each presentation included plenty of time for questions and answers. The organizers find that every year the range and depth of the servicemen's questions are growing; good proof that the program is playing an effective role in improving the quality of service offered by the dealerships and the resulting customer trust in the Yamaha brand.

It's the time of year when the first snows will soon be covering the fields and forests of the northern hemisphere with a blanket of white, signalling the start of another long-awaited snowmobile season. In the U.S.A., before the market gets into full swing, Yamaha Motor Corp., U.S.A. is busy laying the groundwork for a successful winter season by means of a variety of business activities ranging from strengthening dealer service systems to local PR and sports programs aimed at introducing people to the fun of snowmobiling.



The Exciter II SX

Coon Rapids Office Open House

On September 11, YMUS's Snowmobile Division opened the doors of its Coon Rapids Office to the community. Invitations went out to 150 distinguished guests including the Governor of Minnesota, the Mayor of Coon Rapids, the press, dealers and related company representatives for this grand-scale event. With Snowmobile Division Manager Rit Lefrancois acting as host, the opening ceremony began with welcoming speeches by YMUS Presi-

dent Kimura and Vice President Gentz. At the end of ceremony, Mr. Kimura and spe-



At the opening ceremony.

cial guests cut the tape to open the office. After these ceremonies the guests proceeded to a specially prepared room in the office for a reception party. This event was planned and carried out with special emphasis on the corporate ideal of making the biggest contribution possible not only to the customer but to the community as well. Yamaha is putting this policy into action in many ways today under its CCS (Customer and Community Satisfaction) program.

Hay Day Grass Drag Race

The 26th running of the annual Hay Day Race was held on September 13 in the town of Lino Lake, Minnesota. With the growth in popularity of snowmobiling in recent years, attendance at this event has been growing steadily. This year's event drew some 24,000 people, a big jump over last year's 13,000. There was also a roughly 30% increase in the number of entries, from 275 last year to 366 this year. This record turnout is even more surprising for the fact that it rained on the morning of event day.

Racing in the finely divided classes stretched out over the entire day. In the "Open Improved" and "Top Stock" classes the Yamaha Vmax-4 far outclassed the competition. Visitors to the races could also enjoy themselves at the Swap Meet being held adjacent to the race grounds. All the major manufacturers showed up with big trailer units from which they conducted promotions, while local dealers opened stands of their own to talk business with a constant flow of customers. Meanwhile, snowmobile club members served as volunteers, helping out with ticket-taking and supervising parking. The races also included a class for children, helping spread the fun of snowmobiling to people of all ages from young to old.



24,000 people showed up for the drag race event.

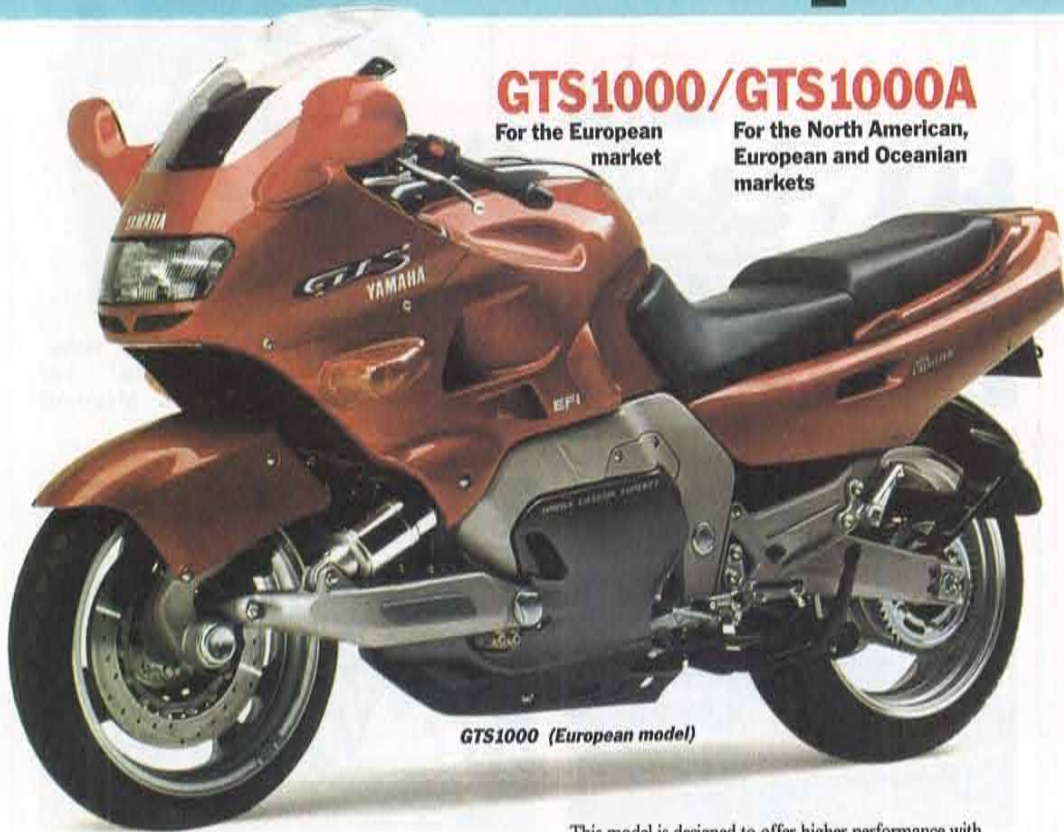
'93 YAMAHA PRODUCT RANGE

Reliable partners for wo

GTS1000/GTS1000A

For the European market

For the North American, European and Oceanian markets



GTS1000 (European model)

This model is designed to offer higher performance with a higher level of rider and passenger comfort. Its concept is defined by the term "Advanced Sport Tourer". It features a single-sided swingarm front suspension called the Omega Shape Chassis concept for the way it resembles the Greek character Ω when viewed from the side. In conjunction with the electronic fuel injection (EFI), the 3-way catalyser used on this model significantly reduces exhaust emissions. The engine is a 4-stroke, liquid-cooled, DOHC, 5-valve, parallel four 1,002 cc.

The GTS1000A is equipped with ABS (Anti-Lock Brake System).

YZF750R/YZF750SP

For the North American, European and Oceanian markets

The '93 YZF750R features much of the technology from our YZF factory racing machines used in the Suzuka 8-hour race and a further refinement of the Genesis concept. Its performance exceeds that of the Yamaha OW01 (FZR750), which has been one of the most competitive production models ever. The YZF750SP is a superbike racing version.



YZF750R (European model)

MOTORCYCLES

TDR125

For the European market



Motorcycles in the 125 cc class have long had the reputation of being "little bikes," or less-than-serious motorcycles. Young riders in particular seem to dislike this stigma, making them eager to move up to larger machines as soon as possible. With superbiker styling, the TDR offers a quality of ride and level of performance both in city riding and off-road capability, which until now has only been available in much larger machines.

YFM400FW Kodiak

For the North American, European and Oceanian markets



(U.S. model)

ATV

The new YFM400FW Kodiak is the most rugged 4-wheel drive ATV in the Yamaha line. The market for large-displacement 4WD ATVs continues to grow, as more people seek the kind of heavy-duty design, torque power and all-terrain capability to tackle hard work or for extended weekends in the wilderness.

EX570SX (EXCITER II SX)

For the North American, European and Japanese markets

The EX570SX is based on the '92 EX570 but with a wider sled stance, modified front T.S. suspension and the same stick-resistant plastic ski soles used on the Vmax-4. A reworked power unit offers even higher performance for sports riding, leisure riding and touring.

(North American model)



VK540E (VIKING II)

For the North American, European and Japanese markets

Another new model is the VK540E. This model features a front T.S. suspension that increases riding stability and comfort, making it the ideal utility model for ski resorts or transportation and work in snowy regions.

(North American model)



SNOWMOBILES

SNOW THROWER

YT-1190E

For the Japanese market

The new YT-1190E is an easy-to-handle model with operational controls concentrated on the front panel for greater convenience. Forward and reverse directional changes are performed by means of a one-touch lever, while the Hydrostatic Transmission (H.S.T.) provides smooth shifting of speeds.



GOLF CAR



G9-A

For all markets

The ivory white G9-A golf car is equipped with a 4-stroke, O.H.V., single cylinder 285 cc engine. The G9 model also comes in an electric (battery) version. The large majority of Yamaha golf cars are manufactured by our North American production base Yamaha Motor Manufacturing Corp. of America in Atlanta from where they are also exported to Japan and Europe.

Work and play

Yamaha products play an important role in all kinds of people's lives on the land, sea and in the sky. Here is a line-up of Yamaha's main products for 1993. All of these products are built with higher quality and higher performance in mind as well as a special concern for Customer and Community Satisfaction, one of our important corporate policies.

ME420STI Diesel Stern Drive

For the European and Japanese markets



The ME420STI is Yamaha's first diesel stern drive engine for boat builders and boat dealers. Today, the percentage of gasoline stern drives and diesel stern drives in the market is closely linked to the price difference between gasoline and diesel fuel. As moderate crude oil production begins to drive up the cost of gasoline, we are sure to see greater demand for economical diesel stern drives in the future.

(European model)

WaveBlaster/Marine Jet TZ

(N. America, etc) (Europe)

For the North American, Europe and other markets

The WaveBlaster/Marine Jet TZ has the largest displacement and horsepower of all Yamaha Water Vehicles at 701 cc and 63 horsepower. The seat height, 100 mm higher than previous models, enables an easier riding posture. The new WaveBlaster also offers sleek FZR styling and rides like a motorcycle on water.



Pro VXR/Marine Jet Pro TX

(N. America, etc.) (Europe)

For the North American, Europe and other markets

The Pro VXR/Marine Jet Pro TX is another 701 cc/63 hp Yamaha Water Vehicle for 1993. It has a narrow body that makes the rider feel more like he's on a motorcycle that can lean into the fun for a more active, dynamic ride. Its big 81 x 68 mm bore and stroke setup generates exceptional power.



MX-40 For the Japanese market



The new model MX-40 sportfisher features a long 40 ft. profile with excellent seaworthiness. The spacious flying bridge has seating for five, while other features like the larger-than-standard cockpit make this a true, performance-oriented sport fishing boat.

BOATS



YAMAHA-35 EX

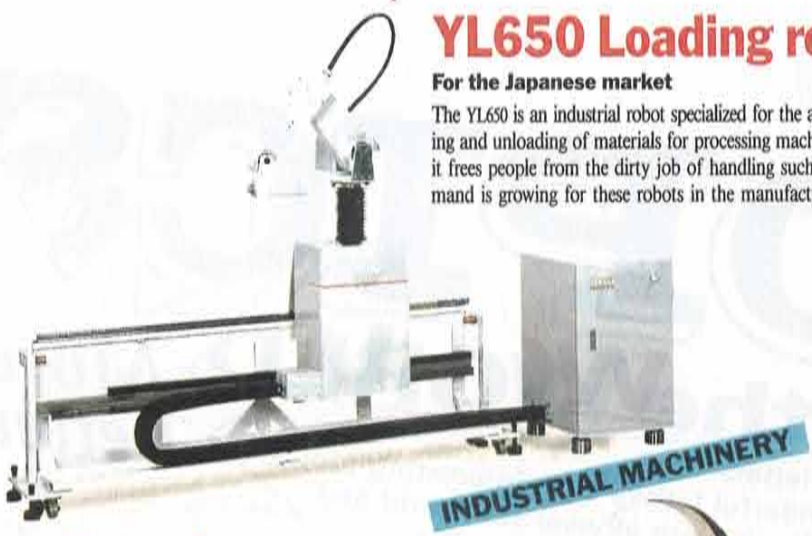
For the Japanese market

This is an all new 35 ft. family type sailing cruiser. Special features like a lazy-jack outfitted main sail and a 135% furling genoa make it easy for even short-handed crews and small parties of 5-7 people to enjoy several days of comfortable cruising at a time.

YL650 Loading robot

For the Japanese market

The YL650 is an industrial robot specialized for the automatic loading and unloading of materials for processing machinery. Because it frees people from the dirty job of handling such materials, demand is growing for these robots in the manufacturing industry.



R-50 For the Japanese market

Yamaha's R-50 is an unmanned crop-dusting helicopter operated by shortwave remote control that protects the operator from direct contact with pesticides, etc and enables low-altitude dusting at the right time and in the right places, thus minimizing effect on neighboring land.

UNMANNED HELICOPTER



Carry boy

For the Japanese market

The Carryboy is an unmanned transport system that carries loads automatically and efficiently to their destinations by means of a ceiling-mounted monorail. The Carryboy represents a new product developed on the basis of Yamaha's OEM technology and know-how dating from 1989 with a number of unique Yamaha innovations, and its release marks Yamaha's entrance into the distribution systems industry.



GHP

20HP Gas Heat Pump Air Conditioners

For the Japanese market

Yamaha Gas Heat Pump air conditioners were developed in cooperation with three major Japanese gas companies, etc., as a low running-cost heating and air conditioning system, and have been sold through the gas companies and liquefied petroleum gas suppliers. The 20hp GHP is included in the V200 series for the commercial market. For the fiscal year from October, '91 to September, '92 Yamaha has maintained the top share in this sector of the Japanese market.

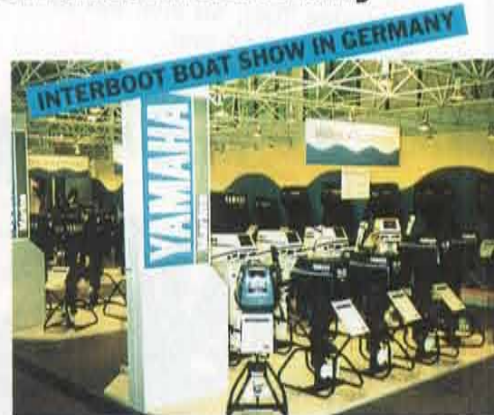


An outdoor unit of the 20hp GHP.

Boat shows open season internationally



The 34th International Marine Trades Exhibit & Convention was held from October 1 to 4, in Chicago. More than 1,100 exhibitors assembled this year to show the industry's latest products. Yamaha Motor Corp. U.S.A.'s display attracted much attention from show visitors with its outboard range including the new ProV 115 outboard and a line of Water Vehicles under the slogan of "YAMAHA; THE POWER OF CHOICE".



In Europe, the Interboot boat show was held in Friedrichshafen from September 19 to 27 gathering 115,000 visitors, over 5,000 people more than in 1991. Mitsui Maschinen GmbH exhibited 38 outboard motors, 3 Water Vehicles, 2 stern drive engines, accessories and parts as well as 4 Yamarin power boats, built by the Finnish importer, KESKO to promote Yamaha outboard sales on display in the harbour.

Yamaha Scholarship supports traffic education **TAIWAN**

As one of the annual programs of the Yamaha Motor Scholarship Foundation, the 1992 summer study seminar was held and 18 Taiwanese participants consisting of teachers and other officials involved in traffic-related jobs visited Japan from September 16 to 22. The Foundation is a non-profit organization established as a public service by Yamaha Motor Taiwan three years ago.

The aim of the recent trip was to study traffic education being offered in Japan as reference toward improving the present status of traffic conditions in Taiwan. During their stay, the group visited YMC's Head Office, factories, Yamaha Marina Hamanako and Technical Center, where they were given tours and lectures

on various aspects of traffic education. In addition to general information about Japanese road and traffic conditions, the participants were given explanations of YMC's wide variety of traffic educational activities both on the road and the sea. At the Technical Center, the participants had a chance to observe correct and sound motorcycle riding instruction firsthand.

The participants took part actively in the seminar, asking many questions on subjects from motorcycle regulations to the employment conditions in Japan. The members were satisfied with the substantial amount of information gained during the seminar and reconfirmed the importance of further promotion of traffic education in Taiwan.



Participants in front of the Yamaha Technical Center.



The tape-cutting ceremony by (from left) Mr. Nagayasu, Mr. Soeparno and Mr. Nakamura, President of YIMM.

Celebration **INDONESIA** for expanding exports

To celebrate the occasion of its export of complete build-up (CBU) motorcycles, P.T. Yamaha Indonesia Motor Manufacturing (YIMM), the Indonesian production base for Yamaha motorcycles, held a commemorative ceremony on October 1. The ceremony was attended by approximately 250 guests including Mr. Ir. Soeparno Prawiroadiredja, the Director General of ILMD & E, Mr. Yukio Takasu, the charge de affaires ad interim of the Embassy of Japan, Mr. Yannis Mouratoglou, the General Manager of Eliopoulos Brothers S. A., Greece, Europe and YMC Managing Director, Mr. Nagayasu.

The leading Yamaha moped in Indonesia, the αIR, was chosen as the first CBU motorcycle to be exported by YIMM and the destination is Greece. This model has gained popularity in Greece because of its reliability and product quality and a total of 1,290 units have been exported there this year since YIMM began exporting in May. YIMM has already been exporting assembly parts to other overseas Yamaha factories since 1988. Expanding exports into CBU products proves that YIMM can offer high quality products which are acceptable in the world market. In keeping with the export promotion policy set by the Indonesian government, YIMM aims to manufacture more value-added products for export to more countries.

Special fishing boat with Yamaha outboard **CANADA**

Rick Hansen, who calls Canada home, performed the courageous feat of circling the globe in his wheelchair just a few years ago. Mr. Hansen also professes himself to be a fishing fanatic. "I was born with a rod in my hand", he says with a smile.

The "Fisher Man-In-Motion" is the name with which he recently christened his new fishing boat. This boat, which is powered by a Yamaha 70hp outboard, is specially outfitted to accommodate Mr. Hansen's needs, and comes complete with a full array of fishing gear. About his Yamaha he says; "the motor's performance has been excellent, both in terms of power and reliability, and we have already caught many salmon on the new boat." His home state, British Columbia, is a salmon fishing hotspot, and allows many opportunities for quality fishing.

When he completed his round the world trip in a wheelchair, Mr. Hansen captured the hearts of millions. Dubbed the Man-In-Motion Tour, his goal was to increase awareness of disabled people the world over.



The "Fisher Man-In-Motion" was customized for Mr. Hansen by Mr. Dennis Binstead of Galleon Marine, with the help of Yamaha Motor Canada and others.

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.

A job well done **SPAIN** at the Barcelona Olympics

Yamaha Motor España S.A. contributed as an official and exclusive supplier of vehicles to the '92 Barcelona Olympics and the Sevilla Expo '92. Being a supporter of such major international events has helped exhibit the high quality and state-of-the-art technology of Yamaha products to audiences the world over. For the '92 Barcelona Olympics,

YMES supplied a total of 209 vehicles including 147 units of the JOG50 scooter, 37 SR250SPs, seven XV535s, ten XJ600 Diversion motorcycles and eight four-wheel drive ATVs. These Yamahas played important transportation roles such as accompanying the Olympic Torch relay and serving as support vehicles for mobile television cameras, etc.



The JOG50s were used as means of transportation for Olympic officials in the Village and the sports arenas.

First Yamaha Motorcycle importer opens business **TANZANIA**

On July 29, 1992, City Motors (Tanzania) Limited, a subsidiary of International Motors Ltd., was inaugurated as Yamaha importer in Tanzania. This is the first exclusive motorcycle distributorship in Tanzania, offering a wide range of Yamaha motorcycles in response to customer needs. The company's opening ceremony was attended by prestigious guests including government officials and city dignitaries. The guests were impressed with the brand-new facilities that will serve as the center for sales and service activities for Yamaha motorcycles in

Tanzania. Even before its opening ceremony, City Motors was involved in its first big promotional event, participating in the "Dar Es Salaam International Trade Fair" (DITF), held for the 16th time in Dar Es Salaam City from July 3 to 9 simultaneously with the 4th Preferential Trade Area (PTA) Trade Fair. City Motors shared a booth with International Motors Ltd. and won 1st prize for its display in the motor-related products category. The DITF and PTA boasted more than 600 exhibitors from 23 countries and were attended by about 235,000 visitors.



Yamaha's off-road motorcycles displayed in front of the City Motors booth.

Yamaha products **COLOMBIA** shown at International Fair

Colombian Yamaha importer, Industria Colombiana de Motocicletas S.A. (Incolmotos) participated in the International Fair held in Bogota from July 15 to 26. The Fair turned out to be very successful, drawing approximately

500,000 visitors during its 12-day run. Yamaha's motorcycles, scooters, ATVs and accessories like Yamaha genuine oil were skillfully displayed at the Incolmotos booth set in the Japanese pavilion. The quality of the display was reflected in the high praise the Incolmotos' staff received from many of the visitors.



The fashionable Yamaha scooter, AXIS attracts many visitors at the Fair.



This newly opened shop in Bogota is the biggest Yamaha dealership in Colombia and is expected to boost sales performance.

Ten outboards donated for fishermen **TANZANIA**

To support the Zanzibar Presidential Self-Reliance Fund, 10 units of Yamaha outboard motors were jointly donated by Yamaha marine distributor, Diamond Motors Ltd. and Yamaha Motor Company. On August 25, at the ceremony held at the State House in Zanzibar, Diamond Motors Chairman J. P. Rajani presented the Yamaha E25AL-R outboards to Zanzibar's President, Dr. Salmin Amour. Zanzibar is blessed with rich fishing grounds but is having problems in developing a prosperous coastal fishing industry due to a lack of expertise and equipment. Mr. Rajani said that the donation was aimed at promoting fishery in Zanzibar particularly for small fishermen, and that the Yamaha outboards should enable fisherman to work

more efficiently and thereby improve the people's living standard.



(from left) Mr. D. K. Rao, Marketing Manager, Mr. N. Premji, Manager Public Relations, Mr. J. P. Rajani, Chairman, DML, H. E. President Salmin Amour, Mr. M. Eshvani, General Manager and Member C.C.M., Tanzania.

JOGs **HUNGARY** for 24-hour endurance race

In August, Yamaha importer in Hungary, Jamoto Hungaria, organized a 24-hour endurance race using the Yamaha scooter JOG (CY50) at the request of Auto-Motor magazine. The race was competed by two teams of two riders each: one consisting of two superbike riders, Mr. Gabor Stefka and Mr. Arpad Harmati and the other of two journalists, Mr. Miklos Gajdan and Mr. Zoltan Ocskay. The event was immensely successful and drew a lot of press and television coverage. The team of superbike riders set a new "unofficial" world record in the 50cc category with a total distance of 1,420km in 24 hours.



(from left) Mr. Gajdan and Mr. Ocskay and (from right) Mr. Stefka and Mr. Harmati together with Mr. Antal Nadasi, Chief Editor of Auto-Motor Magazine (3rd from the left) and Mr. Andreas Kvittek, General Manager of Jamoto Hungaria (4th from left).

It was remarkable that the two JOGs running for 24 hours at full speed had no technical problems and no maintenance except for fuel and oil refills. The race surely demonstrated the reliability and great performance that the CY50 offers the people of Hungary.

Malaysia-Japan **MALAYSIA** Friendship Touring held in Japan

From October 8 to 12, the "Malaysia - Japan Friendship Touring in Tohoku" tour was held in the northern region of Japan and 40 participants including 29 Malaysian motorcyclists completed a 2,000km course over the five days. This Friendship Touring event was organized mostly by the members of Virago Club, the biggest touring club in Malaysia, for the purpose of deepening friendship between Malaysia and Japan and as a part of the promotional program for the "Visit Malaysia Year 1994" campaign. To support the tour, YMC offered to supply the necessary motorcycles and tour guides. During the tour, the participants sought every opportunity for friendly exchanges with the local people they met, including a visit with the vice governor of Miyagi Pref. to present a

friendship letter from Malaysia's Minister of Culture, Art and Tourism. Mr. Ron Lim, General Manager of Malaysian Yamaha importer Hong Leong Yamaha, who also took part in the tour, said that he was satisfied with the success of the Friendship Touring and that he enjoyed pleasant touring while appreciating the beautiful scenery of the Japanese mountains and coast line.



Participants enjoy a smooth winding road in the Tohoku region.

Tyrrell-Yamaha Team for 1993 F1 series **JAPAN**

Yamaha Motor Company announced the dissolution of the "Sasol Jordan-Yamaha Team" and establishment of a new "Tyrrell-Yamaha Team" to participate in the 1993 and 1994 Formula One World Championships. The new team was formed under an exclusive two-year agreement between YMC and Britain's Tyrrell Racing Organization Ltd. and will conduct all necessary operations involved in F1 racing including development of a racing engine and chassis. The engine for the "Tyrrell-Yamaha Team" will be a new V10 engine developed jointly under a partnership between YMC and Engine Developments Ltd. (Representative: Mr. John Judd).

To declare the start of a new era for both companies, Mr. Ken Tyrrell, Tyrrell's Chairman commented: "Combining our racing expertise with that of a major engine manufacturer like Yamaha forms a key part of our long-term F1 strategy." In response, YMC's Senior Managing director Takehiko Hasegawa expressed Yamaha's high hopes for the '93 season: "In teaming up with a company of such outstanding technology and experience as Tyrrell, we have one single aim; to be competitive at the highest level in Formula One." By concluding the '92 F1 series with Modena's 7th and 6th place finishes at the Japan GP and the final in Australia, the Yamaha engine began to show its real potential and end things on a promising note for the next F1 season.

Dealer meetings for a prosperous 1993 business year

With sights on the upcoming 1993 season, motorcycle, marine and Water Vehicle dealer meetings took place respectively in the U.S.A., Canada and Indonesia. Each of these meetings was characterized by an effective format this year that reflected strong expectations for the coming season. Introductions of a variety of new model line-ups and additional events filled the meeting schedules, building morale among the participating dealers to new heights.

U.S.A.

MOTORCYCLES

This year, instead of its traditional big dealer convention, Yamaha Motor Corp., U.S.A. conducted small "Micro-Meetings" at more than 100 different locations around the country from late September



A District Manager talks about motorcycle industry sales trends at one of the Micro-Meetings.

to late October. These district meetings in a face-to-face free talking style enabled the organizers to put more emphasis on actual business relevant to each area. YMUS prepared two twenty-minute videos, one concerned primarily with marketing strategy and one focused solely on the products; also a slide presentation that co-

vered products, programs and promotional plans in detail. The dealers responded to the Micro-Meeting concept very favorably and were pleased with the sales promotion programs.

MARINE

In order to bring dealers and boat manufacturers together in one place, the outboard motor/stern drive dealer meetings were held in Atlanta in the South and



"Yamaha; The Power of Choice" was the theme for both of the U.S. marine meetings.

The Yamaha booth displaying outboard motors at the IMTEC show in Chicago.

Chicago in the North. Including dealers, boat manufacturers and media, a total of 370 people gathered in the World Congress Center in Atlanta from August 5 to 6, while Chicago drew an attendance of 728 at the Sheraton Chicago on September 30. The meetings featured photo sessions for Flagship contest winners, a "Breakfast on the Boats" and a raffle drawing for Yamaha WaveRunner Water Vehicles. Both meetings were timed and located to correspond with two of the major marine

events in the U.S.; the Atlanta dealer meeting was followed by the American Marine Trade Expo '92 while the Chicago meeting was followed by IMTEC, the biggest marine trade show in the world.

WATER VEHICLES

Over three days from September 8 to 10, representatives from more than 600 Water Vehicle dealerships gathered for the dealer meeting in Phoenix, Arizona. This was the first meeting since the Water Vehicle business spun off as a separate division with its own management and sales organization. A speech by YUMS's President Kimura, was followed by an introduction of the Pro VXR and WaveBlaster, two highly acclaimed new models for '93. While the Pro VXR boasts high performance and speed, the WaveBlaster offers a completely new world of Water Vehicling by adopting the concept of a "motorcycle on the water". These new models were the main topics of conversation at the dinner party held the same night, as well as the stars of the testrides held the next day. Some 41 outstanding U.S. Water Vehicle dealerships, by the way, were chosen for a trip to Japan in October.

CANADA

MOTORCYCLES/ATVS

On October 3 to 4, Yamaha Motor Canada Ltd. held the Canadian motorcycle/ATV dealer meeting in Toronto, attended by some 400 representatives from 260 dealerships. One of the highlights of the meeting was a presentation of new products for '93 including two motorcycles, the GTS1000A and YZF750R, and a new ATV model YFM400FW, called the Kodiak. When the Kodiak was unveiled, the audience greeted this long-awaited model with a special standing ovation. On the second day, the dealers changed location to YMCA's head office for testrides. Although this year was a tough season for the dealers because of the recession, the release of these substantial new models raised spirits



The motorcycle dealers enjoy a dinner party in a well-decorated ballroom.

The dealers testride Yamaha's various ATV models.



One of the new models, the YZF750R is presented splendidly.

and ended the meeting on a positive note with high expectations for the coming season.

MARINE

In another major dealer meeting, Canadian marine dealers convened over the three days from September 13 to 15 on the water at Muskoka's Cleavelands House in Toronto. Some 355 representatives from 150 dealerships were in attendance for the meeting, which was given in both English and French sessions. A tie-up with 20 local boat manufacturers brought a fleet of 22 boats for testrides and 57 boats for the exhibition. On the second day, after the business-building seminars and testrides, the Yamaha Marine Ski Team put on a show followed by a banquet and other entertainment to celebrate the 10th anniversary of Yamaha marine business in Canada and the beginning of another successful decade.



Yamaha outboard motors and the popular Water Vehicles are tried out on a beautiful lake in Toronto.



INDONESIA

MOTORCYCLES



The FORCE-1 was released on the market on Oct. 1, '92, and the participating dealers are all ready to go for the new season.



On September 19 to 20, P.T. Yamaha Motor Kencana Indonesia organized a dealer meeting at the Hotel Horizon in Jakarta to release the exciting new motorcycle model FORCE-1 (V110). The meeting was attended by 750 Yamaha dealers, service shop staff, spare parts dealers, component manufacturers and representatives of financial institutions. From YMC, Senior Managing Director Hasegawa and Director Arai were present and the meeting became a great success worthy of the first big new model launch in four years. At a testride event held on the 20th, approximately 300 dealers had the chance to try out the FORCE-1 firsthand to confirm its excellent reliability and acceleration performance and also to acquire know-how for organizing local testrides of their own. Through this two-day meeting, the dealers gained confidence in the new model and expressed their high hopes for '93.