

YAMAHA MOTOR NEWS

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Let's pull together to cope with changes

PRESIDENT EGUCHI'S NEW YEAR ADDRESS

At a ceremony officially commencing 1993 operations, President Hideto Eguchi delivered a New Year's message addressed to Yamaha Motor employees. Here are the key points of Mr. Eguchi's speech.

"In the world today we are witnessing rapid and unprecedented change in a wide variety of fields -- from politics, economics, industry, and society to individual lifestyles and ways of thinking. Amid these changes, Yamaha Motor has launched diverse activities in order to actively implement the new corporate philosophy we established in 1991 and also to strengthen our corporate foundation".

Creating something new and exciting

"Of particular note in 1992 is our expansion of production and sales in China where liberal economic policies are being promoted, and at the same time the signing of an agreement for establishing a joint venture to produce motorcycles there. Another major activity has been the reorganization and renovation of our sales and distribution networks, primarily in Europe, in order to establish a stronger and more efficient business base in preparation for the EC integration that was to take place this January.

On the Japanese domestic front, we are involved in the inauguration of the Japan Marine Sports Promotion Foundation under a growing public awareness of the benefits that marine sports provide and the social role that marine sports play. The main objective of the Foundation is to promote marine sports by deepening the

public's understanding and appreciation of various marine sports that bring pleasure and fulfillment to life.

In regard to racing activities, we have been highly successful in our first challenge to the America's Cup yacht race. We also finished first and second in the motorcycle category in the first Paris-Moscow-Beijing Marathon Raid. In addition, we have announced our entry in the "Whitbread Round the World '93~94" yacht race set to start this September. Through these and many other activities, we have been able to bring joy and fulfillment to people all over the world".

Responding to social change and a new consumer consciousness

"All these activities have been made possible by the Yamaha tradition of creating new values and a corporate foundation that emphasizes quality. These are attributes that have been built up over the years by all members of the Yamaha Motor Group. We commit ourselves to continuing these activities and fostering a corporate culture that encourages a challenging spirit. At the same time, we will take every possible step to ensure consistent quality, to lower costs, and to increase work efficiency, all of which are our lifeblood as a manufacturer.

Today, the criteria by which consumers choose products is changing. In the past their choices were based mainly on factors such as function and design.

However, today's consumers take into account whether or not the manufacturer cares about the global environment and whether the product and its components are



recyclable. In other words, they are more concerned than before about doing their part to protect the environment. This year we will direct our efforts toward the development of new businesses and new products that will truly respond to the social change and the new consumer consciousness. We believe that, in doing so, we will create new business opportunities. To achieve this goal, each member of the Yamaha Motor Group needs to carry out CCS (Customer & Community Satisfaction) activities even more vigorously than last year. Let's think once again about the roles each of us has to play and ask ourselves what we can do to contribute through every aspect of our daily work. Last but not least, let's continue to pull together to maximize the value of the Yamaha brand".

12 countries at TPM Joint Meeting

The 5th Yamaha TPM (Total Productive Maintenance) Joint Meeting was held from November 3 to 4 at the Iwata Grand Hotel. The TPM program now in action at Yamaha factories around the world, aims to reduce work loss and waste while optimizing facility effectiveness and making the workplace a more rewarding environment through constant improvement of the relationship between man and the facilities he uses.

This year's meeting was attended by some 60 representatives from 17 overseas factories in Brazil, China, France, Indonesia, Italy, Malaysia, Pakistan, the Philippines, Taiwan, Thailand, Spain and the USA. Attending from Japan

were the director of the Institute of Productive Maintenance Technology, Mr. Osada and representatives of three partner companies that were recipients of this year's PM Awards.

The first day of the meeting began with messages from President Eguchi and Director Suganuma, after which reports on TPM activities from the overseas factories were given along with a seminar by Mr. Osada. The second day was devoted to presentations of outstanding examples of TPM activities and a factory tour.

All in all, it was a very full and informative meeting for everyone involved.



Representatives from 17 overseas factories.

Yamaha Iwata Summit '92



8 Asian countries were represented at the '92 Iwata Summit

For the top management of the Asian overseas factories attending the TPM Joint Meet, there was another important event to attend on the evening of November 3, the Yamaha Iwata Summit '92. This meeting, held at Tsumagoi, was the 5th in a series of Yamaha Asian Summits that have previously been held in Taiwan's Taipei, Thailand's Bangkok, Malaysia's Kuala Lumpur and Indonesia's Bali, respectively. Representatives from the eight countries of Indonesia, Malaysia, Pakistan, the Philippines, Singapore, Taiwan, Thailand and the host country Japan gathered for this year's summit along with Yamaha Motor Company's representatives led by President Eguchi.

As we approach the 21st century there is growing evidence that we are indeed entering an age of Asian emergence, as manifest by the region's economic growth. This trend was well reflected in the summit's theme "We Grow Together," and in the spirited speeches and presentations of the participants from each country. The active exchange of opinions and information that went on between the representatives was indicative of the growing solidarity within the Yamaha family and Asia.

PROMOTION IN MOTION

Wild West Tour in the U.S.A. is toughest ever!

4th YAMAHA SPIRIT OF ADVENTURE CAMPAIGN



Since the first running in 1989, this event has maintained a high reputation.

From October 25 to November 7, last year, Yamaha Motor Europe N.V., Holland, in association with Yamaha importers of Austria, Denmark, Germany, France, Italy, Spain, Sweden, Switzerland and the United Kingdom, organized "The Wild West Tour U.S.A. '92" as the key event of the Pan-European Spirit of Adventure promotion campaign. Now in its fourth year, this highly innovative and successful promotion offers Yamaha XT and XTZ 4-stroke trail model owners from all over Europe a once-in-a-lifetime opportunity to ride through some of the world's most exotic and challenging terrain on new XTZ660 Ténéré machines supplied by Yamaha. Previous Spirit of Adventure events have taken riders on highly acclaimed tours to Egypt, Mexico and Australia.

The 1992 event was staged in the USA's "Wild West" country of Arizona, Utah, Colorado and Nevada. Over 70 riders from the 9 participating countries flew to Scottsdale, Arizona to start their 10 adventurous days and 3,000 km of touring that would end in Las Vegas, Nevada.

The adventure begins with record number of entries

This year's Spirit of Adventure campaign attracted a record number of entries. Thousands of Yamaha XT and XTZ owners entered national competitions with sometimes up to 5 preliminary riding events in the selection process and "finals" consisting of riding and non-riding tests. The top point scorers in these finals won places on Wild West Tour '92.

Sunday, October 25 saw the lucky competition winners jet into Phoenix, Arizona, where they were met by Yamaha staff and taken to their hotel in nearby Scottsdale for a day of rest.

The tour left Scottsdale on October 27 in 8 groups by nationality. Each group was led by an experienced guide rider fully equipped with radio, tools and spare tubes for the inevitable punctures. Amongst the guides were former 500cc Motocross World Champion Hakan Carlqvist, current 250cc Motocross Grand Prix star

Peter Johansson and Paris-Beijing rally winner Stéphane Peterhansel.

To ensure the best possible back-up, four experienced paramedics and a technical support crew followed the tour in case medical or mechanical help was required. Also, a light aircraft circled constantly

overhead acting as a radio relay station, and a helicopter doubled up as an airborne video platform and potential air ambulance.

The first day's ride to Sedona was designed to be relatively easy, to allow the groups to get used to riding their new Yamaha XTZ660 Ténérés on the dirt, clay and gravel tracks through Arizona's dense cactus country.

Woken the next morning by violent thunderstorms breaking over the mountains, the riders knew that day 2 was going to be challenging to say the least! After only one day getting used to riding their Ténérés in the dirt, the 1992 Wild West Tour participants were about to find out how relevant the word "Adventure" was to this trip!

The going gets tough

By mid-morning the rain had stopped but it had left many of the tracks along the Shnebley Road, - which only 24 hours earlier were dry and dusty - covered in thick, slippery mud. Riders soon found the best way to make it through was by carefully picking an existing wheel track in the worst areas of slime and by going easy on the brakes and throttle. And despite a few minor falls, the group got through to the tarmac section with enough barroom stories to last a lifetime! Once back on the highway, it was on to

the incredible Petrified Forest and Painted Desert situated near Arizona's eastern border with New Mexico.

Unchanged for millions of years, this remarkable National Park is one of the most amazing sights in North America. From here on the party moved on to a Navajo Indian reservation, stopping overnight in Chambers.

After more torrential overnight rain, the off-road section from Chambers to Cortez through Navajoland would prove to be the most challenging day - and a whole lot of fun! Having already perfected their mud riding techniques on the Yamaha XTZ660's, the "Spirit of Adventure" riders were just about to discover that Navajo mud and Coconino Forest mud were very, very different.

With the consistency of grease mixed with quick-drying cement, the clay-based Navajo mud gave everybody a hard time - including the guide riders. By now the participants were beginning to realize that the evaluation tests and training sessions run by their Yamaha importers were time well spent. By the end of the day every rider had made it through one way or another with a little help from their friends - and also from local Navajo Indians armed with spades!

Safely out of the Navajo mud, the riders were rewarded with the magnificent sight of the Canyon de Chelly before heading



Over 70 riders from 9 countries in Europe took part in the '92 Spirit of Adventure event.



Yamaha Motor Europe prepared full back-up to supply medical and mechanical help.

north for Cortez, a small town in the Ute Indian Territory. All in all, day 3 was about 400 km of the toughest riding most of the group had ever experienced.

All eyes on the weather forecast!

Next morning, everyone was showing immense interest in the local TV station's Breakfast News weather forecast. And luckily the good weather was just around the corner. In 24 hours time Arizona and Utah would be basking in welcome sunshine as the groups rode through beautiful mountain scenery towards the small town of Moab.

The next day was a free day on which riders could choose between a jet boat excursion on the Colorado river or riding up to the top of Spider Mesa, one of the USA's toughest and most spectacular trails.

After saying farewell to Moab the group headed southwest across the sunny high plateaux of Utah over very fast gravel and

hard clay tracks. Here the Ténérés were really in their element and showing their desert rally breeding.

Following each other in single file, the riders were keeping around 100 metres apart to ensure maximum visibility through the dust. In the distance the snow-capped Le Sal mountains indicated the location of that night's stopover, Lake Powell. At this high altitude man-made lake popular with fishermen, hikers and watersports lovers, each group was to stay on a motorized houseboat. Shortly after arrival, a temporary "Captain" was selected for each boat, and his job was to successfully cross the lake to an isolated beach where the evening barbecue was to be held.

With only a beautifully clear star-filled sky and a glowing camp fire as company and coyotes howling in the distance, the group could really feel the atmosphere of the Old Wild West.

Through lands of historic and movie fame

Day 7 was to be the most physically demanding day of the Tour, a 42 km ride from Lake Powell to Grey Mesa via the famous Mormon trail.

It said much for the determination of the riders and the durability and reliability of



The North Rim of the Grand Canyon.



A typical wind mill as seen often in the Old West.



The old saloon from the "Thelma & Louise" movies.

their XTZ660 Ténérés that 90% of them made it to the very top of Grey Mesa. Back at Lake Powell the riders enjoyed an afternoon of fun on Yamaha Super Jet and WaveRunner Water Vehicles before the evening barbecue around the harbour. Entering Arizona again on day 8, the tour would see the spectacular scenery of the Valley of the Gods and then Monument Valley with its incredible rock formations. Revered home of the Navajo Indians, Monument Valley was formed around 70 million years ago when it was forced upwards from the ocean bed, and then eroded by the actions of wind, sun, ice and water.

On day 9 the group headed due west through Navajoland, climbing to over 2,200 metres. The highlight of this day was a visit to the Navajo National Monument to see a virtually untouched Navajo village built over 500 years ago in a massive cave with a roof over 200 metres high. Then it was time to hit some very fast dirt roads where the Ténérés could be let off their leashes.

Pushing on towards Kanab, the Tour passed through the genuine Wild West country of Arizona and Utah where over 50 Western Movies and TV series have been filmed. And that night the group stopped at the Parry Lodge, the same hotel where stars like John Wayne and Clark Gable stayed while here on location.

Destination Las Vegas!

The last day's course took the riders over 400 km to Las Vegas, the final destination. And undoubtedly the highlight of the tour was the ride to the North Rim of the Grand Canyon. With a sheer drop of over 1,000 metres down to the Colorado River,

the view is an awesome and unforgettable sight.

Leaving the tour headed west along twisty and rocky roads threading their way between the Bangs and Black Rock Mountains. Soon Vegas appeared like a mirage in the desert. It was to be a great ending to a fantastic adventure. Parking their Ténérés outside the luxurious Ballys Hotel, the riders wasted no time in hitting the town's hot spots for a well-earned night out.

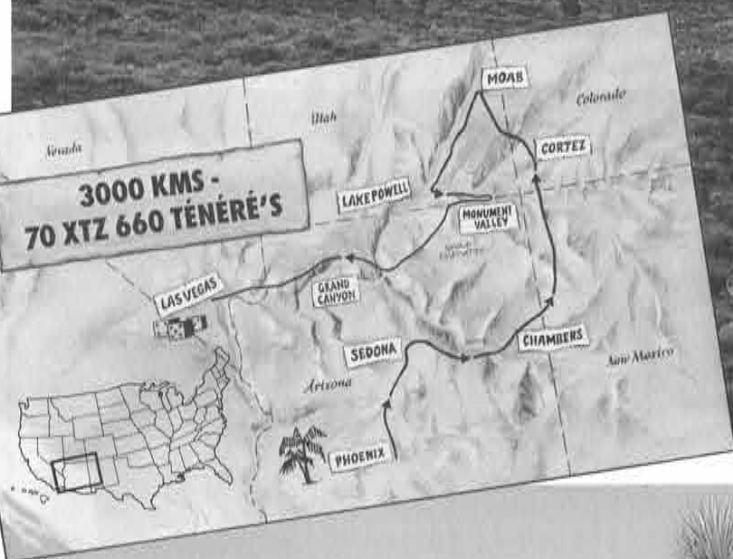
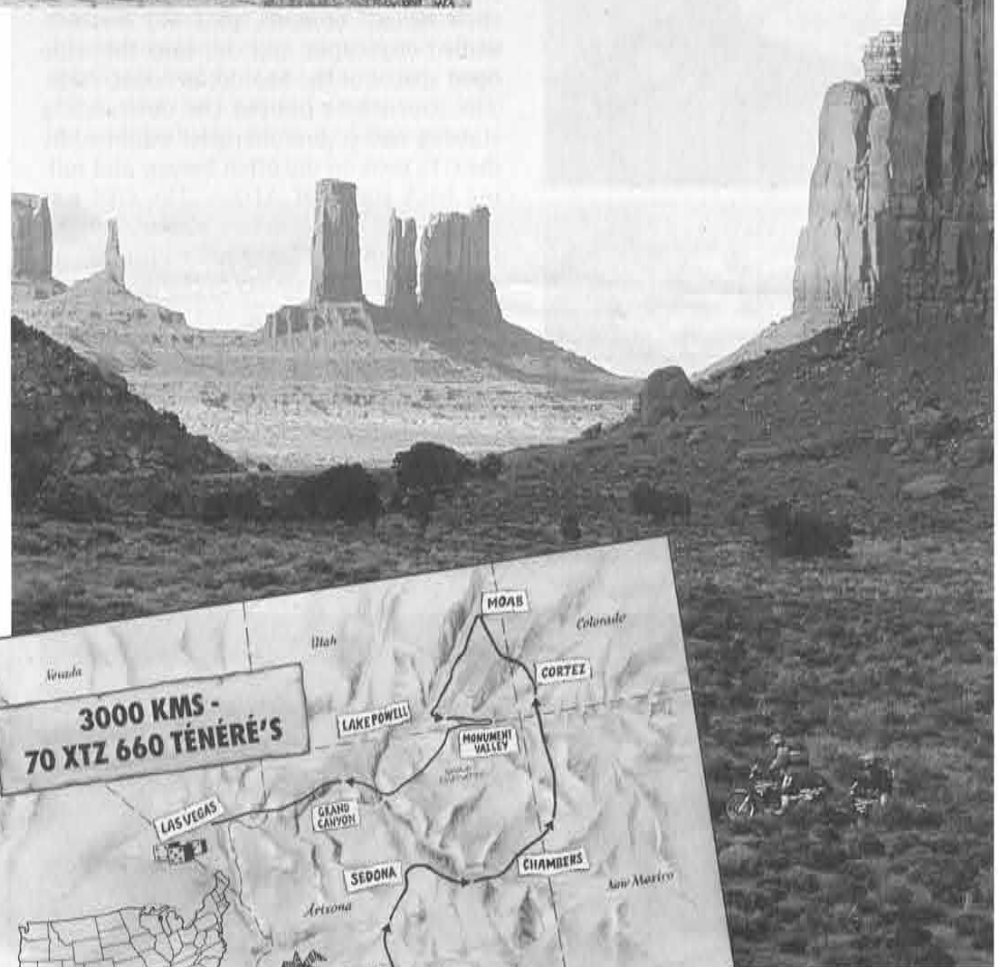
The following evening the whole group were invited to a farewell party in Ballys Hotel where each Guide rider presented his team with mementos of the Tour. The Swedish/Danish team were announced winners of an unofficial competition for receiving the least amount of marks by Yamaha staff for losing their way or falling off their bikes on the 3,000 km adventure.

Our big commitment to the customers

Organized by Yamaha Motor Europe N.V. in association with Yamaha importers throughout Europe, the event was supported by Dainese, Arai, Acerbis, Metzeler, JT, MXA and Alpine Stars.

Wild West Tour '92 was undoubtedly the toughest ever Spirit of Adventure, and is surely one of today's most physically demanding and challenging non-competitive motorcycle events open to the general public. Offering riders of all ages and backgrounds the chance to experience real adventure on two wheels, the Yamaha Spirit of Adventure is another example of Yamaha's commitment to our customers throughout Europe.

Rock formations like these symbolize the Wild West.



Arizona has some of the most concentrated cactus fields in the world.

SPORTING WORLD

Katayama and Cesaris join Tyrrell-Yamaha for '93 F1 series

The Tyrrell-Yamaha Team has signed contracts with Japan's Ukyo Katayama and Italy's Andrea de Cesaris as team drivers for the upcoming '93 Formula One World Championship Series.

Katayama, 29, served as test-driver for the Brabham-Yamaha Team for 1990 and 1991 in Japan. He debuted in the Formula One World Championship in 1992 with the Larrousse Team, finishing six rounds with two 9th-place finishes at the Brazilian and Italian GPs.

Cesaris, 33, won 2nd place at both the German and South African GPs in 1983.

Peterhansel runs strongly in '93 Paris-Dakar

The 1993 Total Paris-Dakar Rally started on January 1 to finish in Dakar, Senegal on the 16th after a grueling 8,877 km run. For this event, Yamaha Motor France (YMF) entered Stéphane Peterhansel as its official rider on a Yamaha '93 YZE850T Super Ténéré with the sponsorship of Mobil 1 and Danzas. YMF will also lease standard YZE850T Super Ténérés to America's Danny La Porte and Spain's Jordi Arcarons with technical support from the YMF service team. As of Jan. 10, Peterhansel and Arcarons were running 1st and 4th, respectively.

YAMAHA ON THE MOVE

European journalists test

Last November, European journalists tested Yamaha's GTS1000/GTS1000A. Held at two exciting venues, Morocco's Marrakech for the GTS1000 and a large number of journalists and gave them a chance to

GTS1000/GTS1000A MOROCCO



Over a ten-day period from November 1 to 10, Yamaha Motor Europe N. V. organized a testride event for the '93 European model Yamaha GTS1000 in Morocco's Marrakech region with the cooperation of the European importers and Yamaha Motor Company. Attended by some 80 journalists from 16 countries across Europe, the event was intended to help make this new model's introduction onto the European market a smooth one. The event was held on a two-day schedule for four different journalist groups, with a model explanation on the first day and testrides and photo session on the second.

The model explanation referred to the GTS as a model that embodies much of Yamaha's most advanced technology and one that Yamaha introduces with confidence as a step toward the 21st century. Throughout the event schedule Marrakech was blessed with fine weather, and the journalists were free to ride the GTS to their hearts' content, past old fortress-walled cityscapes and out into the wide open spaces of the Moroccan countryside. The journalists praised the outstanding stability and engine character exhibited by the GTS even on the often bumpy and rolling back roads of Africa. The GTS was also praised with statements like "Yamaha has really done a good job in finding an excellent blend of sporty performance and comfort" or, "The GTS is truly worthy of being called a flagship model for today's motorcycle."



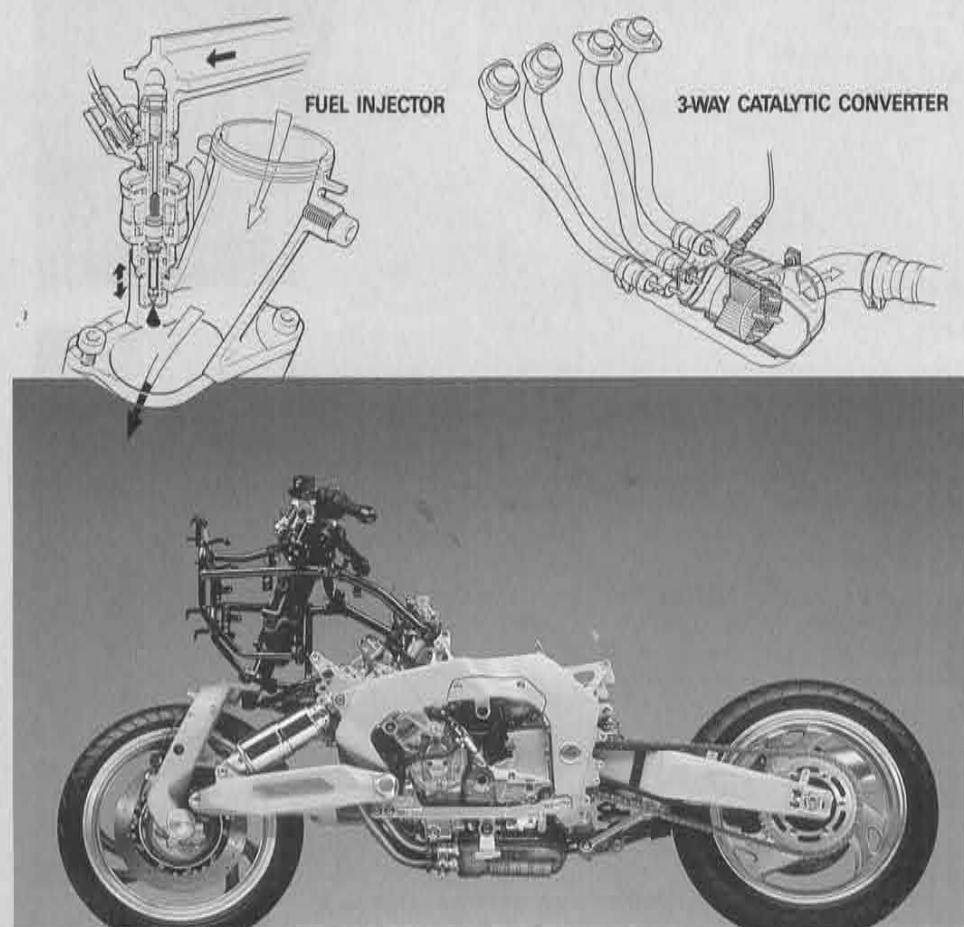
Neighbourhood children flock to see the GTS.

The concept behind the GTS

The demand for 750cc-and-over motorcycles in Europe has been growing steadily over the past few years. Particularly strong in Germany and France, as well as other countries like Britain, Italy, Switzerland and Spain, today this class constitutes a majority of the European market demand. The many models fielded by each maker in the big-bike category can be roughly divided into two groups; the bikes that emphasize "super sports" performance, and the models that stress "touring performance". Yamaha's FZR1000 is a representative model in the former group, while the FJ1200 is a leader in the latter group, both with strong user support in their respective markets. When Yamaha set itself the task of offering European users a new type of motorcycle for the '90s blending the qualities of a supersports machine with comfortable touring characteristics at a level never before achieved, the product was the GTS1000/GTS1000A. In short, a civilized superbike; one which offers the kind of handling performance found in supersports machines with the same level of comfort and sophistication as pure street machines. The GTS1000 is the forerunner of a totally new concept in motorcycling — a concept defined by the term "Advanced Sport Tourer."

A development project with two major aims

First, the GTS1000 was to set new standards for the application of advanced technology to production motorcycles. The Omega Shape Chassis concept with its single-sided swingarm front suspension was developed to open up whole new areas of chassis performance. The 1,002cc 5-valve engine with electronic fuel injection (EFI) and 3-way catalytic converter sets new levels of sophistication in engine performance. ABS (Anti-lock Brake System) and a 6-piston front disc brake are also featured on the GTS1000A. Second, the GTS1000 could not sacrifice comfort for performance. That is, it had to fit the rider and passenger naturally so as to make the riding experience as pleasant and relaxing as possible, particularly on long rides. This was achieved by a natural, comfortable riding position and by superior air management from the fairing and full bodywork. This fairing system reduces wind buffeting and aerodynamic drag. At the same time, it gives the GTS1000 some of the most attractive lines of any motorcycle in its class. In short, the development team tried to build a bike with unique status that gives the user satisfaction and pride of ownership.



tride the top '93 models

top models for 1993, the GTS1000/A and YZF750R/SP. S and Spain's Jerez GP circuit for the YZF750R/SP, both events drew a ce to really appreciate each model's best qualities.

YZF750R/YZF750SP

SPAIN

For the site of the press testride event for the exciting '93 models YZF750R/SP, Yamaha Motor Europe N.V. chose the GP circuit at Jerez in sunny Spain. Over the seven days from November 19 to 26, some 73 representatives of the European press and importers gathered from Austria, Belgium, Denmark, Germany, Greece, Hungary, Israel, Italy, the Netherlands, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland and the United Kingdom. A staggered two-day schedule included a model introduction and dinner on the first day and plenty of test time on the top-quality Jerez track and evening entertainment on day two.

In the model explanation on the first day the journalists learned that Yamaha had developed these two models to be nothing less than the top performers in the 750cc supersports class.

A generous testing day track schedule and number of bikes allowed the reporters all the time they needed to get use to the YZF machines and test them to the limits on the international class track. Some of the importers had brought along their team riders, and the journalists were invited to try to match lap times with the pros.



When all was over, the journalists reactions were very positive. They agreed that the "R" version was a definitive supersports machine that would suit almost any rider with its easy, precise handling, great



engine performance and excellent brakes. Meanwhile, the "SP" version demanded greater rider skill but showed its high potential as a base machine for superbike racing once the rider got used to its racer-

type settings.

After the day on the track, the journalists were treated to a sherry tasting at a local vineyard and then a dinner enjoyed by all.

The concept behind the YZF750R/SP

While in the case of the GTS Yamaha attempted to develop entirely new motorcycle technology, with the YZF750R/SP the aim was to achieve the ultimate in riding fun and exhilaration by further perfecting its already proven motorcycle technology. Goals for the YZF's development were;

1. Achieve best performance in the 750cc class
2. Build in greater race potential
3. Latest racer style design

The aim with regard to the first goal was to give the new model the highest top speed, the lightest machine weight and the best steering stability and reliability in the 750cc production motorcycle category. To do this Yamaha developed a new chassis carrying a high-power engine and featur-

ing superior aerodynamics, renewed basic dimensions and well-balanced rigidity. The new engine adopts much of the technology from Yamaha's YZF factory racers that it continues to enter in national 4-stroke races, achieving many excellent results, including three Suzuka 8-hour Endurance Race wins.

As for the second goal, with the World Championship Superbike series so popular now, Yamaha decided a supersports bike with high racing performance potential should be designed as a base machine for participation in these races. Since superbike race regulations strictly limit the extent of modifications on production models, high performance basic components had to be used along with YZF750SP specifications.

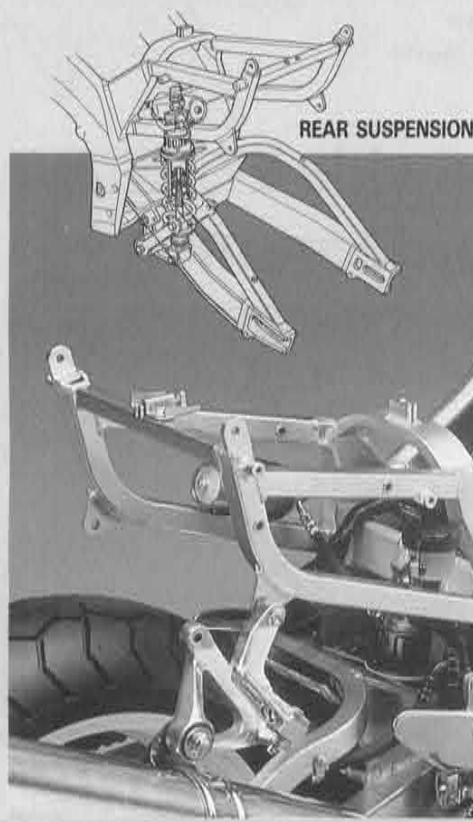
The basic components used in the new model are designed and built to meet extremely rigorous conditions on the track.

Along with the base machine, efforts have also been made to develop kit parts especially for the engine.

On the SP version standard equipment includes many high performance parts and other special parts which are expensive for most users.

The third goal involved the improvement

of comfort factors such as riding position and wind protection. Although the riding position looks like that of a "factory replica", it is designed to be naturally more comfortable than conventional racers, while its wind protection effect is equal to that of the FZR1000 in spite of its racer looks.



4 Marketing Awards go to France, Colombia, Taiwan and Pakistan

As we have reported previously in Yamaha Motor News, Yamaha's Marketing Committee has established a Marketing Awards program to give annual recognition to companies or departments in the Yamaha Motor Group that have achieved outstanding results in the area of marketing.

These Marketing Awards are intended to foster wider and deeper understanding of the concept of "customer-first marketing" throughout the Yamaha Group by providing feedback about outstanding marketing activities being conducted by the many Yamaha importers and dealers around the world.

For the first Marketing Awards contest, we received 31 entries in the overseas category; a strong reflection of the high level of interest and consciousness in marketing activities shared by all members of the Yamaha Motor Group.

Due to the high level of so many of the entries, the judging process proved to be difficult. In November our Marketing Committee met to review these 31 entries and judge the 10 entries chosen as semi-

finalists. Here are this year's Marketing Award winners.

• **Yamaha Motor France (France):**

Pari Yamaha / Total Customer Communication (A campaign to raise the quality of Yamaha dealership and YMF operations)

• **Incolmotos S.A. (Colombia):**

Introduction of AXIS90 in Colombia

• **Yamaha Motor Taiwan (Taiwan):**

Expanding the sales network - making Yamaha-authorized dealers out of sub-dealers.

• **Dawood Yamaha Ltd. (Pakistan):**

3S means Greater Customer Satisfaction (Program to strengthen and increase the shops meeting the program's Sales, Service and Spare Parts standards)

We wish to extend our sincere thanks to all of last year's entries and, at the same time, to say that we anxiously await entries in the 2nd Marketing Award Contest.



Outboard sales contest winners visit Japan **JAPAN**

Last year, a sales contest called "VIVA Enduro" was carried out for Yamaha marine distributors, and as a prize, the applicants who won honorable mention in the contest received an exciting trip to Japan. The aim of the VIVA Enduro contest was to encourage the distributors to compete on the basis of the uniqueness and effectiveness of their sales promotion activities coinciding with the release of the Yamaha outboards E115A, E25A and 25V, and in doing so it made a great contribution in their actual sales promotion. The Japan trip took place for the week starting November 15, 1992, and some 14 outstanding marine importers from 7 countries including Iran, Papua New Guinea, Nigeria, Venezuela, Kuwait, Hong Kong and East Malaysia visited Sanshin Industries (outboard factory) and some famous tourist spots such as Hakone and Nara. For the highlight of the trip, the party all enjoyed the experience of a one-day homestay with Japanese families, and this special opportunity helped build mutual understanding.

Take a sheep for **GERMANY** a trade-in?

Yamaha's German importer Mitsui Maschinen GmbH recently carried out a trade-in campaign for lawn mowers and the advertisement they prepared for the campaign says "we accept almost any kind of lawn mower for trade-ins" with a picture of a sheep. One day, Mr. Geertz who owns a Yamaha dealership in Niebüll, north Germany had a visit from one of his customers who came to trade in a real sheep! Mr. Geertz accepted this unique offer and gave the customer a double discount to let him keep his sheep.

Wir nehmen fast jeden Rasenmäher in Zahlung.



YAMAHA
RASENMÄHER

Große Umtauschaktion

Alt gegen Neu ist die Devise! Ihre Entscheidung für YAMAHA: Unsere Rücknahmegarantie für Ihren alten Rasenmäher - gleich welcher Marke.

YAMAHA-Rasenmäher: Qualität, Zuverlässigkeit, leichtes Handling.



Jetzt in unserer Umtausch-Aktion. Bei Ihrem YAMAHA-Fachhändler.



Yamaha diesel generators to support UNTAC **CAMBODIA**

Many Yamaha products are playing important roles in various international projects. The EDA5000E is a Yamaha diesel generator, 1,200 units of which were sent to Cambodia recently to support UNTAC activities. Yamaha generators were chosen due to their high reputation from past contributions to FAO, UNDP or other United Nations organizations, being particularly praised for their reasonable price and good after-sale service. The generators have been making the rounds of each area of the country on pickup trucks where they are actively used to power lighting, computers and communication services presently compiling voter registration lists for the election to be held this coming May. Plans call for some of the generators that

have finished service to be sold to a civilians and will be used as a source of electricity for general use.



The instructor, Mr. Araki from Yamaha Power Products Div. and the reliable EDA5000E.

U.S. Dealer Trip to Japan **JAPAN**

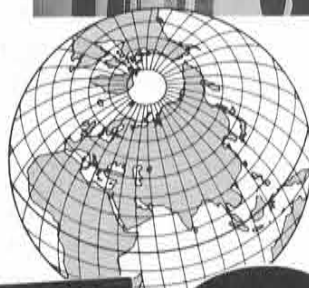
From November 17 to 20, a tour of 216 U.S. dealers, their spouses and Yamaha Motor Corp., USA staff led by Vice-president Jim Gentz visited Japan and stopped at the YMC's home office on the 19th to tour the Iwata 5th Factory. The dealers chosen for this year's trip included motorcycle and ATV dealers who reached

their sales promotion goals as well as dealerships that received high marks on a customer satisfaction survey conducted by an independent pollster. On the evening of the 19th, the dealers were greeted by YMC's President Eguchi, Directors Nomura and Emi, and related staff at a welcoming reception at Tsumagoi. Amidst the congenial mood of the party, the dealers enjoyed trying their skill at a variety of traditional Japanese arts like sushi making and "origami", the art of folding paper into various figures. A sushi-making contest between President Eguchi and YMUS representatives was one of the crowd-pleasers of the evening.

After medallions were presented to each of the dealers by YMC executives, the party was brought to rousing climax with a demonstration of the "HAKA", famous "ALL BLACKS" Rugby War Dance by Yamaha's Rugby Football Team's coach, Eddie Dunn, who served as host for the night's party.



Toasting with Japanese "sake" at the welcome party.



TOPICS

from the WORLD

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.

More Letters!

Reaching a nationwide **CANADA** audience of Outdoorsmen

Yamaha Motor Canada is enjoying a second year teamed with "Outdoor Sportsman", Canada's premium sportsman TV show. "Outdoor Sportsman" features segments focusing on wildlife, safety, destinations, and relevant news to keep Canada's large population of outdoor enthusiasts well informed.

As a pillar sponsor, many Yamaha products are used throughout the show's filming. Yamaha ATVs, snowmobiles and generators regularly find their way into show content. Yamaha is recognized as a leader in the Canadian outdoor market and YMCA continues to use innovative marketing approaches to reach sporting consumers.



Show host discussing correct riding techniques with an ATV instructor during summer filming.

First joint meet for marine distributors **BAHRAIN**

On October 21 and 22, the first Middle East joint Marine Distributors Conference was held in Bahrain, gathering 26 representatives from 8 Yamaha marine distributors in Saudi Arabia, Oman, Bahrain, Qatar, the United Arab Emirates, Lebanon and Kuwait.

In the presence of YMC's Mr. H. Nakajima, Senior General Manager of Marine Operations and Mr. T. Suzuki, Senior General Manager of Parts Operations,

the conference proceeded with presentations of Yamaha business policies and recent sales records, followed by introductions of the new products and presentations of the sales policies and market performance in each country. The participating distributors had a good opportunity to exchange valuable information and to strengthen their solidarity and communication as members of Yamaha family.



Participants at the Conference.



The EF2200 used by the scientific investigation operating in Mongolia.

Yamaha power products for scientific investigation **MONGOLIA**

As well as aiming at future technology, Yamaha doesn't forget how important history is. For more than three years, Yamaha EF2200 generators have been in service on the "Golban Gol Scientific Investigation", a joint project between Mongolia and Japan to search for Genghis Khan's tomb.

The generators have been used as a source of electricity for sending information such as news and photos showing the process of investigation from the Mongolian steppes to Japan by means of a satellite system. The scientific investigation committee praised the EF2200 for its reliability and high performance, having contributed for a period of three years without any major problems besides the usual maintenance such as cleaning spark plugs and air filters periodically.

Opening **IRAN** ceremony for new office

Recently, Iranian Yamaha marine distributor, Tavasun Co. opened a new office in the central business district in Tehran City. To celebrate this 200m² office launch, an opening ceremony was held on October 25 with many dealers, guests and representatives of YMC in attendance.

The new office will be used by the company's Management and Account & Ordering Divisions while the Sales Division will take over the old one.



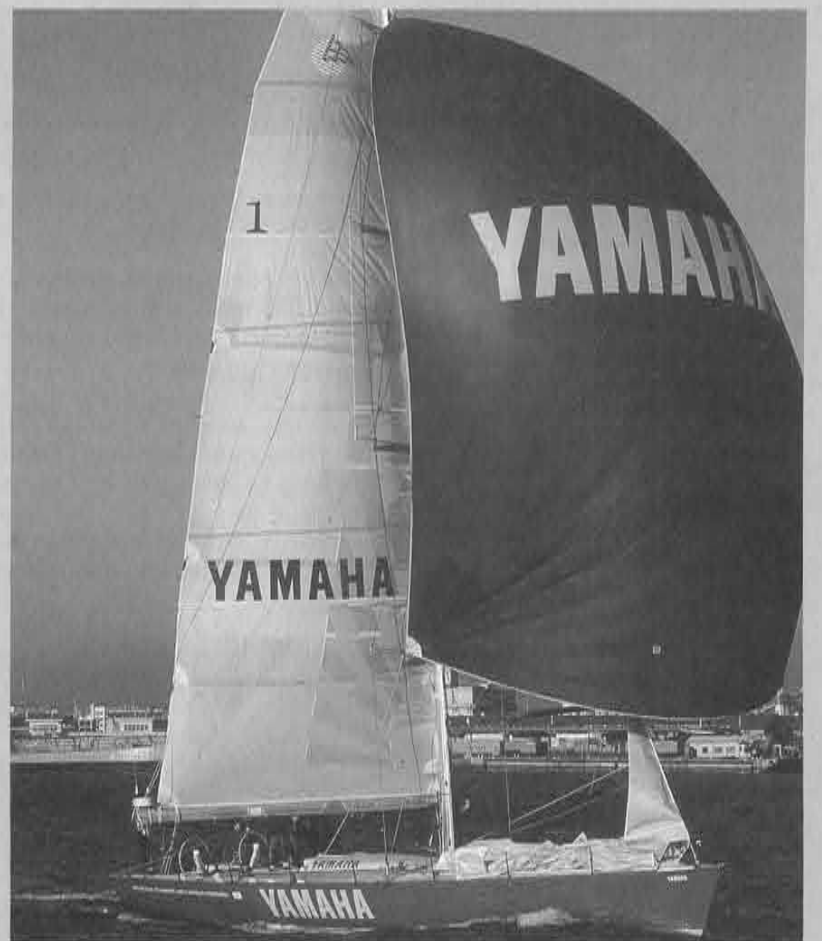
Mr. Ahmad Tavassoli (center) together with YMC's Mr. H. Nakajima (right) and Mr. T. Suzuki at the tape cutting for the opening ceremony.

Whitbread campaign **JAPAN** in Yokohama

With sights on the upcoming Whitbread '93-'94 race starting September 25 in Southampton, U.K., the YAMAHA Round The World syndicate organized a Whitbread Campaign at Yokohama's waterfront from December 4 to 6. As has been mentioned before, the Whitbread Round The World Race is the world's longest yacht race and presently the focus of attention in the field of international marine sports, much like the America's Cup.

The three-day Yokohama campaign started with a press conference introducing the 10 crew members of the Yamaha Round The World (YRW) before a gathering of media representatives from about 50 TV, newspaper and magazine companies. The syndicate's skipper, Ross Field, commented: "The new Whitbread 60 class YRW is a frighteningly fast sailboat. It should run at speeds of 30 to 35 knots in the strong winds of the southern oceans. And all but three of the crew are veterans of past Whitbread Round The World races. We feel we have put together the strongest team possible, and we are ready to go all out for the win".

The campaign was highlighted by a 2-hour sailing exhibition by the YRW in Yokohama Harbor. In 7-8m northerly winds the YRW sailed strongly at a 10-knot clip along Yokohama's modern waterfront, much to the delight of a corps of photographers following her in three specially prepared launches. The second day was set aside for receptions with the syndicate sponsors and related guests. Another exciting event was prepared on the third day in which the public was free to visit the YRW and speak with its crew. Also, about a dozen yachts and cruisers showed up, giving one more indication of the interest that is growing in Japan both for the YRW and the Whitbread Round the World Race.



(from left) Mr. Field, Mr. Horiuchi, YMC Director and Mr. Ohgimi, Japanese representative of the syndicate, together with the crew at the press conference.



AUSTRALIA Today

In this issue, we have an article from Mr. Eddy Symons (pictured below) of Yamaha Motor Australia Pty, Ltd. YMA has a total of 97 employees in four states of Australia, New South Wales, Victoria, Queensland and Western Australia.



As for the other parts of the country, Pitmans Distributors handles distribution in South Australia and the Northern Territory, while Sport & Road handles Tasmania.

Here is a look at how the people of Australia use and enjoy Yamaha products.



Yamaha, a reliable partner for outdoor-loving people

A vast country with a variety of natural settings

Australia's total land mass is 7,682,300 km². With such a large area, the island continent of Australia features a wide range of climatic zones, from tropical regions in the north, arid expanses of the interior, to the temperate regions of the South. Known as the "Dry Continent", 80% of the land has an average rainfall of less than 600mm per year. Seasonal fluctuations can be great, with temperatures ranging from 50°C to well below zero. Our country has also had a host of natural disasters, such as floods, droughts, tropical cyclones, severe storms and bush fires, giving the Australian people very diverse uses for the many Yamaha products.

Australia's current population is approximately 16.7 million, with a 1.69% annual growth. Most of the population is concentrated in two separate coastal regions, the southeast and the southwest coasts of Australia. Yet, 70% of the country has a population density of only 2 persons per km², by comparison with the United States of America at 26 and the United Kingdom at 234.

Motorcycles and ATVs at work in agriculture

Australia has always been a primary producer of wool, wheat, meat and fish products. Yamaha motorcycles are used ex-



St. George Dragon demonstrating a Pee Wee at Orange Field Days.

tensively in the farm industry. Yamaha's most popular motorcycles, the AG (agriculture) and Trail, are used for general farm work such as checking fences on large properties and working stock, and presently account for more than 50% of Yamaha motorcycle sales throughout Australia. The four-wheel ATV has even a wider range of uses on farms; like spraying small orchards. And during wet seasons or floods, ATVs like the Big Bear are used extensively for moving stock to high ground



Rounding up a herd of cattle on AG motorcycles.



A four wheel ATV helps out on the farm.

and general transportation on properties where all other types of equipment tend to get bogged in the muddy conditions. The ATVs are used mainly as workhorses rather than for pleasure use.

Because Australia is a great country for touring, riders travel all around the country on motorcycles, besides the many people use motorcycles for commuting to and from work. With the recent swing to leisure riding, the Yamaha XV models are now becoming very popular. With many opportunities for riding, children are also beginning to ride at a very early age, and some continue all through their growing-up years, progressing gradually to bigger bikes.

The marine market shows great potential

Boats are used both commercially and for pleasure in Australia. Some examples of commercial uses are oyster farming, cray-fishing, abalone diving, and general net fishing. On the pleasure side, water skiing is one of the most popular water sports of boaters.



Yamaha outboards are used both for official and leisure purposes.

The Yamaha marine engine market in Western Australia is mainly a commercial market of fishermen and pearlers in the north. Yamaha outboard motors have been used by many fishermen and Government Departments, such as the Waterways Authorities, Water Police and State Emergency Services nationwide for many years due to their reliability and performance in emergency situations.

The types of water craft used in Australia vary from state to state. In Victoria there are many inland lakes, dams and weirs where house boats, some being three stories high, are becoming very popular as floating accommodation. A day out on the

water with family and friends is a popular weekend pastime for Australians, where they can enjoy many water activities.

In the warmer states of New South Wales and Queensland, the beaches and the open clear waters of the Pacific Ocean and the Great Barrier Reef, inspire popular water sports such as swimming, sailing, fishing, skiing, scuba diving, sport fishing and para flying. Water Vehicle riding is becoming very popular too, particularly as rental vehicles in many of the island resorts off Queensland. Because Australia is surrounded by water and its people enjoy a variety of marine pastimes, the market potential is steadily growing for Yamaha marine products.



Water Vehicle riding is increasing in popularity amongst marine sports enthusiasts.

Expanding leisure use of golf cars and karts

In Australia today, hundreds of golf courses and resorts are hiring out the Yamaha golf cars to carry people, particularly the elderly and frail, who enjoy the sport but have problems walking around the long courses. Golf cars have also been adapted as people carriers in the many holiday resorts that are being developed along the coast of Australia.

Karting is a sport which is growing year by year. It is reasonably cheap and allows the whole family to take part in indoor and outdoor track racing.

Overall, Australians are very much outdoor people who love the sun and fresh air. With such a large country and great variety of climates, nearly every product that Yamaha has to offer can be put to great use in Australia.



The "Australian round of the Road Race World Championship" held in Australia every year.