



Leading both GP1 and GP2

Since the start of the '93 Road Race World Championship series in Australia on March 28, Yamaha has dashed out to an impressive lead.

In the GP1 class, defending champion Wayne Rainey showed his winning form by finishing 2nd in round one and 1st in rounds two and three held in Malaysia and Japan on April 4 and April 18, giving him an early season lead of 9 points over 2nd-place Schwantz (Suzuki). Meanwhile in the GP2 class, Tetsuya Harada also finished 2nd and 1st twice on his TZ250M to take the series lead by a big 21-point margin over 2nd-place N. Aoki and Okada.

Since last year, Yamaha has made it a policy to encourage more teams and riders to participate in this series and make it a more exciting competition for the fans by supplying YZR500 engines to independent constructors in Europe.

Thanks to these efforts, nearly two thirds of the bikes, including works machines, entered in this year's competition are powered by Yamaha engines. This promises to make the racing this season competitive and exciting right down to the final round.

In the Motocross 250 cc class Yamaha is also off to a good start with YZM250 rider Donny Schmit trailing the series leaders Albertijn (Honda) and Everts (Suzuki) after four rounds.



Harada leads the GP2 class with his TZ250M.

Rainey on his YZR500 at the Japanese GP.

Lawson wins Daytona 200 on FZR750R

U.S. NATIONAL ROAD RACING SERIES

America's Eddie Lawson took the checkered flag first at the prestigious Daytona 200 mile race on his Yamaha FZR750R (OW01) prepared by the Vance & Hines Racing Team. The race was held on March 7 as the main event of the Camel Motorcycle Week at the Daytona International Speedway, Florida, U.S.A. For Lawson, this was his second Daytona win.

Starting the race from the second row, 7th grid position, Lawson quickly moved into second behind pole position-starter, Kawasaki's Scott Russell, and began to pull away from the rest of the field.

The lead changed hands between these two competitors and Lawson led the race for 14 of the 57 laps with his fastest lap clocked at one minute 50.66 seconds, just 47/100 of a second off the course record of 1:50:19.

Lawson said "I didn't win this race alone - Yamaha and Vance & Hines deserve a lot of the win. The bike was set up great on race day and I had the confidence I needed to go out and ride the bike fast."



Yamaha Virago Dressed by Hermès

A MEETING OF TECHNOLOGY AND ELEGANCE

An encounter between two very different cultures: what ensures is exquisite harmony. The closely combined efforts of Yamaha Motor and Hermès, that most distinguished of names in luxury goods, have yielded a unique product which combines the two different but, most definitely in this case, complimentary concepts of elegance and performance. It is the "Yamaha Virago". A touch of sportive elegance has been added to the Virago and it has been recreated into an inspiring and faithful "iron horse."

A Marriage of Technology and Craftsmanship
The association of Yamaha and Hermès be-

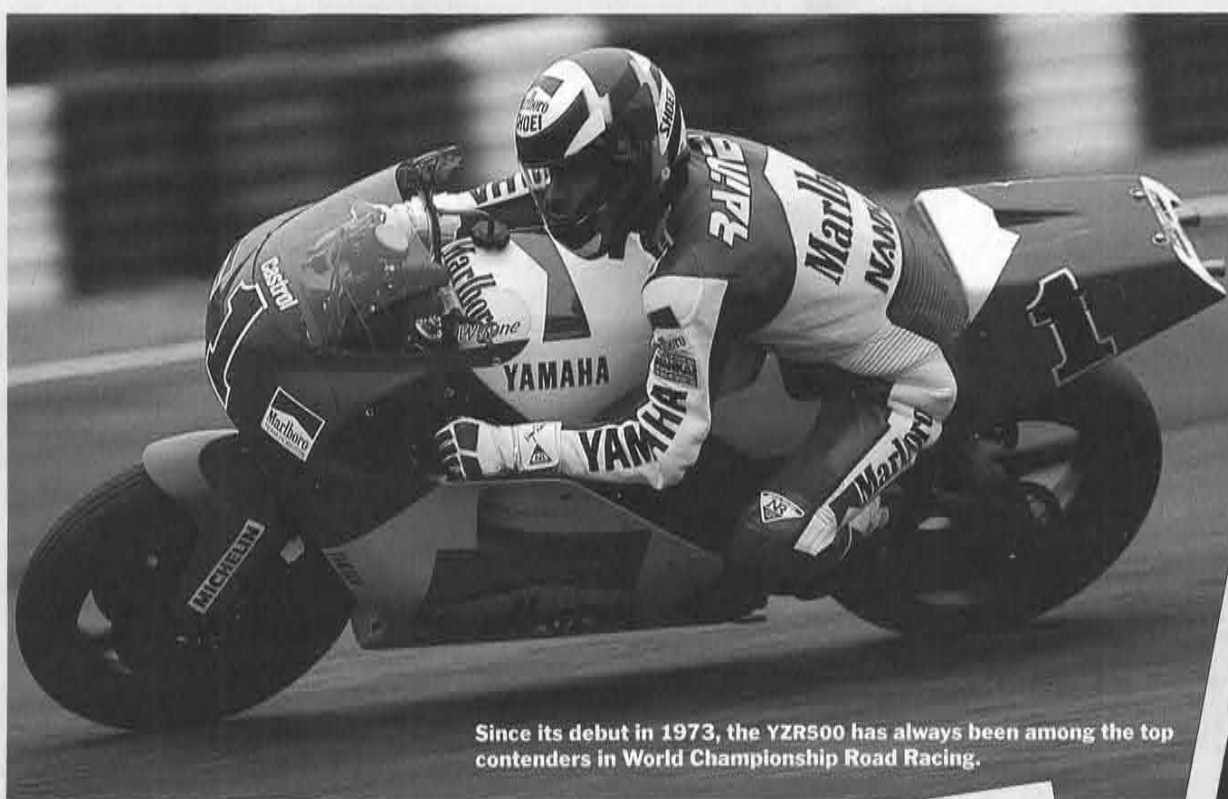
gan one year ago. Yamaha Motor France S.A. (YMF), a subsidiary of Yamaha Motor Co., Ltd. (YMC), commissioned Hermès to decorate the custom model Virago 535, which is both a street and a leisure bike. The traditional design promises not only confidence and comfort, but also absolute dependability.

Yamaha required a design full of originality as well as durability to withstand tough conditions. These demands were met by "skipper," the product of research by Hermès, the incomparable saddle makers with a history of 150 years of dedication to craftsmanship.

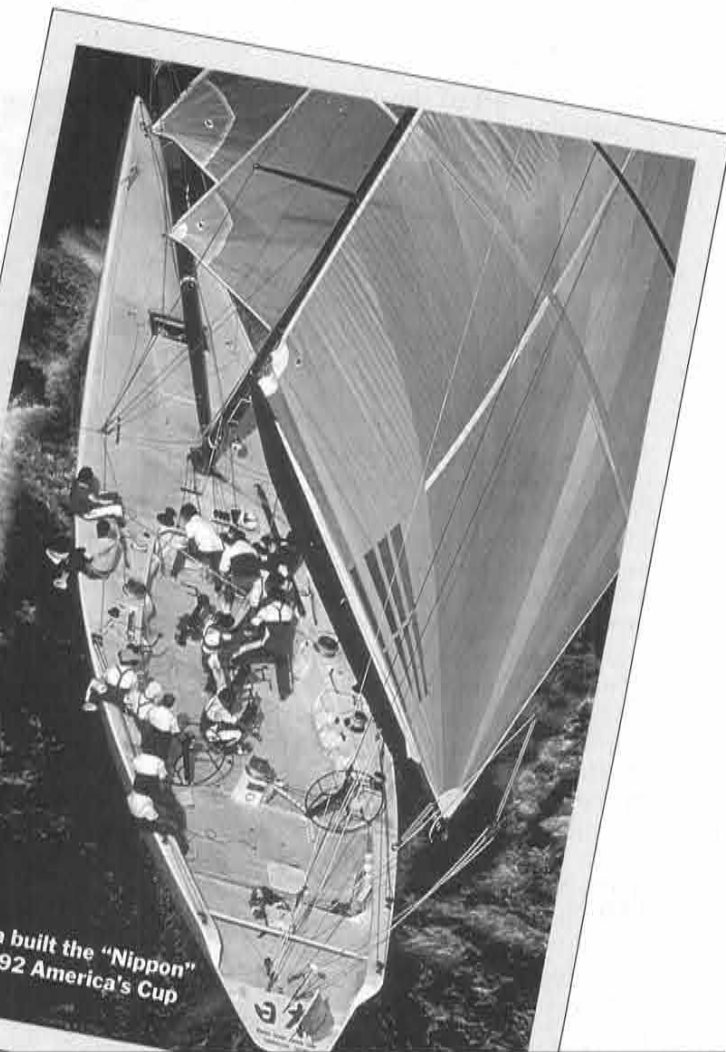
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Racing toward new c

YAMAHA MOTOR'S RACING ACT



Since its debut in 1973, the YZR500 has always been among the top contenders in World Championship Road Racing.



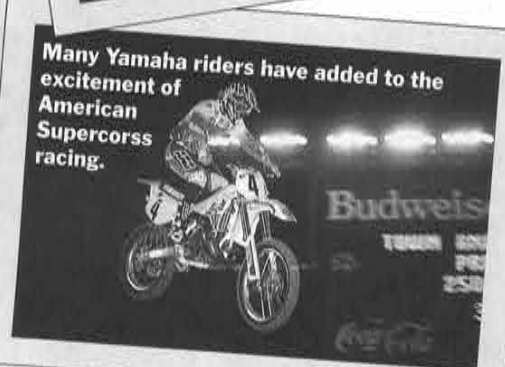
Yamaha built the "Nippon" for the '92 America's Cup Race.



Schmit won the World Championship Motocross 250 cc class in 1992.



Yamaha has been an avid participant in the Paris-Dakar Rally since its first holding.



Many Yamaha riders have added to the excitement of American Supercross racing.



The Yamaha OX10A engine-mounted "TYRRELL YAMAHA 020C" machine takes part in the '93 Formula One World Championship.

Starting from the year of its founding as a motorcycle manufacturer in 1955, Yamaha Motor's race activities have expanded along with its corporate diversification to the fields of sailboats, snowmobiles, karts and automobiles. Today, race activities are an integral part of the programs of all our major divisions.

Our Motorcycle Division is a dominant force in big events ranging from the World Championships of Road Racing, Superbike and Motocross to the Supercross and world famous rallies such as the Paris-Dakar Rally and the recent Paris-Moscow-Beijing Rally.

Our Marine Division is a participant and supporter of domestic and international yachting events such as the Whitbread Round the World Race, Auckland Fukuoka YAMAHA CUP Yacht Race, etc. Yamaha was also the boat builder and one of the major sponsors of the first Japanese challenger for the America's Cup in 1992.

Carrying this racing spirit into other fields such as kart and snowmobile racing, and most recently, the F1 World Championship of auto racing, our race activities develop into a kind of unique Yamaha culture.

At the core of race activities is the very human drive to pursue the limits of performance. This dedication to the pursuit of excellence draws the participants and fans into a shared sense of challenge that gives birth to an ever widening circle of excitement and joy.

Yamaha Motor is devoting itself to the promotion of a wide range of race activities on a worldwide scale as part of our

efforts to be a company that offers people joy and fulfillment.

Race activities, our "Running Laboratory"

When Yamaha machines win on the race track, they prove the excellence of our technology. More important, perhaps, than the promotional value of these victories is the technological advances that have been made in the creative efforts to get that winning edge in the tough arena of world-class racing.

For Yamaha, the win-or-lose world of racing has been both a developing ground for cutting-edge performance and a tough proving ground for a continuing line of new technologies. One after another, the technological developments born of the race arena, are fed back into our products for the general market.

In the case of motorcycles, road race and motocross competition have been the proving ground for our 2-stroke technol-

ogy, while enduro racing and long-distance rallies have contributed greatly to the development of our 4-stroke technology.

For us at Yamaha, racing is a "running laboratory" in the endless challenge for ever higher levels of performance. Besides contributing to the development of new technologies, race activities play an important role in employee motivation in all our divisions. The experience and know-how gained from race activities not only build employee skills, but improve quality in all aspects of our corporate activities from product development to manufacturing and marketing.

We believe that the spirit of challenging race activities is the moving force behind everything we build at Yamaha.

Strengthening the solidarity of the Yamaha Group

Yamaha's international race activities are characterized by cooperation between

challenges

IVITIES

'93 YAMAHA RACE CALENDAR

Date	Motorcycle				AMA SX/MX*	Other events	FI
	Road Racing	Superbike	Endurance	MX250			
Mar. 14				Italy			S. Africa
24						Start of the Auckland-Fukuoka YAMAHA CUP Yacht Race (New Zealand)	Brazil
28	Australia			Spain	Irving		
Apr. 4	Malaysia			Holland	Charlotte		Europe
11		Ireland					
18	Japan		Le Man (24H)	Switzerland	Pontiac (17/18)		San Marino
25				France			
May 2	Spain				*Southwick		
9		Germany		Hungary			Spain
16	Austria				Los Angeles		
23			Spain (24H)	Germany			Monaco
30		Spain			*Mt. Morris		
June 6					San Jose	Isle of Man TT (U.K.)	
13	Germany			Belgium	Las Vegas		Canada
20			Sweden (24H)	Britain	*Sacramento		
27	Holland	San Marino		Ireland			
Jul. 4	Europe		Belgium (24H)		*Buchanan		France
11		Austria		Venezuela	*New Berlin		Britain
18	San Marino	Czecho		U.S.A.			
25			Japan (8H)		*Troy		Germany
Aug. 1	Britain			Sweden	*San Bernardino		
8		Sweden		Finland	*Washougal		
15	Czecho				*Millville		Hungary
22		Malaysia		Japan			
29		Japan			*Binghamton		Belgium
Sept. 5	Italy						
12	USA	Holland				Motocross des Nations (Austria)	Italy
19			P. Ricard (24H)			25: Start of the Whitbread Round	
26		Italy			*Delmont	The World yacht race (Britain)	Portugal
Oct. 3	S. Africa	Britain				Trial des Nations (Ireland)	
10			Malaysia (6H)				
17		Portugal				6 days Enduro (Holland)	
24			Australia (6H)				Japan
31							
Nov. 7		Mexico					Australia
14							

*AMA Motocross schedule

YMC and the local subsidiary or importer. For example, in the case of the Paris-Dakar Rally, YMC devoted itself to the development of factory machines while Yamaha Motor France and Italy's Belgarda fielded the race teams.

When the world's first 2,500 km endurance race for snowmobiles was held in Canada in 1990, a local Yamaha dealer team entered and won. Yamaha teams returned to score a second victory in 1991, as well.

Yamaha's European subsidiary Yamaha

Motor Europe N. V. (YMENV) organizes teams for participation in the Motocross World Championship series in cooperation with European importers, while the U.S. subsidiary Yamaha Motor Corp., USA (YMUS) fields teams in the AMA National/Supercross and Road Race Championship series.

The sense of solidarity and group identification built up through race activities, not only helps strengthen the ties between YMC and its partners but also builds the Yamaha brand image.

BRIEF RACING HISTORY

MOTORCYCLE

●Road Racing

1955: The YA-1, Yamaha's first motorcycle released the same year, won 1st, 3rd, 4th, 6th, 8th and 9th places in Japan's Mt. Fuji Ascent Race.

The same 125cc YA-1 took the first three places in the First Asama Highlands Race.

1958: F. Ito placed 6th in the 250 cc class of the Catalina GP, U.S.A., Yamaha's first international race.

1961: Took part in the World Championships for the first time in the 125 cc and 250 cc classes.

During the period from 1964 to 1977, Yamaha won an exceptional number of manufacturer and rider titles with outstanding riders like P. Read, B. Ivy, R. Gould, J. Saarinen, K. Andersson, D. Braun, W. Villa, G. Agostini, J. Cecotto and M. Lega in all classes from 500 to 125 cc.

1980: Three straight rider championships in the 500 cc class by Kenny Roberts from 1978.

1982: Won manufacturer and rider (J. L. Tournadre) titles in 250 cc class.

1983: Won manufacturer and rider (C. Lavado) titles in 250 cc class.

1984: Won manufacturer and rider (C. Sarron) titles in 250 cc

class.

1986: Won manufacturer and rider (E. Lawson) titles in 500 cc class.

1987: Won manufacturer title in 500 cc class.

1988: Won manufacturer and rider (E. Lawson) titles in 500cc class.

1990: Won the manufacturer and rider titles in both the 500 cc and 250 cc classes with W. Rainey and J. Kocinski, respectively.

1991: Won manufacturer and rider (W. Rainey) titles in 500 cc class and set a new record for the most championship titles for any manufacturer, with a total of forty.

1992: The rider (W. Rainey) championship in the 500 cc class went to Yamaha again for the third year in a row.

●Motocross

1972: The first Yamaha factory team entered the 250 cc Motocross World Championship series.

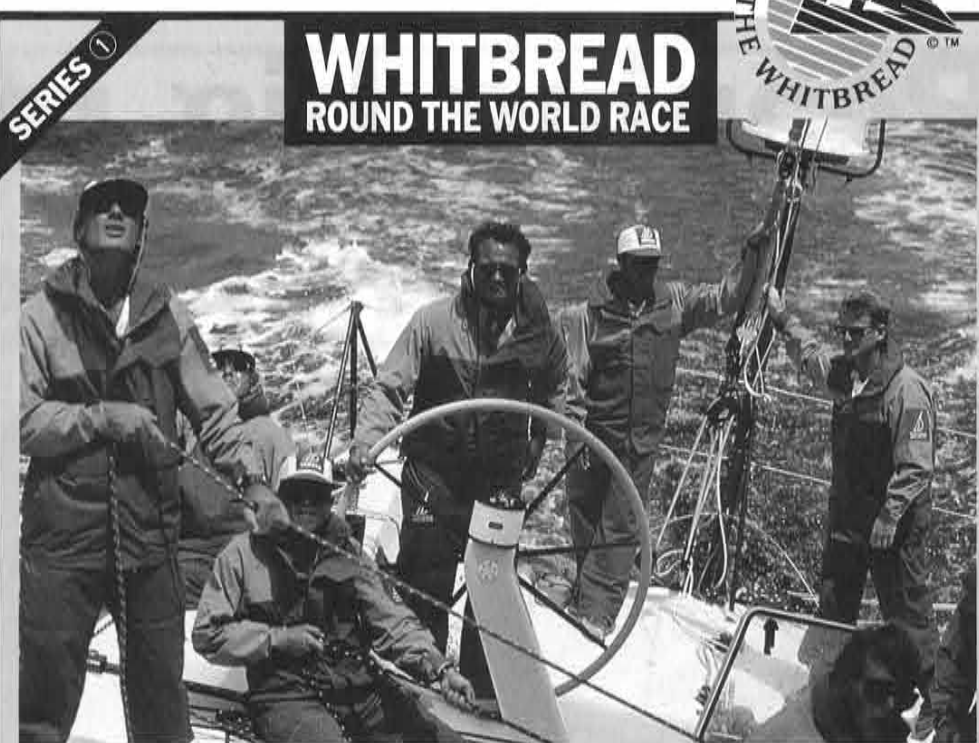
1973: Won both the manufacturer and rider (H. Andersson) championships in the 250 cc class.

1977/'78: H. Mikkola won 500 cc class title on the YZM500.

1981: N. Hudson won 250 cc title on the YZM250.

1982: D. Laporte won 250 cc title on the YZM250.

1983: H. Carlqvist won 500 cc title on the YZM500.



Ross Field (center) and the crew of the "YAMAHA Round The World".

What is the Whitbread Race?

When one thinks of yacht racing, perhaps the first event that comes to mind is the America's Cup, held most recently in 1992 off San Diego, California. But among ocean race fans from Europe and America to Oceania, there is another race, that draws the same kind of avid attention, the Whitbread Round the World Race (WRTWR).

The WRTWR is organized once every four years by Britain's Royal Navy Sailing Association (RNSA). Made up of both active and retired Royal Navy officers who share a love of sailing, the RNSA boasts a list of distinguished members such as Olympic sailors and the man who has completed a circumnavigation of the world with not a single port call, Robin Knox-Johnston. Although there have been several changes in the course (ports of call) of the Whitbread in its five past holdings, since the last holding in 1989-90 the race has adopted a 6-leg course that

starts in Southampton, England, proceeds to Punta del Este (Uruguay), then to Fremantle (Australia), Auckland (New Zealand), again to Punta del Este, then Fort Lauderdale (U.S.A.) and back to Southampton. This year's race, which starts on September 25, will use the same course and be competed in two classes; the W60 class and MAXI class.

In the first WRTWR which started in September of 1973 with 16 entries, the Whitbread Trophy was awarded to the Mexican yacht "SAYULA II" on the basis of adjusted time. In the 2nd, 3rd and 4th holdings, the Trophy continued to go to the boats with the fastest adjusted time. Since the 5th holding, however, Trophies have been awarded to the first boat home in each class strictly on the basis of accumulated time. This year's race will also follow this policy.

In the next issue, we will introduce each of the crew positions.

1986: J. Vimond won 250 cc title on the YZM250.

1988: J. Van Den Berk won 250 cc title on the YZM250.

1992: Won both the manufacturer and rider (D. Schmit) titles in the 250 cc class.

In America's AMA Motocross, Yamaha's first title came in the National 125 cc class in 1977. The following year saw Yamaha riders win titles in all five AMA Championship series. Until now, a total of 13 riders have ridden to championship titles on Yamaha machines.

●Rally competition

From the very first holding of the Paris-Dakar Rally in 1979, the Yamaha Motor Group was an active participant, and the Sonauto S.A. (present Yamaha Motor France) team won the first two years. From then on, Yamaha-supported teams from Yamaha Motor France and Italy's Belgarda S.P.A. have always been among the top competitors, making the competition tough and exciting.

YMF's Stéphane Peterhansel won the '91 Paris-Dakar, '92 Paris-Sirte-Le Cap and '93 Paris-Dakar as well as the Paris-Moscow-Beijing, the world-longest trans-Eurasian rally.

AUTOMOBILE

After winning the biggest crown in Japanese automobile racing, the National F3000 championship, Yamaha racing engines made their debut on the FI World Championship circuit in 1989. In 1991, Yamaha-powered FI cars finished 6th at the Belgian GP and 5th at the Japanese GP. For 1992, YMC teamed up with Britain's Jordan Grand Prix Limited to form "Team Sasol Jordan-Yamaha" which scored 7th and 6th place finishes at the Japan and Australia GPs. For 1993, Britain's Tyrrell Racing Organisation Ltd. and Yamaha have formed the "Tyrrell-Yamaha Team", entering a machine powered by the Yamaha OX10A engine with drivers A. de Cesaris and U. Katayama.

MARINE

Yamaha yachts have won a string of laurels over the years including the Trans-Pacific Single-Handed Race in 1975, the Quarter-ton World Championship race in 1978 and a class vic-

tory in the 1982 Pan-Am Clipper Cup races.

Meanwhile, YMC has also served as sponsor for such international events as the Auckland Fukuoka YAMAHA CUP Yacht Race in 1989 and 1993, and the Melbourne Osaka Double-handed Yacht Race in 1991.

In 1992 we took part in the world's greatest yachting event, the America's Cup, as the official boat builder and one of the major sponsors of the Nippon Challenge Syndicate. The boat "Nippon" advanced to the semifinal round of the challenger's competition, the Louis Vuitton Cup, in first position.

In 1993, Yamaha is in the midst of final preparations to race in the Whitbread Round the World Race scheduled to start this coming September.

RACE RESULTS

ROAD RACING WORLD CHAMPIONSHIP

As of Apr. 18 (Japanese GP)

- GP1 class**
1. W. Rainey Yamaha 70 pts.
 2. K. Schwantz Suzuki 61 pts.
 3. D. Beattie Honda 49 pts.
 4. S. Ito Honda 32 pts.
 4. A. Criville Honda 32 pts.

- GP2 class**
1. T. Harada Yamaha 70 pts.
 2. N. Aoki Honda 49 pts.
 2. T. Okada Honda 49 pts.
 4. J. Kocinski Suzuki 38 pts.
 5. D. Romboni Honda 38 pts.

MOTOCROSS WORLD CHAMPIONSHIP

As of April 18 (Swiss GP)

- 250cc class**
1. G. Albertijn Honda 209 pts.
 2. S. Everts Suzuki 163 pts.
 3. D. Schmit Yamaha 147 pts.
 4. T. Parker Honda 124 pts.
 5. M. Bervoets Kawasaki 113 pts.

Reaping big rewards through self-improvement

France's Le Pari Yamaha sales and service campaign



Scooters in Paris.

Making customer service your top priority is an important element in any successful business. And, in order to put customer satisfaction first, you have to understand the customers in your market. By analyzing the market and providing the kind of service it demands, you can succeed in satisfying the needs of the customers while boosting your own business needs at the same time.

The Le Pari Yamaha campaign conducted over a 3-year period by Yamaha Motor France (YMF) is an outstanding example of this kind of business activity. Let us introduce here this successful campaign which won the first "Yamaha Marketing Award" last November.

Background of the French market

The French motorcycle market experienced a period of steady growth during the latter half of the '80s. After peaking in 1990, the market seems to have leveled off at approximately 120,000 registrations a year. The maturation of this market has been accompanied by a change in demand. A market which was once dominated primarily by motorcycle enthusiasts has now grown to include a wider range of users who want motorcycles for a variety of different uses. This trend has made it necessary for us to come out with a wider range of models and sizes of motorcycles and services. Among the 10 or so major manufacturers in such an

increasingly competitive market, Yamaha, through the work of first Sonauto and now Yamaha Motor France, has maintained the top market share over the last five years, with 26.7% for 1992. Through aggressive promotional activities like a strong race program in World Championship road racing and off-road rallies like the Paris-Dakar and Paris-Moscow-Beijing, YMF has succeeded in building a strong image for the Yamaha brand.

Upgrading shop facilities and sales/service programs

To build on this strong market position, YMF has pursued a comprehensive campaign to strengthen its sales and service

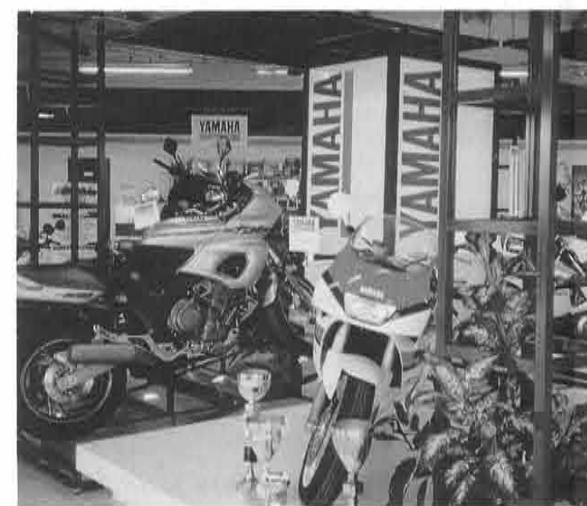


network since 1989, called Le Pari Yamaha. The first phase of this campaign, extending from September '89 to February '91, was aimed at upgrading the facilities and appearance of dealerships throughout the country. This was followed by a second phase aimed at upgrading the quality of the dealers' sales and service programs. Soon after the completion of this 3-year campaign last September, it was awarded the first Yamaha Marketing Award.

1st phase - team competition for sales, parts and service

The Le Pari campaign was first announced at the '89 French dealers meeting. At that time the dealers were given booklets explaining the campaign and its

scale of awards. Under the campaign rules, the employees from each of some



280 dealerships formed teams in sales, parts and service respectively, and competed for points on a team basis. In all, 1,500 participants from 250 shops took part in the campaign, and in the end 150 outstanding shops were chosen as recipients of awards consisting of various valuable gifts like audio systems, movie cameras and sport gear. During the first phase, dealerships were awarded a certain number of points for a long list of items ranging from whether or not the shop had a Yamaha sign and displayed new Yamaha models in their show window to whether or not the showroom was well organized and displaying the most recent product brochures, etc.



Shops with new YAMAHA storefront sign.

2nd phase - questionnaires for customers and dealers

The second phase centered around a questionnaire that the dealers were asked to give to their customers and another filled out by the dealers themselves. The customer questionnaire was designed to gauge satisfaction and ask about things like what motivated the customer to buy, how he paid, how he decided which model to buy and what motorcycle magazines he read, if any, and what his opinion of the dealer's service was. The dealer questionnaire was aimed at determining how well the dealers understood the basic points of good sales activities, as well as their un-

derstanding of the contents of the Le Pari campaign itself.

In concept the campaign was based on self-improvement rather than competition and involved building up point totals over the course of the campaign. By improving aspects of their shop's appearance, organization, equipment, ways of treating customers and pursuing sales one by one over a period of three years, the shops gradually increased their point totals toward a Le Pari campaign prize. The customer questionnaires and other aspects of the second phase also helped increase 3-way communication between the importer, the dealers and the customers.

Instilling professional pride

As a result, a spirit of professional pride was instilled in the dealerships while their staff became more highly motivated to improve the quality of their facilities and their work. At the same time, the dealers found themselves benefitting from valuable feedback on customer trends and areas for improvement as they went over the results of their questionnaires with YMF sales representatives and service managers.

In addition to the immediate benefits of improving the quality of the dealerships, important long term benefits were also reaped in the area of communication between YMF and some 280 dealerships and 1,500 staff in this ongoing campaign. The transfer of information that went on during the three years of the Le Pari campaign has established a precedent for ongoing interaction and a higher overall level of communication with the dealers. Furthermore, YMF benefitted greatly from the market information gathered during the course of the campaign, not only about customer trends but about the sales and service network and what aspects of it most need improvement. The fact that Yamaha has maintained top market share in France over the past three years is one good indication of the Le Pari campaign's success. In order to continue to build on this successful new relationship with their dealerships, YMF plans to follow up in the future with more relevant programs; like a series of training courses on how to treat customers and courses in shop management, etc.



Advertising materials.



A "Quick Service" workshop.



A shop interior with labeled areas.

A new bicycle with electric "Power Assist System"

NEW TECHNOLOGY

With environmental problems becoming a major focus of concern today in countries all over the world, Yamaha announces the development of an entirely new type of environment-conscious vehicle, the "Electro-hybrid Bicycle".

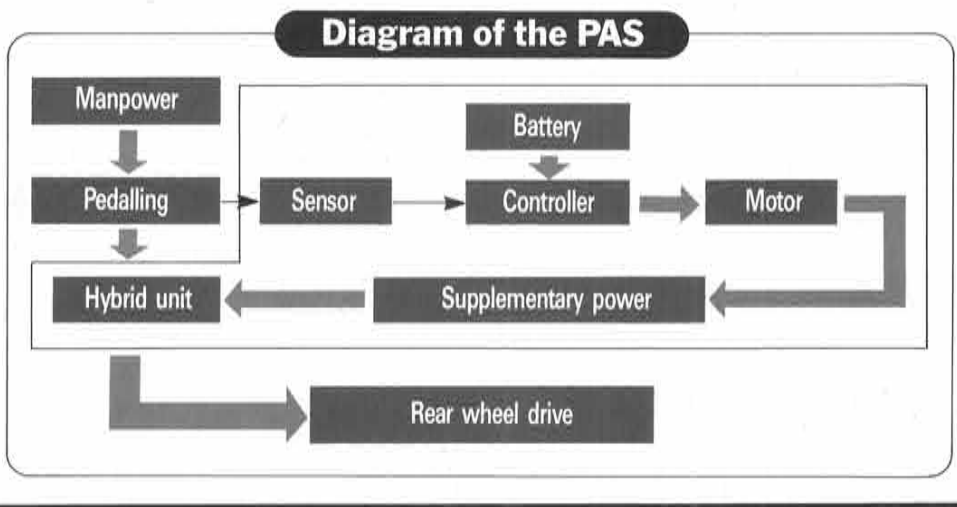
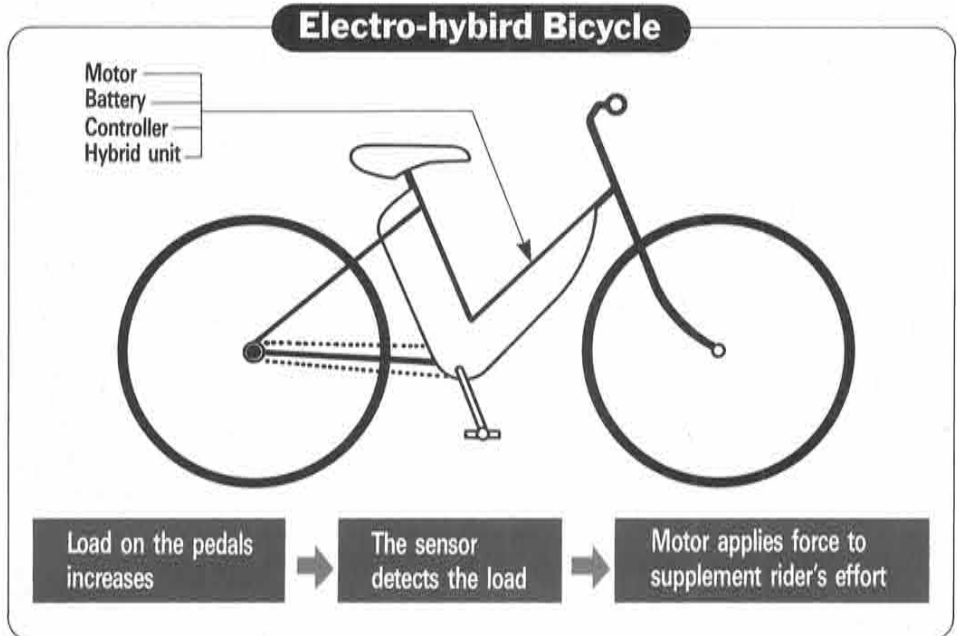
This electric power-assisted bicycle features an entirely new technology we call "PAS" for Power Assist System. The name "Electro-hybrid Bicycle" has been chosen to express the fact that this is a completely new type of hybrid vehicle that runs on a combination of manpower and electric power in the form of a motor.

This bicycle aims to combine the handling ease of a manpowered bicycle with the riding ease of a motor-powered cycle. Employing the PAS system in which

the manpower applied by the rider is supplemented by power from a rechargeable battery-driven electric motor, this bicycle produces no exhaust gases and virtually no noise.

Operation is the same as an ordinary bicycle. Sensors read the amount of pressure applied to the pedals and the speed of the bicycle and cause the supplementary power of the motor to be applied in the low and middle speed range where the greatest pedalling effort is normally required. Once the speed of the bicycle passes a prescribed point the motor stops.

Monitor testing of this new product has just begun in March, prior to the actual market release later this year.



(Continued from page 1)

The new Virago strikes a sporty look; it is both soft and strong and has excellent waterproofing. Similarly, the buffalo leather used, carefully selected by Hermès, is the ideal off-road material. This "Virago 535" dressed by Hermès requires 30 hours of work on the production line and a further 70 hours of leather work, and great attention is paid to every detail. The select parts are encased in a total of 6.6m² of leather.

Originality Borne of Common Values

Yamaha and Hermès both have distinct cultures, but values shared by both have been discovered in the making of the new Virago. Mr. Jean-Louis Dumas, President of the Hermès Group, sums up those qualities. "Yamaha and Hermès like a combination of comfort, durability and appearance. The Virago trimmed

with Hermès is a wonderful match." And YMF President Mr. Jean-Claude Olivier is delighted with the project between the two companies. "Combining the warmth of skipper with the style and technology of the Yamaha Virago is the utmost expression of respect we can have for this motorcycle. Hermès has met the challenge, and has shared in this original adventure with us."

The originality and excellence of the finished product, and the knowledge that it is something truly special for customers, are the two companies' success. And this success is the reward for creating an unprecedented concept - the combining of the technical excellence of Yamaha and the grace and luxury of Hermès.

The price of this model is 90,000 French francs (US\$16,700). For further information, contact Yamaha Motor France.

Joint venture motorcycle companies launched



On January 1993, YMENV officially announced the establishment of joint venture companies in both Austria and Hungary named Yamaha Motor Austria G.m.b.H. (YMAG) and Yamaha Motor Hungary Kft (YMH). YMAG was launched under a joint venture contract between YMENV and Jamoto G.m.b.H., Yamaha's former motorcycle importer for Austria and Hungary, while YMH was launched as a subsidiary of YMAG. The signing ceremony for both companies was held in Vienna on January 19, in the presence of many representatives, including Jamoto's owner Dr. W. Porsche, Austrian Consul to Liechtenstein Dr. W. Tabarelli and Mr. T. Hasegawa, YMC Director and YMENV's President. The new joint venture companies are expected to function as



(from right) Dr. Tabarelli, Dr. Porsche, Mr. Hasegawa and Mr. Kajikawa, Vice President of YMENV.

headquarters to help expand the Yamaha motorcycle market in the former eastern block countries where motorcycle demand is increasing remarkably in recent years. Austria is a perfect location for such a headquarters due to its convenient access to the neighboring countries, strong economic stability and excellent work force.

Yamaha trail motorcycles assist UNTAC activities



In the middle of January, 140 units of Yamaha DT125 trail motorcycles were delivered to Cambodia to assist in the UNTAC activities presently being carried out there under the auspices of the United Nations. The DT125s will be distributed to UNTAC bases all over Cambodia to serve as part of the communication services for the upcoming election, which is scheduled for May. To combat the coming rainy season and the rough road conditions in many parts of Cambodia, trail motorcycles like the Yamaha DT125 with their great mobility are expected to play a vital role. To give UNTAC staff a better understanding at the mechanics and performance of the DT125, YMC offered a service technical seminar in Pnom Phen for the members of the UNTAC Vehicle Department, in which 18 members from 8 countries earnestly participated. A portion of these Yamaha products for UNTAC activities were donated by YMC, including 3 units of Yamaha's popular ATV, the Kodiak Bear (YFM400FW), sent to Cambodia for use by the staff of the Japanese Self-Defence Forces serving there.



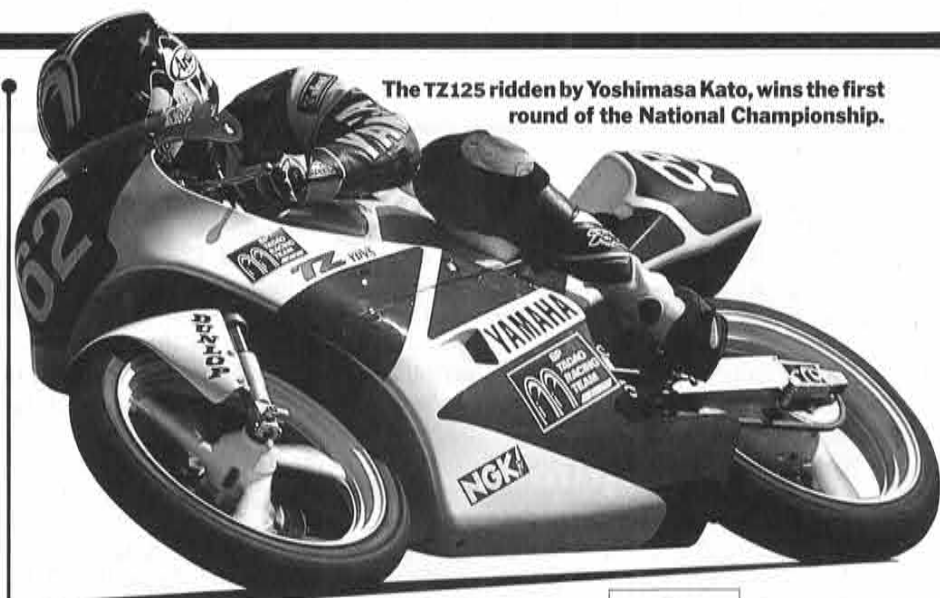
UNTAC members participate in the seminar.

The Y.E.S.S. NICE RIDE CHARITY campaign, "Give a Guide Dog" now enters its 5th year, and for this year Y.E.S.S. recently donated approximately ¥5.3 million to the Japan Guide Dog Association at a presentation ceremony held on March 12. Y.E.S.S., the motorcycle users club that brings together YMC, its dealers and the users, has carried on this campaign since 1989, to help the Association train and supply guide dogs to serve visually handicapped people across the country. Over the years, this charity program has earned the support of many motorcycle riders, strengthening the base of this grassroots activity. Total donations have reached more than ¥22.7 million in four years as a result of successful charity activities including a special event inviting former Yamaha racing star, Tadahiko Taira and placing familiar collection boxes in 2,400 Y.E.S.S. shops throughout the country. In 1993, Y.E.S.S. members will continue working earnestly to increase the number of guide dogs and expand this fine tradition.

"Give a Guide Dog" campaign by Y.E.S.S.



At the presentation ceremony.



The TZ125 ridden by Yoshimasa Kato, wins the first round of the National Championship.

Prototype TZ125 wins debut race



As the final stage of the development for the new TZ125, Yamaha has begun participating occasionally in the International A class of the 125cc road race Japanese National Championship series as a way to gather feedback from the race mechanics. And, in the first round of the series held on March 14, the TZ125 won a memorable victory in its debut race, bringing solid confidence to Yamaha mechanics and inspiring many motorcycle enthusiasts. In order to help encourage motorcycle sports from the grassroots level on up, YMC is developing the new TZ125, a 125cc production racer that is scheduled to be launched on the market in 1994. In recent years, interest in motorcycle road racing is increasing steadily in Japan. Among the various classes, the 125cc class in particular is the focus of special attention due to its relative accessibility and clear step-up process for first-time racers, who want to start building their careers.

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.

TT600 production inaugurated



Recently, Yamaha's exclusive Italian distributor, Belgarda S.P.A. officially started production of the new Yamaha TT600 off-road motorcycle. At a tape-cutting ceremony held on March 3, Belgarda and Yamaha Motor Company jointly announced the historic birth of this exciting new model in Italy. Since 1986, Belgarda has produced about 30,000 units

of Yamaha 125cc motorcycles such as the TZR and TDR models to sell in the Italian and other European markets. Thanks to the success of these two models, Belgarda has seized the opportunity to build and introduce the new TT600. Prior to the birth of the TT600, Belgarda's staff devoted many years to thorough market research, extensive tests and development in cooperation with YMC.



The TT600 is the first big displacement motorcycle of a Japanese brand to be planned, developed and produced in Italy, a country with a long tradition in the motoring world.

The TT600 off-road motorcycle.



After the tape-cutting performed by Mr. T. Hasegawa, YMC Senior Managing Director and Mr. P. Jasson, President of Belgarda.

Main dealers visit snowy winter in Japan



INDONESIA

For a week from February 7, the Indonesian dealer trip and meeting were held in Hokkaido, the northern island of Japan. In attendance were 57 main dealers and staff of P.T. Yamaha Motor Kencana Indonesia and related companies from 21 districts. The trip was presented by YMKI in recognition of excellent sales results, which showed a dramatic growth in Indonesia in '92, and to encourage even better sales performance for the '93 season. For the participants from this tropical island country, it was a perfect time to enjoy the snowy world of Hokkaido with its famous Snow Festival in process. They enjoyed the Festival's masterpieces of snow sculpture and a landscape mantled in silvery snow that

they would never see in their home country. At the meeting held in one of Yamaha's new resorts called Kiroro, the participants engaged earnestly in discussions of this year's business. After enjoying skiing and snowmobile riding there, they experienced several traditional customs at a Japanese inn such as Onsen (Japanese spa) bathing and dinner in Yukata dress at the small Daimyo's (a feudal lord) dining table which drew laughter from many. In all, the experience sparked their interest to try unusual new foods and customs. Through this one-week trip, the dealers refreshed themselves and exchanged valuable information while stimulating each other to achieve still higher goals in 1993.



In front of an impressive snow sculpture at the Snow Festival.

Successful meetings for Latin motorcycle dealers

Recently, Yamaha Motor de Mexico S.A. de C.V. (YMMEX) and Lutz Hnos, Yamaha motorcycle importers for Mexico and Costa Rica, organized their own dealer meetings respectively on March 9th and 5th.



Outstanding Mexican dealers for '93 will be presented a Japan trip for next year.



MEXICO

The 3rd Mexican dealer meeting was a great success, featuring an exciting introduction of the new motorcycle line-up for '93, from the on-road YZF750R and YZF750SP models to the off-road DT200 and PW80 models. After welcoming speeches by YMMEX's President Kimura and Vice President Yonezawa, a presentation was made for the new Action Plan '95 and dealers were given a deeper understanding of the 3S Dealer Shop policy. To help build Mexico's motorcycle culture, dealers were encouraged to expand the market for enduro models and to provide users with correct-riding seminars. The meeting concluded in a relaxing and pleasant atmosphere with a dinner party.



COSTA RICA

The 2nd Costa Rica's dealer meeting was attended by 19 of the country's 22 dealers. Lutz Hnos' marketing strategy stressed expanding marketing of large-sized motorcycles, promotion activities such as correct-riding seminars and exhibition events for scooters and strengthened parts supply and services. The highlight of the meeting was the debut of the inspiring '93 models like the FZR1000, XV535, XT225 and the YFB250 (TIMBER WOLF) ATV.

Show variety reflects peoples needs



GREECE

14th ATHENS BOAT SHOW

NOVEMBER 23 - 30, 1992
Athens, Greece

Yamaha's Greek importer Yamahahellas displayed full lines of Yamaha outboards, Water Vehicles and generators in its 200 square-meter exhibition space and drew more than 100,000 visitors during the week. This show offered a perfect opportunity to introduce Yamaha's new models to the promising '93 Greek market.



TRANSPORTEC '92
NOVEMBER 27 - DECEMBER 6, 1992
Lima, Peru



PERU

Transportec '92 was an international fair that gathered 100 exhibitors including manufacturers and importers of automobiles, motorcycles, bicycles and automotive parts. Yamaha's Peruvian importer Interamérica de Comercio S.A. displayed Yamaha's motorcycles and ATVs skillfully in their booth and received high praise from the 80,000 visitors.



JAPAN

TOKYO 4WD SHOW '93

FEBRUARY 19 - 21, 1993
Tokyo, Japan



In the special corner for the "Paris-Moscow-Beijing Marathon Raid", the Yamaha YZE850T Super Ténéré, the machine that Stéphane Peterhansel rode to win the raid, was on display along with riding gear including his wear, helmet and boots, attracting some 95,500 visitors.

THE 1st INTERNATIONAL AUTO RECYCLE
TECHNOLOGY SHOW & CONFERENCE '93
MARCH 18 - 20, 1993
Chiba, Japan



JAPAN



YMC exhibited a low-pollution and low-noise electric scooter called the FROG, a new product born of YMC's advanced technology and strong concern for environmental protection. YMC also made an appeal for its corporate philosophy "Environment-sensitive Management" through a panel exhibition.



COLOMBIA Today

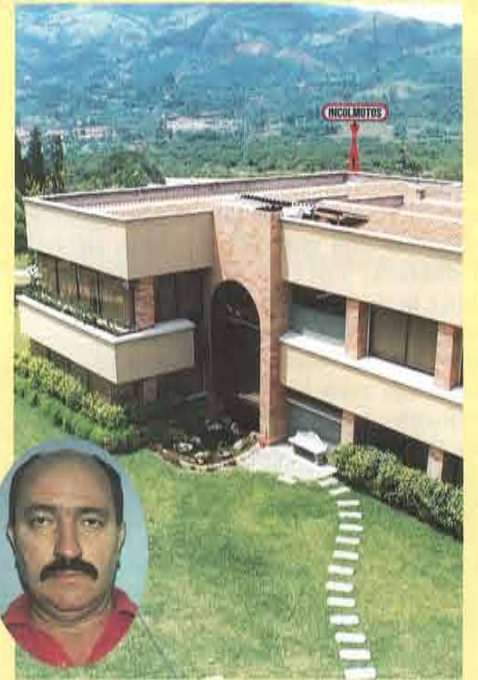


Plaza de Bolivar

The Republic of Colombia is located at the northern end of South America with a population of 32 million and an area of 1,140,000 square kilometers. Most of the inhabitants live in the big cities like the capital Santa Fe de Bogota. The country's mother language is Spanish and it is well-known that the country's name came from Columbus.

In this issue, we introduce a report from Mr. Oscar Cock, Plant Manager of Industria Colombiana de Motocicletas S.A. (Incolmotos), that handles manufacturing and marketing of Yamaha motorcycles in Colombia.

Information about marine and other products in Colombia will be introduced at another time.



Aiming for full customer satisfaction

Motorcycling in a land of variety

Colombia is a beautiful tropical country, with white beaches washed by the Atlantic Ocean in the north and by the Pacific Ocean in the west. A green cloak of exuberant vegetation covers a rugged landscape with varied features such as the seacoast, snow-capped mountains, large rivers, the plateau where the capital city of Bogota stands, the almost deserted expanse of La Guajira, and the splendid eastern plains skirting the Amazon river. Colombia's rich soil nurtures a wide variety of products including coffee, bananas and all kinds of fruit and is well suited to raising cattle. It also boasts a vast diversity of wildlife and rich natural resources such as oil, gold and emeralds.



Medellin is called "the city of eternal spring".

Due to the geographical features and its large road network, Colombia is a great country for tourists who like to enjoy travels through constantly changing scenery. Particularly when travelling by motorcycle, it is possible to go from sea level, where the weather is always hot, to cold plains at an altitude of 2,800 meters in just four hours. And, after a quick descent to the fertile coffee-producing valleys, riders can go up again to the year-round snow-capped mountains reaching to 5,000 meters in just one day of touring.

The first Yamaha motorcycle assembled in 1975

In 1971, the textile company Coltejer of Medellin entered negotiations with Yamaha Motor Co., Ltd. and by October 1975, was assembling the first Yamaha motorcycles in this country. The first motorcycle models they produced were the RS100 street model and the outstanding enduro models DT175/125, which have always been favorites among users because of their high

dependability in rough local-road riding in Colombia.

In 1985, Incolmotos was formed by a group of Colombian industrialists and YMC for the purpose of purchasing the Yamaha assembly plant from Coltejer. Since then, Incolmotos has been manufacturing and marketing Yamaha motorcycles in Medellin city under a joint venture contract. At present, 259 employees work for Incolmotos compared to 39 people when operation began. Of these 146 people work at the main headquarters in production, sales and administration while 113 work at the various branch offices providing direct service to customers.



The company's assembly plant located near Medellin City.

Besides Yamaha, three major Japanese motorcycle makers are assembling motorcycles in Colombia. In this highly competitive market, Yamaha sold a total of 18,000 units in 1992 to be No.1 with 35.7% share. Incolmotos' aims for 1993 are to maintain market leadership and boast annual sales to 25,000 units. In 1992, Yamaha's top-selling motorcycle in Colombia was the DT125 trail model, followed by the V80, LB80, YA90 (AXIS scooter), RX115 and the YB100.



The main sales office in downtown Medellin.

Incolmotos distributes motorcycles all over the country through 80 dealers, including 20 Incolmotos branches. Complementing the motorcycle distributor network is the parts sales network composed of 260 parts dealers.

The service network consists of Incolmotos' 20 branch office workshops, those of 60 dealers, and 180 independent service centers whose mechanics have received special training from Incolmotos.

Effective marketing for growing needs



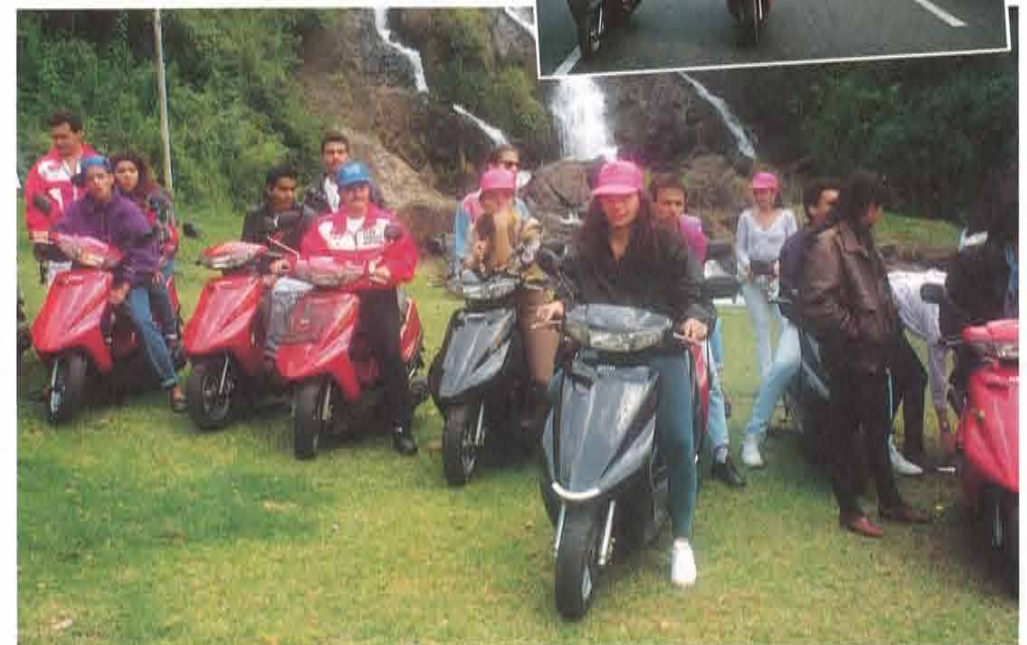
Motorcycles are used in many trades.

With the increasing openness of international trade, our country has experienced a positive change in general demand. There has been a tremendous demand for motorcycles, which arouses big expectations for the motorcycle industry as a whole. In the towns and cities, a wide variety of Yamaha motorcycles can be seen on the motorways,

highways and roads, from impressive large-sized models such as V-Max1200s, FZR1000s or XTZ750s, to small PW50s, showing that Yamaha's various models are satisfying all types of customer needs.

In 1991, we introduced the AXIS90 scooter into the Colombian market and it quickly became a hot selling model. It was a truly successful introduction and we received YMC's Marketing Award based on our efforts in this project. Our effective introduction activities were based on the "customer-first marketing" concept, which was put forward by YMC.

In recent years, Incolmotos has initiated numerous communication programs. The "Club AXIS", a voluntary-membership association of AXIS90 owners, is one of the programs we organize and direct on a nation-wide level. Through this club, we have established close ties with 280 members throughout the country. While organizing diverse events such as recreational caravans, group rides, service campaigns and meetings, Incolmotos dedicates all its energy to providing full satisfaction for our customers in their transport and leisure needs.



Members of the "Club AXIS" enjoy touring on holidays.