

JANUARY 1, 1994 No. 1 Quarterly

YAMAHA MOTOR CO., LTD.

# YAMAHA NEWS

## Off on a world of adventure - Whitbread Round The World Race

A grand adventure starts from Southampton on September 25, YAMAHA finished 3rd in both first and second legs and also in cumulative time for the two legs. She and her crew are spending Christmas in Fremantle now prior to the start of the 3rd leg on January 9.  
(Photo: The start at Southampton)





The Whitbread fleet quickly outdistanced the flotilla on the Solent

**UP FRONT**

# YAMAHA ROUND THE WORLD

## Leg 1: Fastest and frustrated...

**G**loomy grey skies shrouded the tiny coastal resort of Punta del Este in Uruguay in mid-October as the YAMAHA heeled into the breeze approaching the finish of the first leg of the Whitbread Round the World race.

YAMAHA tacked three times, beating into a stiff 30-knot wind, until it finally sliced across the line just after daylight broke over the South American coastline.

After the frustrations of a fickle first leg the eleven crew were exhausted. Those final tacks were the only time in over three weeks of tough ocean racing that Yamaha had not been running with the wind - either straight lining of gybing downhill.

It had been a fast and arduous voyage. In the first of six legs, the Whitbread race has lived up to its fearsome reputation.

YAMAHA had taken 24 days 21 hours 30 minutes 22 seconds to sail the 5,900 nautical miles across the Atlantic Ocean from Southampton in England.

With the Pampero wind still gusting strongly, Yamaha motored to its mooring behind the

rain-swept breakwater to be greeted by race officials. Among the well-wishers was the Uruguayan Yamaha importer Limberg Moreira.

It was only then that the crew saw the Spanish yacht GALICIA at the dock and learned that after a week-long duel down the South American coast, their rivals had beaten them by just one hour.

However, they were relieved to have extended their lead over Dennis Conner's WINSTON, which came into port with a damaged boom two hours and nineteen minutes behind YAMAHA. Just after noon with the breeze dying, INTRUM JUSTITIA also crossed the line.

A couple of days earlier both YAMAHA and WINSTON had survived the fury of a viscous rain squall that could well have wiped out their rigging. WINSTON was

knocked flat in the water by a 50-knot blast and the straining YAMAHA mast was only saved when bowman Joey Allen cut a halyard to drop the spinnaker into the sea.

Up until then YAMAHA had been closing fast on second place in the W60 race, but that eleventh-hour assault allowed GALICIA to escape, relegating YAMAHA to third in the



A good-luck handshake for the crew from Yamaha Motor's President Eguchi in Southampton on the morning of the start

Whitbread 60 class and fifth overall.

Meanwhile, Chris Dickson's TOKIO had given the rest of the W60 fleet the slip by emerging from the windless Doldrums first, and arrived more than ten hours ahead of the opposition. The next four W60 yachts - GALICIA, YAMAHA, WINSTON, and INTRUM JUSTITIA - finished within just six hours of each other; a good indication of the excitingly close racing that lies ahead in coming legs.

The first eight boats, including the ketches NEW ZEALAND ENDEAVOUR and MERIT CUP that had finished their separate Maxi division race the previous evening, all beat the previous first leg record of 25 days 20 hours 46 minutes 27 seconds set by STEINLAGER 2 during the last Whitbread in 1989/90.

The best speed performance of all during leg one was the 343-mile, 24 hour run recorded by YAMAHA in the North Atlantic. The yacht showed its potential by averaging 14.3 knots through six four-hour watches.



At the "coffee grinder", trimming the spinnaker

On arrival at Punta del Este, the YAMAHA crew were presented with the Omega flag signifying this best one-day performance during the first leg.

Yamaha skipper Ross Field described the voyage south through the Atlantic as "frustrating and stressful" yet was quick to add that it was a challenging first encounter.

"Like everyone else we suffered sail damage during the leg and we also had guys up at the top of the mast for hours in the early stages trying to sort out a jammed halyard," explained Field.

The biggest disappointment for the skipper was when the "dreaded Doldrums" chased them south and caused them to lose out badly to TOKIO. At the time they had just fought back from a foray to the west of the fleet and felt they were in a strong position.

"We just got slammed again... TOKIO was only 20 miles west of us at that time, at the other end of a long rain cloud. They picked up a breeze and we got rained on. It was as simple as that ..."

After enduring another infuriating day virtually becalmed, the YAMAHA crew were faced with making up a large deficit.

"We went into full catch-up mode. Dickson had the break and was gone but we hauled back nearly 80 miles on the others. That was very satisfying."

"There was a lot of stress for the crew. After



Yamaha in the lively seas off the English coast

the Doldrums set us back they were out of their bunks for most of the time - they never got a straight four hours sleep. I am proud of the way all the crew performed."

Field is confident that the margin to TOKIO can be pulled back: "This is a long, long race and there are a lot of tough ocean miles yet to cover."

We have shown that we have the boat speed and there is no doubt that we are fast running,



The official time keeper Omega awarded YAMAHA the yellow flag for covering the greatest distance over a 24-hour period

reaching and in light airs. We got hit this time but we will be right back into it... it's going to be a great Whitbread.

We're in good shape; the boat sustained no damage on the first leg and after time to recuperate, we're ready for whatever lies ahead."

The fleet departed from Punta del Este on November 13 and was expected to take around 26 days to reach Western Australia. Yamaha News readers may already know the outcome of the next leg by the time you read this. At 7,500 nautical miles, this is the longest and undoubtedly the hardest leg of the nine month circumnavigation. Let's hope the news is good for YAMAHA!

## 1st LEG RESULTS

### Whitbread 60 class

YACHT / COUNTRY	TIME (Day/Hour/Min/Sec.)
1 Tokio / JPN / NZ	24/10/28/21
2 Galicia 93 Pescanova/SP	24/20/30/42
3 YAMAHA / JPN • NZ	24/21/30/22
4 Winston / USA	24/23/49/45
5 Intrum Justitia / EURO	25/02/40/49
6 Dolphin & Youth / UK	26/03/22/02
7 Brookfield / ITA	26/03/35/09
8 US / Women's Challenge / USA	27/19/23/45
9 Hetman Sahaidachny / Ukraine	28/06/32/57
10 Odessa / Ukraine - USA	40/22/31/39

### IOR Maxi class

1 New Zealand Endeavour / NZ	24/07/19/02
2 Merit Cup / SWITZ	24/15/41/39
3 La Poste / FRA	25/18/03/28
4 Uruguay Natural / URU	28/04/43/37

Retired: Fortuna / SP

## 2nd Leg Update

In leg two that started from Punta del Este on November 13, three W60 boats finished ahead of the maxis, with Intrum Justitia arriving in Fremantle, Australia, 2 hours ahead of Tokio, with a leg time of 25 days, 14 hours and 39 minutes. This was the longest leg, covering 7,558 nautical miles (13,997 km). Just under 4 hours behind Tokio in 3rd place came Yamaha. Ross Field and his crew completed the 2nd leg in 25 days 20 hours and 27 minutes. This was

just 40 minutes short of giving them 2nd place overall in the class. Ross Field said, "The leg was physically and mentally tough and the competition tight". The Yamaha's captain also related one episode where the boat broached in a 38 knot (19m/s) wind and he was forced to slow down in order to keep the boat from "self-destructing." Field went on say, "There is going to be no let-up for anyone in this race."



# Clean Consciousness

## The Yamaha way to help

*In harmony with nature*

**W**hat a pleasure it is to take off for the beach, a nice river or maybe the mountains and enjoy nature through leisure sports like swimming and fishing, camping and skiing. While most of us appreciate these moments in nature, others take them for granted and never think twice about cleaning up before they leave. Litter is not only an eyesore, but can also be damaging to plants and animals.

Today, more and more companies and organizations are involved in environmental clean-up or preservation programs aimed at raising consciousness and making some meaningful contribution to society. At YMC, we too are involved in a number of "green" activities on both the corporate and division levels as well as on the individual level, or in

cooperation with our customers.

A good example of a clean-up program YMC has initiated at the corporate level is one that all our new employees participate in as part of their preliminary training program. To do their part for the local roads they will use to travel to work everyday, the new employees dedicate time to cleaning corner mirrors on the street and picking up litter along their work area's roads and in parks. Now in its second year, some 400 YMC new employees took part in the program this spring, much to the appreciation of the local community.

June, which in Japan is designated 'Environment Month', is the time to increase awareness of the environment through clean-up programs and the like. YMC has played an active part in programs organized by local governments and citizen groups to clean up

places like the popular marine recreation spot, Lake Hamana, and local rivers that are the habitat for countless species of wild birds and water fowl.

As a manufacturer of boats and yachts, Yamaha is also interested in doing what it can to help preserve our marine environment and the animals that inhabit it. For example, twice a year, in the spring and autumn, YMC cooperates with the private wildlife preservation group Sanctuary Japan to clean up the beaches near YMC's headquarters that serve as one of the few remaining hatching grounds in the world for the endangered loggerhead turtle.

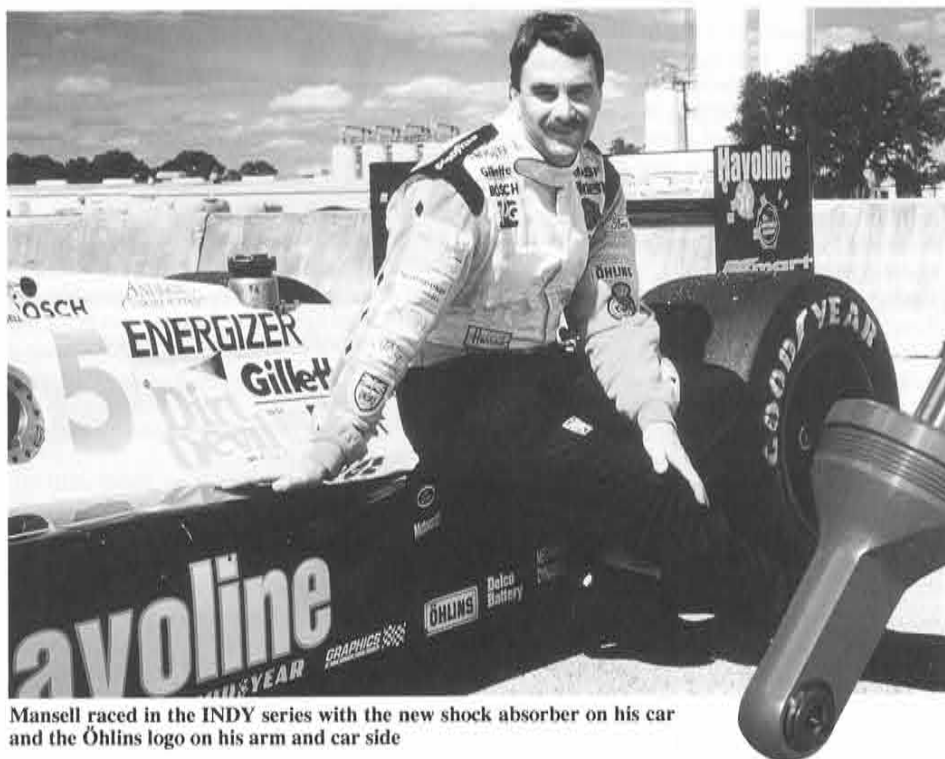
The same type of environment-conscious programs are also being carried out by Yamaha's overseas subsidiaries. Yamaha

# Two innovative dampers

## By Öhlins: A spearhead of Yamaha's overseas R & D

**W**hen 1992 F1 champ Nigel Mansell announced his sudden retirement from the F1 circuit, many wondered what his next move would be. It was soon clear that Nigel was headed across the Atlantic to take on the other great challenge in auto racing, the P.P.G. INDY World Series. He did it in style, too, winning the 1993 championship in a Lola T93 Ford XB machine. One of the features of Mansell's machine that we introduce here is a suspension technology utilizing a new type of damper developed specially for automobile racing for the Newman Haas Team by Öhlins Racing AB of Sweden, which was established in 1976 and reestablished as a joint venture between Yamaha and Öhlins in 1987 to develop, manufacture and market motorcycle suspensions.

The kind of suspension the INDY series demands is one that delivers the optimum shock absorption in relation to the position of the suspension and traveling speed at any given moment. Another key point is that it be a system that can be set up quickly to adapt to different course conditions. To answer these needs, Öhlins has developed the new shock



Mansell raced in the INDY series with the new shock absorber on his car and the Öhlins logo on his arm and car side



In the 1993 Clean Ecology Kida River Race YMC employees finished 1st and 2nd by collecting the most litter

Motor Manufacturing of America contributes to the local community by cleaning up litter along their area's highways; a program for which they were awarded special recognition in 1990 by the "Keep America Beautiful" foundation.

Outside the workplace as well, more and more Yamaha employees are doing their part on an individual basis. For example, the YMC employee canoe club has become the motivating force behind a unique local clean-up event in which canoeists compete to see

how much litter they can gather from a stretch of river and its banks in their canoes. Furthermore, the sign-language circle of YMC employees organizes another enjoyable event in which the participants walk the circumference of a local lake picking up the pull-off tabs from drink cans as they go to raise money to buy wheelchairs for a charity organization.

Yamaha's dealer-based customer organization in Japan Y.E.S.S. (Yamaha Earthly Sports System) is another group that seeks to spread awareness of nature and the importance of creating an environment in which people can enjoy motorcycling in harmony with our natural surroundings. Here, members plan events that combine their shared love of motorcycle touring and camping with clean-up activities like collecting litter as they tour along riverside roads or at the campsites where they stay.

Participants in these various kinds of clean-up events are always surprised by the great amount of garbage people unconsciously leave behind. This observation inevitably increases their own awareness of the environment we live in and the need to build a social environment in which everyone does their part so that these kinds of activities will no longer be necessary.



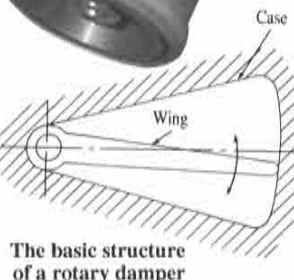
absorber without the conventional piston-orifice-reef valve combination and added four adjustable valves, two for low speeds and two for high speeds. With this

arrangement it is possible to make quick adjustments separately to the bump- and rebound-stroke side valves in a way that they don't interfere with each other. It was this technology that carried Mansell through the series at average speeds of over 300 km/h (186 mil./h), exceeding even those of the F1 circuits.

Ohlins Racing AB has also developed a revolutionary type of rear suspension damper for motorcycles, the company's original field of research and development expertise. Called the "rotary damper," this innovative Ohlins system replaces the conventional reciprocate type damper with a wing mechanism enclosed in a fan-shaped case as shown in a diagram at right.

As the wing moves up and down in response to movements of the rear arm link, it causes changes in the respective volumes of the upper and lower chambers of the case. Shock absorbing resistance is then created by restricting the flow of oil through a passage

connecting the two chambers. Eliminating the conventional reciprocate type mechanism in this way makes for a more compact system that in turn allows for greater freedom in designing the motorcycles engine and chassis. At present, this unique system is proving itself on the Yamaha YZM250 factory machine ridden by Tomoyoshi Masuda in the '92 and '93 All Japan Motocross Championships.



The basic structure of a rotary damper

Now, Ohlins has taken this "rotary damper" technology a step further in marketing a new steering damper system that gives added stability to motorcycle handlebars.

The rotary steering damper now being offered on international markets



Masuda on a YZM250 equipped with the rotary damper



# WORLD TOPICS

GENERAL

## AFRICA

### 1st Pan-Africa Summit, a boost to business

Casablanca, the romantic Moroccan city immortalized in legend and film, was the site of the 1st Yamaha Africa Summit that brought together some 70 representatives from 38 distributorships throughout Africa from September 26 to 30, 1993.

Yamaha business in Africa began 30 years ago. Today, thanks to the long-time efforts of Yamaha importers and a strong dealer network, Yamaha outboards account for 80% of the market share while motorcycles and generators take 55%.

To consolidate marketing strategies for all lines of Yamaha products, YMC's Overseas Market Development Operation (OMDO) formed a 14-member African team in October 1992 to handle the African market exclusively. The 1st Summit offered a chance to get all major African importers and YMC's African team together in one place and discuss solutions to the formidable situation being caused by the strong yen. The main purposes of the Summit were to introduce and deepen understanding of the OMDO's strategies, to promote 2-way communication, and to strengthen solidarity as members of the Yamaha Motor family. The OMDO's strategies emphasize three points; developing new markets through area-marketing projects, extending business operations backed by OMDO and expanding the new product range and market scale.

At the cocktail party on the evening of the 26th, all participants had a good chance to get



The 1st Africa Summit gathered a large party of distributors in legendary Casablanca



Mr. A. Fenjiro, Manager of MIFA, points out some of the products on display to importers

to know each other. Actual business meetings began the next day with general introductions of Yamaha's corporate activities and OMDO's business operations, followed by sub-meetings in three groups.

As the highlight of the meeting, 32 distributorships and 19 individuals working for distributors were given awards and commemorative plaques for their long-term efforts that have helped Yamaha business grow in Africa over the past 10 to 20 years. This remarkable number of long-term operators has helped a strong Yamaha dealer network take root in each area.

On the third day, four main African importers each introduced one of their unique marketing projects; a generator business by Yamaha Distributors of South Africa, service and parts systems by Yamaha Motor, a Division of Motor Mart Group Ltd. of Kenya, CKD (Complete Knockdown) business by J. Kalachand & Co., Ltd. of Mauritius and marine package business by Almarine of Nigeria. It is hoped that these practical examples of marketing will inspire the participating importers and encourage them to undertake marketing projects of their own in the near future. From that afternoon into the next day, the dealers participated in more sub-meetings, enthusiastically exchanging valuable information with OMDO staff and other dealers.

The 1st Africa Summit's 5-day schedule was topped off with a tour of the ancient city, Marrakech, at the foot of the Atlas mountains for the importers. The Summit was a complete success, made possible with the fine support of Morocco's Yamaha importer MIFA.

MOTORCYCLES

## U.S.A.

### YMUS behind amateur racing

Popular country singer Loretta Lynn's ranch in Hurricane Mills, Tennessee, was the venue last August for the annual AMA Amateur National Motocross Championship, the largest amateur motocross event in the U.S. Yamaha Motor Corporation, U.S.A. (YMUS) supports this exciting event each year as it looks for ways to encourage amateur motorcycle sports. Meanwhile, on the pro level, YMUS supports three full-time factory Supercross and motocross riders.

YMUS participated in the event with product displays and technical/mechanical support. Product displays generate awareness and enthusiasm about Yamaha's newest models among race spectators and riders alike. The display featured the 1994 model YZs, PWs and ATVs, as well as Damon Bradshaw and Jeff Emig's race bikes to allow riders to see what a factory machine is like up close.

Fashion and protection both play an important role in this sport. Recognizing this, YMUS's Parts and Accessories Division displayed the 1994 line of protective and casual clothing, helmets, gear bags and Team Yamaha apparel. But the racer's first concern is the performance



A Yamaha booth displaying the latest models is a favorite pitstop for many young people

of his machine, and YMUS was there to help along with "Trackside Support" dealers from Lancaster Sportcycles from Ohio and Beach Sportcycles from Florida. Each came to the event equipped with full race support units stocked with parts and a qualified mechanic ready to replace parts or tune engines. All services during the week were provided free of charge, with the riders paying only for parts.

Besides the racing, one of the highlights of the week was Friday night's combination "Fashion and Talent Show" sponsored by YMUS. With several dozen amateur performers, ranging from 8-year-old dancing twin girls to a racer's father playing a banjo, the show was an enjoyable release from the intensity of the week's racing for competitors and their families.

From Kim Jerman of YMUS, U.S.A.

## SPAIN

### Insurance premiums cut to almost 1/3



Scooters ply the tree-lined boulevards of downtown Barcelona

Yamaha Motor España S.A. (YMES) has developed a revolutionary Yamaha Insurance plan that is reducing premium prices and simplifying administration procedures for Yamaha motorcycle owners in the Spanish market.

Spain is one of Europe's most important motorcycle markets with a present ownership rate of 59 motorcycles per 1,000 inhabitants and plenty of room for future growth. However, until now Spanish insurance premiums have been the most expensive in Europe, especially for young and inexperienced riders. The result is that consumers are discouraged from purchasing motorcycles, a factor which seriously threatens the market.

YMES saw the need as a motorcycle manufacturer to solve these problems and took the initiative in developing an effective insurance scheme. After carefully surveying the insurance market, YMES finally made a contract on May 13, 1993 with the respected insurance company 'La Equitativa.' The agreement established reasonable new rates as a result of intensive joint research by both companies into the motorcycle insurance market in Spain.

The cost of insuring a bike with Yamaha Insurance is a lot cheaper than with a regular Spanish insurance company where it would cost a 20-year-old with less than two years riding experience 124,000 pesetas (US\$930) to insure a Yamaha XV750. The same coverage with Yamaha Insurance would cost only 52,000 pesetas (US\$390).

Customers can take out a policy through their local Yamaha dealers. For more information regarding the insurance plan contact Mr. Jordi Bracons of YMES, Spain.

Phone: 34-3-8649443/Fax: 34-3-8648554

From Jordi Bracons of YMES, Spain

## INDONESIA

### Yamaha Center opens in the tropics

On August 7, 1993 P.T. Yamaha Motor Kencana Indonesia (YMKI) opened a major new Yamaha Center on the far eastern edge of Indonesia. The new Center is a virtual "department store" for motorcycles that incorporates a 3S (Sales, Service and Spare Parts) program as well. It is located in the town of Jayapura in Irian Jaya state near the Papua New Guinean border.

Although the town of Jayapura itself is small, with a population of just 265,000, it is famous as the gateway to the Wamena tourist region, where in 1938 the stone age Dani people were discovered living in complete isolation from civilization in the area's untouched wilderness. Rich in resources like gold, lead and oil that are just starting to be developed, Irian Jaya is also a region with a bright economic future.

That bright future is reflected in the newly opened Yamaha Center, which was made possible thanks to nearly eight years of developmental efforts in the area by the main dealer in charge of this market, PT Hasjrat Abadi. In the



The new Yamaha Center is located near the Papua New Guinean border

early years, their Hasjrat Jayapura branch office had annual sales of only about 10 motorcycles, but now that number has grown to 750 units annually and a market share of 67%!

On hand at the gala opening celebration were YMKI's president Mr. Tamura, Hasjrat Abadi's chairman, Mr. Willy Lontoh and his wife, PT Hasjrat Abadi's director, Mr. Rully Lontoh and the new manager of the Yamaha Center, Mr. Fenny Pangalila.

The center is expected to be a valuable service to the community, complementing the rich natural surroundings and promise of prosperity.

From K. Horikoshi of YMKI, Indonesia

## THE NETHERLANDS / FRANCE

### Yamaha CD-I / Tailor-made technology

An innovative Point of Sale information system using the latest Compact Disc technology has been developed by Yamaha Motor Europe N.V. (YMENV) and Yamaha Motor France



The size and format of the CD-I disk is exactly the same as a regular CD

S.A. It is providing customers with instant tailor-made product information and modernizing Yamaha dealer showrooms.

Using Compact Disc Interactive hardware (CD-I), the system mixes video, still pictures, computer graphics, text and CD quality sound effects to give customers immediate access to Yamaha product and brand information in an exciting multi-media presentation. Being "interactive" means the user can choose exactly what information he or she wishes to view in as little or much detail as required.

The CD-I system consists of a CD-I player, an ordinary TV set and a disc especially programmed by Yamaha. Programs can be altered to suit a dealer's specific requirements. The system is no more difficult to operate than a regular CD player and every presentation is unique. The user gets a truly individual tailor-made service all at the touch of a button.

The exciting presentation of information enhances Yamaha's showroom presence and, as the system provides the answers to many routine questions regarding product specifications and color options, sales staff can concentrate on more thorough service to their customers.

From Robert Landman of YMENV, the Netherlands

## CHINA

### Second joint venture company founded



Representatives from China and Japan gathered at the signing ceremony

A new company, Zhuzhou Nanfang Yamaha Motor Company Limited, was officially founded late last year as a 50/50 joint venture between YMC and China, South Motive Power & Machinery Complex to manufacture and market Yamaha motorcycles and carry out complete parts sales and after-sale service operations.

Under the agreement, a new factory will be built in Zhuzhou City, Hunan, by early 1994 with a capacity to produce and market 60,000 units of 4-stroke 125cc scooters in the first year of operation.

The founding of this second joint venture company in the booming Chinese motorcycle market, following the Chongqing Jianshe - Yamaha Motor Co., Ltd., will mean smoother supply of quality motorcycles better suited to the market's needs. Expansion of the Yamaha sales network will also make possible stronger after-sale service and parts supply operations.

## THAILAND

### Yamaha motorcycles for police

Mr. Kasem Narongdej, President for Siam Yamaha Co., Ltd. offered 130 RXZ-Yamaha motorcycles at special reduced prices and another 20 motorcycles as a gift to the Metropolitan Police Bureau.

The motorcycles were officially received by PL. Gen. Salang Boonnak, Deputy Director-General of the Royal Thai Police Department on October 18, 1993, to be used in a project sanctioned by his Majesty the King to help solve traffic problems in Bangkok.

From S. Poovarodom of Siam Yamaha, Thailand



Police Director Gen. Salang Boonnak receives a symbolic key at the delivery ceremony

# WORLD TOPICS

## MOTORCYCLES

### U.S.A.

## Learning from a champ

To help promote its 1993 models, Yamaha Motor Corporation, U.S.A. (YMUS) contracted multi-time Supercross and national motocross champion Rick Johnson to instruct a series of free motocross technique classes for buyers of new Yamaha YZ and WR models. The highlights of Johnson's impressive 13-year career are seven national motocross championships and more Supercross wins - 28 - than any other rider in the history of the sport.

The classes, officially named Track Techniques by Ricky Johnson, are given at top level tracks around the country for participants of all ages and riding abilities. The six-hour course includes instruction in a classroom setting and two 45-minute riding sessions.

The course content is geared to riders of all levels and includes proper safety apparel, preparing for a race, bike set-up, practice, starts, braking, cornering, passing, jumping, training, nutrition and mental attitude. Following the classroom section, Johnson takes the students to the track for a chance to practice the tips they have just learned.

After the first riding session, students walk the track with Johnson. It is in this part of the course in particular that Johnson's expertise shows. He goes over the student's lines on the track, and always points out several new lines and techniques that no one has used.

At the completion of the course Johnson hands out diplomas and T-shirts, rewarding the student for accomplishing the goals set out by the clinic.

Thanks to the positive response from the participants, YMUS is planning to have Johnson back in 1994 to bring this unique opportunity to more riders at more tracks across the U.S.A.

*From Bob Starr of YMUS, U.S.A.*



Johnson's Track Techniques have traveled to some 20 tracks and graduated 1,250 riders in 1993

## POWER PRODUCTS

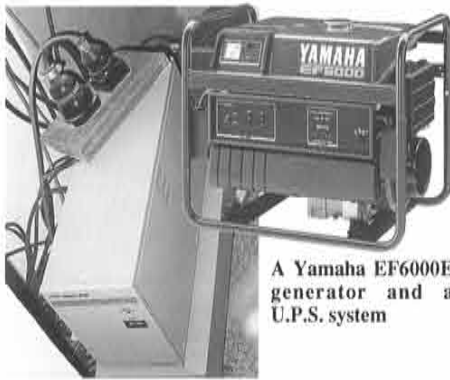
### CHINA

## Backup systems rely on Yamaha generators

As the liberalization of the Chinese economy continues, there is also a steady growth in sales of Yamaha generators to the mainland by Hong Kong-based importer Hondaraya Ent. Ltd. Amid the company's aggressive efforts to develop new demand, they are finding a full third of present demand tied in with U.P.S. (Uninterrupted Power Supply) systems.

In China, where electrical power supply is still somewhat unreliable and power blackouts common, generators are used as backup power sources in U.P.S. systems to provide uninterrupted power for computers, and other susceptible equipment during power failures.

At the Stone dealership in Beijing which deals mainly in computers, for example, Yamaha generators are sold as a set with U.P.S. systems. In the Chinese market Yamaha generators are highly acclaimed for their reliability and compatibility with U.P.S.



A Yamaha EF6000E generator and a U.P.S. system

### GERMANY

## GAFAs show displays Yamaha quality

One of the world's biggest trade fairs, the German garden fair GAFAs has been held every year in Cologne in early September since 1973. During the three days from September 5 to 7, 1993, 1,089 companies exhibited a variety of products in the 110,000 square-meter show site to attract some 46,000 visitors.

Yamaha's German importer Mitsui Maschinen GmbH (MMG) presented a new range of brush cutters and Yamaha's new YLM553 lawnmower series to the public for the first time.

Besides the lawnmowers, which were well-received by dealers and journalists, Yamaha's ATVs, golfcars, generators, water pumps and snow throwers also got a good share of visitor attention. The MMG booth had several unique displays including lawnmowers on real grass and golf cars next to a bunker.

The excellence of Yamaha power products was also recognized by the award for the 'Best Brand in German Garden Business' presented by the "markt intern," an information newsletter distributed to all companies and dealers in the garden business. This distinguished award



Yamaha's lawn mowers in an attractive display at the MMG booth

speaks for the high quality that the Yamaha brand offers and will surely help expand MMG's power product business by attracting new dealers and an even bigger market.

*From Karlheinz Vetter of MMG, Germany*

### EUROPE

## New power products for European lineup

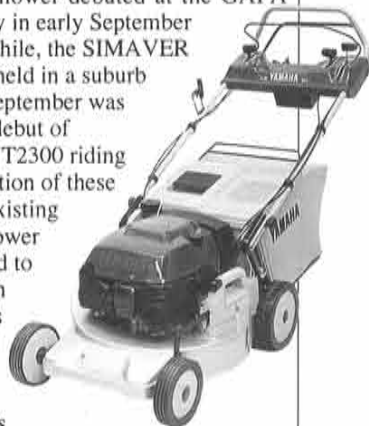
Prior to their European market release, the five models of the new YBC (Yamaha Brush Cutter) series plus the 53cm cutting width YLM553 lawn mower debuted at the GAFAs show in Germany in early September

last year. Meanwhile, the SIMAVER gardening show held in a suburb of Paris in late September was the scene of the debut of

Yamaha's new YT2300 riding mower. The addition of these products to the existing

Yamaha lawn mower lineup is expected to further strengthen the Yamaha sales network and lead to an expansion

of its lawn mower sales in Europe.



The YLM553 lawn mower (prototype)

### MARINE

### U.S.A.

## Award for trans-Pacific PR event

YMUS's Japan Media Press tour was awarded the title of the Best Public Relations Event for 1993 by the Southeastern Outdoor Press Association of the U.S.A. The tour, on which

ten editors from leading U.S. boating and outdoor magazines were invited to Japan, was organized in

April 1993 to celebrate the 10th anniversary of Yamaha's marine business in the U.S.

*From Dave Bolton of YMUS, U.S.A.*



The award plaque



## Just briefly

- Super rider **Damon Bradshaw** has announced he will not compete in Supercross from 1994 on.
- A one-man representative office is scheduled to open in **Dubai, United Arab Emirates**, in January 1994 to engage in market research for marine products. This will be Yamaha's first such office in the Middle East.
- From December 14 to 18, 1993, Guangzhou was the site of the **International Motorcycle Technical Exhibition**, the first motor show ever held in China.
- As of December 6, 1993, **Yamaha Motor China Ltd.** has begun operation as the main sales office of Yamaha marine engines in Hong Kong.
- From November 20 to 23, 1993, YMUS held its **motorcycle and Water Vehicle dealer meetings** which gathered 2,500 dealers in Orlando, Florida.
- The new **50ps 4-stroke Yamaha outboard** was introduced at the METS show in Amsterdam from November 16 to 18, 1993.
- Some 34 reps from 10 countries attended the **6th TPM (Total Productive Maintenance) Joint Meeting** from November 3 to 4.
- On October 27, 1993, YMC signed an **agreement with Brunswick Corporation**, a major recreation equipment manufacturer in the U.S., to co-develop and manufacture four-stroke engines for use in outboard motors.
- A representative office opened in **Guangzhou, China**, on October 1, 1993 to do market surveys for motorcycles and power products. This is the second Yamaha office to open in China after Beijing.
- On September 3, 1993, a ceremony commemorating the start of operation of the new joint venture company **Chongqing Jianshe-Yamaha Motor Co., Ltd.**, was held in Chongqing, China.

## THREE MONTHS AHEAD

January, February and March

[Abbreviations] MC represents motorcycles and scooters MRN represents all kinds of marine products PP represents power products like generators, lawn mowers and multi-purpose engines

### Middle East

UAE • Dubai Power Boat Race • Jan 7, Mar 25 / UAE • Dubai Wooden Boat Race • Feb 4

### ASIA

Indonesia • Dealer's Hawaii Trip • MC • Jan 23 - 29 / Japan • Tokyo Boat Show • Feb 8 - 13 / Japan • Osaka Boat Show • Feb 18 - 21 / Japan • Jubilo Iwata's first game in J-League • Mar 12

### CENTRAL & SOUTH AMERICA

Colombia • Medellin, Bogota, Pereira • Technical Seminar • MC • Jan 24 - 26, Feb 1 - 3, Mar 1 - 3 / Colombia • Putumayo, Palmira, Girardot • Service campaign • MC • Jan 17 - 20, 26 - 30, Feb 7 - 10 / Brazil • Sao Paulo • FI Brazilian GP • Mar 27

### PACIFIC

Australia • Fremantle • Start of the third leg of Whitbread race • Jan 9 / New Zealand • NZ MX Championship • Jan to Feb / New Zealand • NZ Hare and Hound Scramble Championship • MC • Jan to Mar / New Zealand • Auckland • Start of the fourth leg of Whitbread race • Feb 20 / Australia • Eastern Creek • World Championship RR 1st round • Mar 27 / New Zealand • Auckland • NZ Cross • MC • Mar / New Zealand • 12 rural towns • A & P Shows • MC • Mar

### EUROPE

UK • London Boat Show • Jan 6 - 16 / Finland • Helsinki • MC Show • Jan 14 - 16 / Belgium • Brussels • MC Show • Jan 16 - 30 / Germany • Dusseldorf • Boot '94 Marine Fair

• Jan 22 - 30 / Norway • Dealer meeting • PP • Jan 23 - 26 / Turkey • Istanbul • Dealer meeting • MC • Jan / Sweden • Gothenburg Boat Show • Feb 4 - 13 / Finland • Helsinki Boat Show • Feb 4 - 13 / Switzerland • Zurich • Swiss-Boot Int'l • MRN • Feb 12 - 20 / Belgium • Ghent • Euronautics Boat Show • Feb 12 - 20 / Portugal • Oporto • Boat Show • Feb 12 - 20 / Sweden • Stockholm Boat Show • Mar 4 - 13 / Denmark • Copenhagen Boat Show • Mar 5 - 13 / Norway • Oslo • Boat Show • Mar 18 - 23 / Turkey • Istanbul Boat Show • Mar / Denmark • Danish Boat Show • Mar

### NORTH AMERICA

USA • New Orleans • World of Concrete • PP • Jan 5 - 8 / USA • San Francisco MC Show • Jan 7 - 9 / Canada • Toronto MC Super Show • Jan 7 - 9 / Canada • Toronto Boat Show • Jan 7 - 16 / USA • Seattle MC Show • Jan 14 - 16 / USA • Chicago MC Show • Jan 21 - 23 / Canada • Vancouver MC Show • Jan 21 - 23 / Canada • Toronto • Canadian Rental Mart • PP • Jan 25 - 26 / Canada • Rendezvous Snowmobile Safari Ont. - NB. • Jan / USA • Houston, NY, San Francisco, Seattle • Boat Show • Jan / USA • NY Consumer Show • MC • Feb 4 - 6 / Canada • Montreal Boat Show • Feb 4 - 13 / USA • Michigan Consumer Show • MC • Feb 11 - 13 / Mexico • Mexico City • Dealer Meeting • MC • mid Feb. / USA • Atlanta Consumer Show • MC • Feb 25 - 27 / USA • LA, Miami, Boston • Boat Show • Feb / USA • Philadelphia Consumer Show • MC • Mar 4 - 6 / USA • Daytona 200 mile Race • MC • Mar 9 - 13 / USA • Milwaukee, Minneapolis, St. Louis • Boat Show • Mar

## YMC TOPICS

### Presenting the dynamic world of motorcycling

The biennial Tokyo Motor Show celebrated its 30th anniversary in 1993 with a show that drew more than 1,810,000 motor vehicle enthusiasts to the Nippon Convention Center "Makuhari Messe" over 2 weeks from October 23 to November 5. In spite of a recession in many countries, 73 companies and one organization from eight countries took part in this grand commemorative year show which displayed a total of 770 motor vehicles, including 214 motorcycles, under the main theme of 'Ecolution in Car Innovation'. Yamaha Motor Co., Ltd. portrayed the dynam-



Yamaha fans converged at the Yamaha PAS display for its introduction

ic world of motorcycling through displays of 51 vehicles. Featured at the Yamaha booth were the XJR1200, the largest "undressed" model without fairing by any maker, the TT250R Rally Raid Special off-road model specially developed for the Rally Raid Australian Safari, and the JOG APRIO, the first scooter ever to use a microcomputer-controlled digital ignition engine, and featuring helmet storage under the seat.

Yamaha also presented an entirely new electric scooter called MEST. While weighing only 80kg (176 lb), the MEST boasts performance equal to a conventional 2-stroke scooter and can cover 30km (18 mi.) at a constant speed of 30km/h (18 mph) on one charge.

Another special product that gathered much visitor attention was the world's first electro-hybrid bicycle, Yamaha PAS. As soon as its introduction began, a crowd converged around the display eager to learn all about the function and advantages of this new type of personal commuter.

### 1993 Marketing Awards

On November 5 last year, a panel of judges reached the final decision in Yamaha's 2nd Annual Marketing Awards Contest. In previous meetings the original group of 27 applications from Yamaha Group companies and departments around the world were reduced first to ten and then to six semifinalists before the final four winning applicants were chosen. They came from two of the hottest markets in the world today, the Far East and South

America.

The Yamaha Marketing Awards were established by Yamaha's Marketing Committee in 1991 to give recognition for outstanding achievements in the field of marketing and, in doing so, to provide valuable feedback on marketing ideas for the entire Yamaha Group.

Congratulations to the following four winners:

• Eduardoño Ltda. (Colombia)

For successfully undertaking a major expansion of its marine market in Colombia.

• Yamaha Motor Do Brasil Ltda. (Brazil)

For a diverse program of sales promotions related to the release of new models

• Hong Leong Corp. (Singapore)

For demand-creating promotions and market introduction of Yamaha Golf Cars leading to a big growth in sales.

• Yamaha Motor Taiwan Co., Ltd. (Taiwan)

For a successful expansion of sales of Yamaha oil and other genuine Yamaha parts and accessories.

We wish to extend our sincere thanks to all of last year's entries, and at the same time say that we are looking forward to receiving the entries for the 3rd Marketing Award Contest.

### YMC sound riding promotional tour

From September 13 to 19 last year, YMC and its Malaysian importer Hong Leong Yamaha cooperated with Japan's third biggest newspaper, the Mainichi, to give a group of 18 motorcycle lovers an unforgettable tour through

# YMC TOPICS



The participants strengthened international friendships and had great motorcycling fun

tropical Malaysia.

This was the seventh holding of the "Yamaha - Mainichi Overseas Touring" program which was begun as part of YMC's sound-riding promotion and which has so far taken some 200 Japanese riders to such exotic locations as Bali and Thailand to enjoy touring in foreign countries in a way that enriches their motorcycling experience. On arrival in Malaysia the 18 tour members, ranging from college student beginners to seasoned veterans, were furnished with brand new Malaysian-made RXZ135 by the Hong Leong Yamaha support staff. Members of the local "Roda Roda" touring club accompanied them throughout the 930 km 5-day journey around southern Malaysia and the

island of Tioman.

After five exciting days of touring everyone agreed that motorcycling around Malaysia, with its warm weather, beautiful tropical scenery, good roads and courteous drivers, was a great way to see the country and a great way to holiday. The warm hospitality of the Malaysian hosts also made the trip a richer experience for everyone involved. This international friendship is one of the big aims of this program, which is growing every year.

## Beautiful autumn Japan trip for French, Portuguese dealers

Late October brought two groups of dealers from France and Portugal on their long-awaited tour of Japan. Although plans seemed threatened at first by the airline strike in France, a little rescheduling got both groups to Japan to enjoy a full 10-day tour that showed them the many faces of Japan and Yamaha.

A grand tourage of 67 people from France representing 45 dealerships plus staff from Yamaha Motor France and Yamaha Motor Europe N.V., and 45 people representing 30 dealerships from Portugal and their importer Yamaha Motor Portugal, arrived in Tokyo on the 23rd.

After a day of sightseeing in Tokyo, the dealers enjoyed a visit to the Tokyo Motor Show, Japan's biggest industry event. On the 26th, the dealers were invited to a reception party held at Yamaha's Tsumagoi resort, where they were welcomed by YMC staff including Directors Mr. Watanabe and Mr. Nomura.

The following day included tours of the Yamaha First and Fifth factories for an informative look at how Yamaha products are made. Then the dealers were off to Western Japan for a visit to the historic city of Hiroshima and neighboring cultural sites like the famous Itsukushima Shrine in Miyajima.



The participating dealers join in a traditional drum performance at the famous Dogo spa in Shikoku

Returning to the ancient capital, Kyoto, for the final stop on the tour, the visitors got a taste of one of Japan's oldest and most interesting cities in all its autumn beauty before departing for home.

## FROM THE PUBLISHERS

Due to internal policy changes, publication of Yamaha News is now quarterly rather than bimonthly. We intend to use this prolonged editorial time to make our Yamaha News richer and more informative than ever. To all those who wrote in response to our offer in the last issue, we are sending the "Images of Yamaha" calendar! Those people are:

J. Svoboda, South Africa; Hanspeter Küffer, Switzerland; Otto Gonzalez, Panama; José Codina, Spain; Alfredo Cueras Marcano, Venezuela; J. W. Stegny, Austria; Irshad Ali, Pakistan; Bernardo Perez R., Colombia; Tan Lee Hong/Vincent Pee, Malaysia; Brenda Hooper/Edwin Catton, Australia; Kim Van Hooser/Scott Sessions/Chip Hendrick and Cathy Stovall Neher, U.S.A.

Thank you for your letters. Please keep more coming to K. Shimizu (Chief Editor), M. Toyama/H. Ueda, PR Division, Yamaha Motor Co., Ltd. (For address, phone/fax Nos. on back cover).

## SPORTS

# Júbilo Iwata makes the J. League!



Now one of the top Japanese stars in the sport, Masashi Nakayama

A nearly three-year-long dream has come true for the fans of Yamaha's football club "Júbilo Iwata": As of the '94 season their team will join J. League, Japan's hot new professional league. What's more, the fans' (as well as our) joy has been doubled by the emergence of a new star, Júbilo Iwata's ace forward Masashi Nakayama.

Nakayama rose from being a virtual unknown to a national hero almost overnight in the emotion-charged Asia block qualifying tournament held in Qatar last October for this year's World Cup. His three goals in four games helped carry Japan's national team to within a hair's breadth of its first World Cup qualification ever.

The 26-year-old Nakayama entered Yamaha Motor Co. four years ago straight out of college. His popularity comes from what Reuter news service aptly described as his "hustling play" and his lighthearted nature. When asked by a TV reporter prior to Júbilo's acceptance

into J. League what he would do if this team were not admitted, he replied; "I will probably go back and take over the family farming business and maybe start a farmers league!"

Fortunately Júbilo Iwata has joined the league and Nakayama's newfound popularity is sure to remain intact.

## RUGBY

In the last game of their '93 season, the Yamaha Rugby Football Club defeated the Osaka Police team by a score of 12 to 9 to share the league lead with the Osaka Police and Osaka GAS teams with a record of six wins and one loss. In the final ranking, Yamaha was reduced to third place based on the three team's total season tries.

### RESULTS, Yamaha Vs:

KANEKA Corp.	Sept. 25	29 : 0
Toyota Automatic Loom Work,	Oct. 3	13 : 5
IBM Yasu,	Oct. 9	80 : 0
Osaka GAS,	Oct. 16	17 : 22
Nippon Sinyaku,	Nov. 6	51 : 0
Osaka Police,	Nov. 13	12 : 9

# The Winning Formula

Japanese rookie Tetsuya Harada (23) surprised the motorcycle world when he came from behind in the last race of the 1993 season to capture the World 250cc Championship in one of the most dramatic finishes in GP history. Perhaps the

secret behind this victory in his first full season on the World GP circuit can be found in these comments from the people who were on the scene with him throughout the '93 season and from Harada himself.

## Leonardo Brambilla

**Sporting Director of the Valesi Racing Team**

The biggest factor behind Harada's victory is his state of mind. He was always cool, never getting emotional whether he won or lost. The first time I thought he really had a good chance of winning the championship was when I saw him take an injection of pain killer to go out and race in the Czech GP after breaking a bone in the previous race, the British GP. I saw him react intelligently to the situation he was in and do what he had to do in order to win. Our team was like a family. In spite of the language barrier and everything, Harada fit right into the team naturally.

## Steve Cook

**Marketing and Promotion Manager of Telkor, the South African electronics company that is Valesi's main sponsor**

I'm very proud and happy to have had the chance to work with Valesi, Yamaha and the team's two very special riders. At the start of the season I never dreamed that Harada would win the title. It's a bit of a miracle. Harada's championship is a result of Yamaha's fine support and the outstanding teamwork on the Valesi team. It's a great team where everyone works hard with a close, family feeling.

## Pierfrancesco Chili

**Teammate**

Harada knows his bike extremely well. If there was anything I did for him as a teammate it was trying to help him avoid the same mistakes I made when I was younger by keeping the pressure off him as much as possible. If the paddock was crowded with reporters, for instance, I'd try to get him away to take a walk with me or something. Harada is basically an easy person but he can be a little bit difficult at times. Because he is lighter than me he

always got better acceleration out of the machine. I'm not satisfied with my own performance this season, but it makes me glad to have been a part of the team that won the championship. Yamaha did a lot for this team, perhaps more than for any other team in the past. I was lucky to be a part of such a great team.

## Sandi Giovanni

**Chief mechanic of Telkor Yamaha Valesi Racing Team**

I've worked as a mechanic before for top riders like Randy Mamola and Eddie Lawson, but I've never known a rider with the skill and feeling for setting up a bike that Harada has.

## Michael Watt

**Öhlins mechanic**

With many riders we spend a lot of time trying this and that with the suspension settings and still

nothing seems to satisfy them. But Harada knows precisely what he wants with the settings, so it's easy to set up his machine. Then, while others are still wasting time trying to get the settings right, he is out there on the circuit getting in valuable practice on it.

## Senichi Kuroda

**General Manager, Motor Sports Division, Yamaha Motor Co., Ltd.**

Before the season started we told Harada to take this just as a year for gaining experience and to make finishing all the races his only goal. To tell the truth, we would have been satisfied just to have him finish in the top six. The reason for the season's success was the way the three main elements, the Valesi team, the rider and the machine and its setting came together so beautifully. Usually, during the course of a season you will start to get complaints about at least one of these

## Tetsuya Harada

**1993 Motorcycle Road Racing GP2 class World Champion**

During the season my longtime friend Wakai died in an accident at the Spanish GP. After that when ever the going got tough I kept telling myself that I was going to do my best to win for the both of us. But, I don't think I would have won this year's championship if it had not been for my teammate Chili-san. Whenever we went to a new course he would take me around and show me the danger points and everything else. I haven't been able to compete so relaxed and confident since my novice days; the team was really great for me.



Harada and the mechanics on the paddock

Harada with Chili (left)

## A world record with a message

— SPAIN

Mr. Alvaro Marichalar is now the proud owner of a Guinness World Record for the longest solo distance run ever on a personal watercraft. To set the record, Mr. Marichalar rode his Yamaha MJ650TL Water Vehicle some 2,600 km (1,350 nautical mi.) from Sevilla, Spain, to Genova, Italy, thus beating the old Sevilla ~ Barcelona record set by Oscar Torrejon on another 650TL in 1992.

Leaving Sevilla's The Nautic Club last July 10th, Mr. Marichalar rode alone for 13 days to reach Genova's Marina Fiera on the 22nd. Along the way he rode from 8 to 12 hours a day at 15 knot/hr. to average 110 mi. (177km) daily, and the going was seldom easy. Near Gata Peninsula he was pelted with waves from strong winds; then in Rosas Bay fog reduced his visibility to virtually zero for close to an hour. Later, off the coast of Cannes, France, he had to fight through a raging storm. "The sea was so often rough and dangerous that I could rarely relax for a moment. Mentally it was a very tough and lonely run," said Marichalar.

About the only companionship came from the dolphins who led him around the Straits of Gibraltar and, of course, his dependable MJ

650TL that ran without a hitch throughout the 13 demanding days. A pair of auxiliary fuel tanks attached to each side of the Yamaha gave him a cruising range of 96 km (60 nautical mi.) between refuelings at local ports. Besides the personal adventure, Mr. Marichalar had another purpose in his journey. "I want to show young people that there are a lot of better things they can do than drugs," he says. The proceeds from his run will benefit the Red Cross, Unicef and A Foundation Against Drugs.

*From Sergio Alvaro of YMES, Spain*



Mr. Alvaro Marichalar heading for Genova on his MJ650TL.

## Team Chippewa, racing on with Yamaha spirit

— U.S.A.



Battling it out in the 1993 I-500 race with a Yamaha Exciter SX

In 1968, when Yamaha first entered the crowded North American snowmobile market, Walter Hank decided to take on the new brand at his Chippewa Motors dealership in Sault Ste. Marie, Michigan. At that time Walter was one of the local snowmobile enthusiasts involved in building a race track for a 500-mile snowmobile race they envisioned, modeled on the INDY 500 automobile race. When the track was finished and it was time to hold the first I-500 enduro race, Walter decided to enter a team on one of his new Yamaha SL 350 machines. The hastily assembled team did surprisingly well, finishing 13th after 417 miles. That was

the start of one of the most successful and longest-running pro enduro teams in the country, Team Chippewa.

The year 1975 was a memorable year for Team Chippewa when, as the only Yamaha and the only non-factory team among the top ten qualifiers, they overcame the odds to win their first I-500 race. Their crowning achievement came three years later when they won the coveted Triple Crown of Enduro Racing.

Over the years Team Chippewa has built up more miles in the I-500 race than any other team and employed a long list of some of the area's best riders. Walter Hank has never lost his love of racing and his trust in the Yamaha brand either. As the only Yamaha in last year's race, the team's Exciter SX was battling for the lead on lap 400 of the one-mile track when a derailing dropped it back to an eventual 6th. This season Walter and his team will field two 1994 V-Max 600s to carry on the Yamaha racing spirit.

*From Dennis F. Hank of Team Chippewa, U.S.A.*

## Clermont-Ferrand 24 hours enduro race

— FRANCE

Riding Yamaha YZ250s, a dauntless team of four riders led by Paris-Dakar champ Stéphane Peterhansel and sponsored by MaxiCross 50 outdistanced two Husqvarna teams to win the Clermont-Ferrand 24 hours enduro race.

Just two years into the revival of French 24 hour enduro races, the organizers of the Clermont race were happy with the big turnout of 62 teams, or nearly 250 riders, at the highly competitive 1993 event.

The race was a close, nail-biting battle of endurance between the four leading teams; Peterhansel's team, another Yamaha team led by Croizet and Baffleuf, and two Husqvarna teams on the bigger 350 cc machines. Although the Husky team of Fretigne, Esquirol, Bouffieux and Rubio recorded the fastest lap, neither they nor the team led by veteran Thierry Charbonnier could match the consistency of Peterhansel's team and the reliability of their Yamaha



Bernard & Peterhansel (right) at the race

YZ250s that led virtually the whole race. While the other teams faced a series of technical problems, the Yamaha teams kicked on without a hitch, except for a minor headlight malfunction during the night.

At the end of the day, Peterhansel and his crew finished 181 laps, nearly 1,300 km (806 mi.), two laps ahead of second place Charbonnier and his team. Meanwhile, the race for third went right down to the wire, with Esquirol and his band finishing just ahead of the second Yamaha team. With racing as exciting as this, the sponsors have every hope for even bigger races at Clermont - Ferrand in the future.

## Motorally: a new type of motor sport

— ITALY



Enzo Manenti on his TT600

Motorally is a rapidly growing motor sport in Italy that has developed out of the enduro concept with the added flavor of the African rallies. Races are run over distances of approx. 200 km (124 mi.) using a road-book and special-staged enduro race format. With its popularity growing yearly, more than 300 riders took part in the 6 rounds of the 1993 championship series.

Enzo Manenti, Italian motorally

champion for 1993 season, is one of the promising riders on this new motor sports scene. Belgarda, Yamaha's importer in Italy, supports him through the Rigo Moto team, supplying him with a brand new Yamaha TT600. His glorious victory proved the high quality and dependability of the Italian-made TT600.

*From Roberto Martini of Belgarda, Italy*

# Yamaha Owners' Club

SERIAL 3

## The Venture Touring Society

Joe Schaefer, Chairman TEL: (702) 457-6657  
1615 S. Eastern Avenue, Las Vegas, NV 89104

Enjoying a ride at the V-Daze Rally



Syracuse and Binghamton chapters



The 1993 V-Daze in Springfield, Missouri



A unique sign board for the  
4th Annual Gator Run 1993

# The Key to Ad-Venture

From Susan Kaiser, Advertising Director

The Venture Touring Society (VTS) was started in 1984 by a couple of motorcycle enthusiasts with a passion for touring on the Yamaha Venture. They quickly discovered they were not alone, and the Association grew to include over 4,000 full members across the United States and Canada, as well as in other countries.

"The VTS has many outstanding, nice, friendly, helpful members that are willing to do whatever they can for others and make this a quality organization," said one of the members from Oklahoma.

Anywhere from seven to twenty or more members living near each other form chapters and meet on a weekly or monthly basis to discuss chapter activities, socialize, enjoy meals and ride together. Many chapters are also involved in community activities, charities, and fundraisers like the "Adopt-A-Highway" clean up program, toy runs, poker runs and camps.

Often they will even get together socially when weather does not permit motorcycling, as in the case of one chapter's Annual Cabin Fever Weekend, or the Central States Winter Get Together. There are also regional and national level events throughout the year. Non-VTS members are also welcome to attend these get-togethers and since the club's aim is to promote the image of motorcycling, we also offer a Booster Membership for riders of other types and brands of motorcycles.

The V-Daze International Motorcycle Rally is our biggest annual event put on by the members nationwide in different locations each year. At last year's event held from July 5 to 9, some 1,223 delegates

from 44 states, three Canadian Provinces, and one international ambassador from Germany converged on Springfield, Missouri. The Bass Country Inn served as the headquarters and everything emanated from this facility; including a trade show, poker runs, field events, and door prizes. An informal talent show provided everyone with some great entertainment and many laughs.

Now, members are looking forward to the upcoming 10th Anniversary of V-Daze which will be staged in Sault Ste. Marie, Michigan from June 20 to 24. The spectacular parade across International Bridge at V-Daze '91 will be repeated at this year's V-Daze. Non-VTS members are also invited to attend this event.

Another benefit of membership is the full-color, monthly magazine, *Venture Road*. From this you receive technical advice and tips, hear about new products on the market and upcoming events, and read about various chapters' activities. A variety of "For Members Only" merchandise can be purchased through the magazine and initial membership packets include several VTS items.

The Venture Touring Society also offers a Gold Priority Dealer Network. The dealer members pledge to offer quality service, and often special discounts, to VTS members. Participating dealerships' names appear in each issue of the magazine and our annual Fellow Pages. The Fellow Pages is an annual membership directory that lists emergency services that members can offer to fellow members. Being listed is optional, but all members receive a complimentary copy.

Membership applications, Gold Priority Dealer Network information, and/or V-Daze inquiries are welcomed. We can be reached by calling or writing to the above phone number or address.

# Report from TAIWAN



YMT's head office

# Two million

In this issue we take a look at Yamaha Motor Taiwan Co., Ltd. (YMT), a company that has recently seen its total production of scooters and motorcycles pass the 2 million mark all within the seven short years since its founding. Mr. Matsui, Sales Manager of YMT, reports for us.

YMT, got its start in 1987 as a joint venture between Yamaha Motor Co. and the Hsieh family of Taiwan. From its beginning as a manufacturer and distributor of motorcycles only, YMT

expanded its business to include the manufacture and sale of helmets in 1991 and, most recently, the import and sales of golf cars. Since 1990, YMT has been exporting its scooters and motorcycles to a growing list of some 15 countries, including Italy, Portugal and Japan. Located in Chung-li City about 40 km (25 mi.) south of the capital, Taipei, YMT presently employs 2,000 people and manufactures and sells over 400,000 scooters and other motorcycles a year.

## One of the world's highest motorcycle ownership rates

Taiwan is a semi-tropical island straddling the Tropic of Cancer with an area of 36,000 sq.km (13,800 sq.mi.). A mountain range down the east side of the island climbs up to 3,800 m (12,500 ft.) and the main population centers are concentrated in the western half of the island.

Something that always impresses a first-time visitor to Taiwan is the number of scooters that fill the streets of its cities. With 21 million people inhabiting this small island, population density in relation to livable land area is one of the highest in the world. When it comes to motorcycle ownership as well, Taiwan's total of 7.5 million registered motorcycles gives it one of the highest ownership rates in the world: an amazing 1.42 vehicles per household.

Economically, the Taiwan of today is enjoying booming exports to fast-growing mainland China as well as the benefits of its government's six-year plan to stimulate domestic market growth. One can see all this economic energy reflected in the bustling streets of its cities, where in some places traffic has reached critical levels that tie up main arteries with perpetual traffic jams.

In spite of the fast pace of change in Taiwanese life, however, you will also find it to be a land where people still cherish the traditional Confucian values of filial piety and respect for one's ancestors.

## Sales network and promotion policies: a foundation for success

In Taiwan, the manufacture and sale of motorcycles over 150 cc are prohibited by law. What makes the Taiwanese motorcycle market unique is the degree to which the population depends on them as an everyday means of transportation and the fact that 92% of the annual demand of roughly one million motorcycles consists of scooter models.

About two years ago, the product life of Yamaha's best-selling model "CT50S" began

to pass its peak and young consumer demand began to shift to the 125 cc scooter category in which Yamaha did not have an entry. It looked as if Yamaha was beginning to lose its lead in the market. So, when YMT released its new 125 cc model "FUZZY" in October 1992, it also launched a program to expand its sales network under the slogan "A bigger, better sales network."



A host of scooters can be seen on any street



A Yamaha motorcycle dealership in Taipei

First of all, a projection was made of the number of dealerships necessary to meet the sales goals for each area. Then campaign programs were set in motion like a "Birthday Cake Present Campaign" directed at owners of shops affiliated with other makers, and "Shop Owner Medical Check-ups" and "Shop Wives Power-up Seminars" for existing dealers. A sales network map and newspaper fold-in leaflets announcing sales were also published. Filling out this comprehensive program was a 13-day Exclusive Sub-dealers Meeting that further distinguished Yamaha

from other makers and helped bring the total number of affiliated dealerships in the Yamaha sales network up from an initial 1,600 to over 2,400 shops.

In the spring of 1993 when YMT introduced the 50 cc scooter JOG, the target age group was narrowed down to young people and a promotional campaign was organized around a "Dodge Ball Meet" that capitalized on the popularity of the sport among the young due to a local television show. This campaign succeeded in bringing the dealers and their staff together with young people to share in the excitement and fun of sports.

Later, when a new JOG variation was introduced in August, a campaign was organized incorporating TV-advertised concerts by the popular group "L.A. Boyz" and displays of Yamaha racers borrowed from YMC and the new JOG model. This successful campaign gathered some 110,000 people nationwide.

With these new-product sales promotions supported by the bigger and better sales network, YMT was able to recover its top market share after ten months in the No. 2 spot.

Amid the present worldwide concern about environmental problems, the Taiwanese government has introduced what many describe as the world's strictest second-stage exhaust gas regulations as of last July. With even stricter third-stage regulations expected to follow in a few years, thought is now being given to building up the 4-stroke line-up along with further efforts to strengthen the technical capabilities of the dealers to handle 4-stroke models. Strengthening the overall sales network's selling capacity based on solid Customer Satisfaction policies is another important job to be tackled.

In a spirit that is truly worthy of one of the dynamic Pacific rim's "Little Dragons," YMT has a bold vision to offer the people of Taiwan motorcycles that go far beyond the role of merely an everyday means of transportation into a broader range of leisure, fun and fulfillment.

# plus and going strong



No matter where you go Yamaha scooters are part of the scene: here in front of the National Palace Museum



The new JOG had a publicity coup in the form of the popular group "L. A. Boyz"



This "Dodge Ball Meet" was a unique promotional campaign for the JOG scooter



A campaign event for the new JOG in Tainan City

# In Honor of a Hero



Rainey wins the '92 World Championship in the last round in South Africa, capturing the world championship for an amazing third time, just like his team manager the great Kenny Roberts did

## “The future is just starting for me”

The motorcycle racing world was shocked by racing hero Wayne Rainey's nearly fatal accident last September in which he was flung from his motorcycle approaching the halfway mark of the Italian Grand Prix. Despite the best efforts of the doctors who operated on him, Rainey was left paralyzed from the chest down, bringing a sad end to one of the greatest careers in motorcycle racing. American Rainey's motorcycle racing career was one of the finest in World GP history. Starting out in dirt track racing in 1977, he was competing in the 500cc class by 1988. He took his first GP1 Road Racing World Championship in 1990 on a Yamaha YZR500 and reclaimed the title in both 1991 and 1992. Riding for Team Marlboro Yamaha Roberts, he was set to win his fourth consecutive Grand

Prix last season, a feat that has only been accomplished twice in 500cc history, by greats Mike Hailwood and Giacomo Agostini. Renowned for his skill and consistency, Rainey is also recognized as a man who played to win but who also played fairly. These qualities earned him the title "Mr. Perfect" and he is well-liked and respected by the racing fraternity and idolized by the fans. Rainey won a total of 24 GP1 World Championship races in the six years he competed in the class and every win was on a Yamaha. Yamaha's President Hideto Eguchi had these words to say about the star. "We are proud of our association with Wayne and honored by his record and the commitment he showed to our mark. On behalf of all of Yamaha, I would like to thank Wayne for all he has done for

### Message from Wayne

I have approached my new situation in life like I approached my racing, and that is to be the best I can be. I am working very hard everyday like I did when I was trying to be the world champion, and basically I have taken three months worth of rehabilitation and I've done it in four weeks. My family and friends and fans and supporters from all over the world have kept me going through this difficult time, and I am very excited about my future with Yamaha and with the opportunities that have arisen for me in the industry. So you will soon see me again at the race track but also in other areas that I could not have been in before. I'd like to thank Yamaha for giving me the opportunity to be the world motorcycle champion, because if it were not for Yamaha this would be impossible. Again, I would like to thank everybody that has been behind me in my career. Now the future is just starting for me. Thank you.

If you want to send letters or messages to Wayne, post them to: Mr. Wayne Rainey, c/o International Racers Inc., 1633 E. 4th St., Suite 132, Santa Ana, California 92701, U.S.A.



At the German GP in 1993

Yamaha and for motorcycle racing, and I am sure that in the future he will continue to be an important friend to Yamaha people everywhere. I wish him luck and strength in his recovery, and am sure his qualities will serve him well in whatever he plans to do in the future. Wayne Rainey may not ride again to victory in GP1 competition, but he will always be a hero to us."

### Wayne Rainey Career highlights

- 1983 & '87: AMA Superbike Race Champion.
- 1988: Winner of Suzuka 8-hour World Championship Endurance Race with Kevin Magee
- 1990 - '92: GP1 (500 cc) class Road Racing World Champion