

# Yamaha News

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YAMAHA MOTOR CO.,LTD.

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## Powerful Diversion hits the road

The new Yamaha XJ900S Diversion was unveiled in the European market. This powerful sport tourer hit the beautiful autumn Alpine roads, catching the eye of everyone with its dynamic styling and winning hearts with its gutsy acceleration.





In front of the Alpenkönig Hotel, the base camp of the two-day test ride tours, forty XJ900S Diversions were prepared for the first tour that left on September 2

## Alpine debut brings rave reviews

The European economy has recently started slowly picking up from a long period in the depths of recession. Experts also predict that the effects of the expanded EU market will add steam to the European economy after 1995.

In the midst of these positive signs from Europe, Yamaha Motor has recently launched an all new large-displacement model, the XJ900S Diversion as a follow up to the highly successful XJ600S Diversion and in response to the strong demand for big sport touring motorcycles throughout Europe.

The Pan-European Press Introduction held in Austria in advance of the actual product release has brought high praise for this powerful new model and indicates that it will no doubt attract a wide range of sport and touring customers throughout Europe.



The tour group were met with the clear blue skies, beautiful landscapes and smooth, winding mountain roads. There were also abundant vista points for photographing the new Diversion all the way to Italy

**W**hat better way to experience the real potential of Yamaha's all new sport touring machine, the XJ900S Diversion, than to tour with it on the beautiful Alpine roads of Austria and Switzerland, all the way to Italy in late summer. That's exactly what more than 90 journalists and Yamaha European distributors got to do at the press launch and two-day test ride

based out of Austria from September 1 to 12. When it was over, all agreed that it was a perfect opportunity to get a thorough appreciation of the all new 900 Diversion.

The participants, coming from all over Europe including Austria, Germany, Switzerland, Greece, Hungary, Czech Republic, Turkey, France, U.K., Spain, Italy, Holland, Belgium, Norway, Sweden, Denmark, Portugal, and Israel, Slovenia and even Australia, were

divided into three groups to try out the brand-new XJ900S first hand, riding approximately 350 kms (270 mi.) per day for two full days.

The Alpenkönig Hotel close to Innsbruck, Austria served as the tour's base camp where the groups saw a film explaining the machine's technical features and enjoyed a BBQ party to help foster friendships. The stopover after the first day of touring was the Cresta Palace Hotel next to the famous Cresta

Run, one of Europe's original bob sleigh courses near St. Moritz in Switzerland. Among the participants were journalists from Europe's major motorcycle magazines such as Germany's *Motorrad*, Britain's *Motorcycle News*, Italy's *Motosprint* and *Moto Journal* of France. The debut of this promising new machine also drew a lot of attention from TV stations, national newspapers and leisure magazines. Among the most famous of the guests that showed up was Switzerland's 10-time World Champion pursuit cyclist Urs Freuler, who was twice chosen as his country's Sportsman of the Year. A big fan of motorcycle riding in private life, Urs fully enjoyed the exciting touring on the XJ900S.



Checking the route and schedule before departing on the approximately 750 km (466 mi.) tour

These journalists, VIPs and importers were full of high praise for Yamaha's new 900cc sport tourer after the two days of touring. One Czech journalist summed up his impression with the words; "Super styling, excellent stability and maneuverability, and great engine characteristics."

Many of the comments pointed to the success of the XJ900S's performance as a tourer, which was one of the main technical targets in developing this model.

"Many very good ideas for touring," said one German journalist. "Excellent shaft drive! - You wouldn't even notice it if you didn't know that's what it was, perfect for sports touring." "Engine performance is good for touring." "Overall evaluation - excellent compromise for sport and touring" were some comments from the Swiss press, while an Austrian journalist added, "Very good touring bike, very good allrounder - needs less fuel!"

The smooth engine and good powerband that journalists praised so highly were precisely the concepts the new 900cc air-cooled forward inclined engine was designed around. Other comments hailed its great riding comfort; "Excellent riding position - very good

job!" (a Greek journalist), "Very good seat height - easily accessible for riders of many sizes," (a German journalist), "Riding position fits you immediately" and "Suspension is comfortable and not too soft," (Swiss journalists).

One member of the press who came all the way from Australia praised the success of the overall model development aim of creating an allrounder with great sport touring performance; "Well done. The XJ does exactly what you intended it to do!"

In total 12 journalists, four photographers and three Mitsui Maschinen GmbH staff attended from Germany. "All of us enjoyed the presentation very much. It was exactly the right environment for the launch of this fantastic new sports tourer. The tour through the Alps was just great with a lot of nice photo locations and the general impression of the journalists was very positive," said PR manager of MMG, Mr. Karlheinz Vetter, who is now busy with the new Diversion launch for their dealers at the famous IFMA-show held from October 5 to 9.

Swiss importer, Mr. Peter Manzanares of Hostettler AG also showed his high expectations for this new model when he said, "The very competitive price combined with the good overall potential of the XJ900S gives us



A camera crew from a local TV station is eager to shoot the XJ900S Diversion with its dynamic styling

confidence we'll achieve good sales results for the coming season."

Yamaha XJ900S was developed as a flagship model for a series that also includes the tremendously successful XJ600S Diversion released in 1991, and expectations are running high that it will be another favourite choice of Yamaha fans throughout Europe.

*From Lin Jarvis of YMENV, the Netherlands*

## Inside the development process

The YMC team heading the XJ900S Diversion project consisted of approximately 20 members divided between the design and experimental work, with the design group being subdivided into three sections, the Engine section, the Chassis section and the Electrical components section. Many months were spent completing the basic development that culminated with the recent debut in Austria.

Looking back on the long development period, the team confessed that it was not always easy going. "We adopted a 3-dimensional design method for the crank case and intake and exhaust ports, using 3-dimensional computer-aided design (CAD) technology to analyze data and visualize the shape as we went along, and we were very satisfied with the results.

But we had one tense moment when the first prototype engine was finally completed and we got it up on the test bench. When we tried to start it the engine just wouldn't fire up, no matter how many times we pressed the starter. Everyone froze for a moment...

When we opened up the carburetor to take a look, we found the float

chamber full of test fluid left over from the last inspection. We emptied it and put it back together and this time the engine started on the first push of the button!"

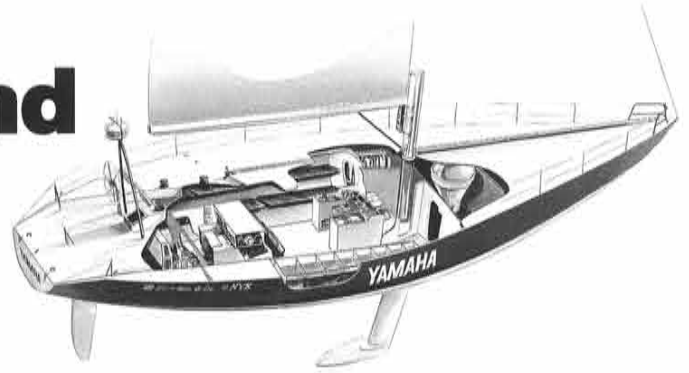
The success of the XJ900S project was the result of great teamwork. When one of the designers broke a bone in his right-hand, all the staff became temporary designers to help re-shape the plasticine wind screen model during wind tests on the track.

The team was so close that when one of the staff got married during the project everyone celebrated like it was a family affair.

"We were also a little worried when we took the first full prototype out on the track and found that the power feeling wasn't as good as the Diversion 600, but we worked the bugs out and it developed into a very powerful, smooth engine."



# Water ballast and systematized navigation



**W**hen the YAMAHA crossed the finish line as winner of the W60 class of the Whitbread Round the World Race this June, it not only marked the successful end of a nearly three-year campaign by the Yamaha Round The World syndicate, but also the inaugural victory for a revolutionary new class of ocean racers. The biggest distinguishing feature of the new Whitbread 60 boats that were used for the first time in this running of the Whitbread is a water ballast system.

This system makes use of water tanks to provide extra weight to supplement keel ballast as a counter to the heeling force created by wind pressure on the sails. In conventional yacht races, when you see the crew sitting in a neat line along the windward gunwale with their legs over the side, what they are doing is using their body weight as extra ballast to counter the heeling force and make the boat sail as upright as possible. Under the new Whitbread 60 class rules, this role is performed by water-ballast tanks located along the port and starboard gunwales with a combined holding capacity of up to five tons of seawater. This translates into a righting force equal to about 30 to 35 crew sitting along the windward gunwale.

The hull of the YAMAHA reaches its greatest width in the section from the mast back to the main sheet traveler. The water ballast tanks are located in this section on both the port and starboard sides, and positioned as far out toward the gunwale as possible in order to gain the greatest leverage. (**Diagram 1**)

Practically speaking, these tanks form the inner walls of the cabin, approximately 18 inches (45 cm) in from the gunwales and standing almost perpendicular to the water line. In all, the tanks take up about six cubic meters of space (**Diagram 2**). Meanwhile, the crew bunks, navigation desk, galley and the sail and engine spaces are positioned near the middle of the boat in an attempt to concentrate as much weight as possible toward the center of the hull.

The controls for the water-ballast system are accessible through a floor hatch in the entrance passage to the cabin. The system operates by means of a rubber impeller type pump that is belt-driven off auxiliary engine and has the capacity to fill and empty the tanks at a rate of 300 liters (80 gallons) a

300 liters (80 gallons) a minute. Usually the pump is run off the auxiliary engine, but it can also run off the main engine.

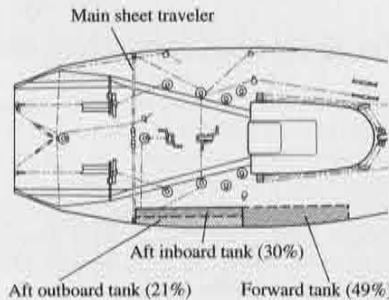
**Diagram 3** shows the pipe layout for the tank system. It takes 8 - 9 minutes for the pump to fill the tanks completely, and when tacking, it takes about three minutes to shift the water from the tanks on one side to the other via a four-inch valve. Emptying the tanks takes 3 - 4 minutes.

The use of this water-ballast system on a rac-

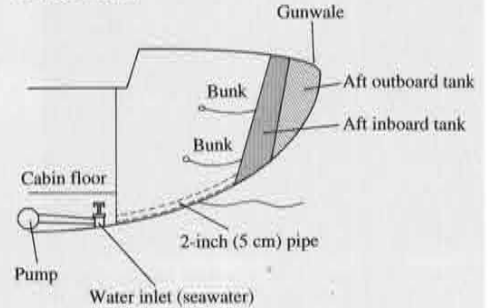
ing boat means that the number of crew can be reduced, which in turn lightens the overall weight of the boat. Lightening the boat means a reduction in the surface area of hull in the water and, thus, reduced water resistance.

In short, two big merits are gained by using a water ballast system. At times when righting ballast is important — like when sailing into strong or middle-strength winds or when tacking at an angle of about 60° off the wind — 2,500 kg of water can be pumped into the

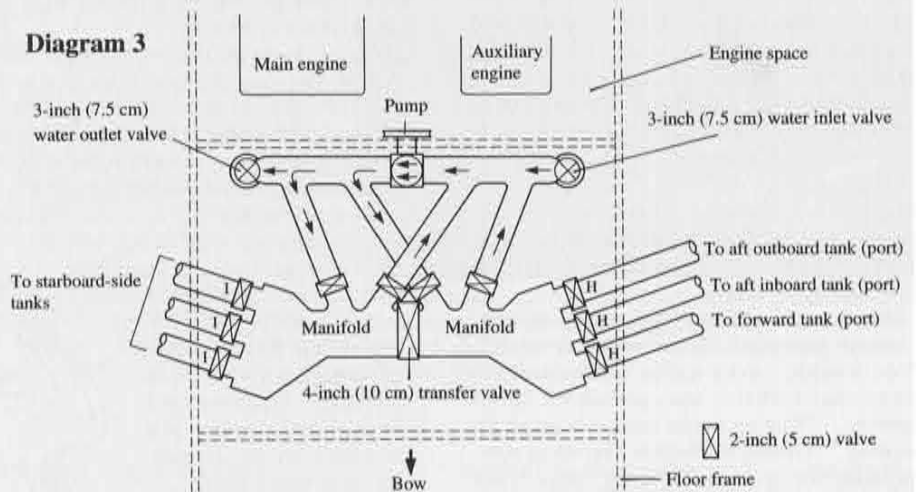
**Diagram 1**



**Diagram 2**



**Diagram 3**



Valve	A	B	C	D	E	F	G	H	I	Pump
To fill port-side tanks	×	×	○	×	×	○	×	○	×	ON
To fill starboard-side tanks	○	×	×	×	○	○	×	×	○	ON
To empty port-side tanks	×	×	○	○	×	○	○	○	×	OFF
To empty starboard-side tanks	○	○	×	×	○	○	○	○	○	OFF
Tacking	×	×	×	×	○	×	×	○	○	OFF

○ = Open      × = Closed

windward tanks to give added stability to the boat. On the other hand, when sailing in light winds or running downwind in middle to strong winds, the tanks can be emptied completely of their water to make it a low-displacement boat that is lighter in the water and easier to steer.

## A new generation of navigation systems

Today, as in the past, it is always human beings that must make the final decisions about a boat's choice of course. However, the modern developments in navigation systems that help the sailor make those decisions have been so great that now they play a vital role in ocean racing. The YAMAHA relied mainly on GPS (Global Positioning System) navigational

equipment. Besides providing basic information about boat position and traveling speed, the GPS navigation system can be used to calculate ocean current speed and VMG (Velocity Made Good), the best course to take with a given wind direction, by feeding data from the



YAMAHA's navigation station

boat's wind velocity and direction gauges and speed meter into the system's computer. Basic GPS systems like this are now beginning to be used in automobiles as well.

During the race, the International Maritime Satellite Organization's (INMARSAT) satellite kept constant track of the position of the contestant boats, and this data was compiled at the headquarters on land. This information was then relayed out to the boats once every six hours, meaning that the crews could race with full knowledge of where their opponents were at all times. The use of radar and faxed-in weather reports was also permitted under the race rules. This enabled the crews to fine-tune their strategies to such a degree that this round-the-world race more often resembled a highly competitive inshore race, with tight, tactical battles developing almost daily.

## ENVIRONMENT

SERIAL 6

# Energy Conservation



*In harmony with nature*

"If gases that contribute to the greenhouse effect continue to be produced at the present rate, by the end of the 21st century the average temperature at the earth's surface is expected to rise by 3°C (38.3 F) and the water level of the world's oceans by 65 cm (26 in.)." This is a part of the predictions officially announced a few years ago by the International Panel for Climate Change.

The relentless progress of the Industrial Revolution that began in the 18th century eventually led to a shift to the use of coal and other fossil fuels that were consumed in dramatically increasing quantities. Not only are the world reserves of these fuels limited, they are fuels that when burned release carbon dioxide, which has been identified as one of the main contributors to global warming due to the greenhouse effect. As a result, compared to pre-industrial revolution levels, the concentration of CO<sub>2</sub> in the world's atmosphere has increased by 25%.

In order to promote worldwide action to deal with the urgent problem of global warming, the world's leaders met in Rio de Janeiro in 1992 and issued the United Nations Framework Convention on Climate Change which went into effect in March of this year. This agreement calls for the industrialized nations that consume most of the world's fossil fuels to return their emissions of CO<sub>2</sub> and other greenhouse-effect gases to 1990 levels by the end of the decade. Today these nations are

focusing efforts on measures to reverse the growth in production of these gases.

Like other major manufacturing companies, YMC uses large volumes of energy, primarily in manufacturing processes, that for the year 1990 were estimated at a total of 200 million kilowatt-hours for the entire domestic Yamaha group. Now, each factory of the Yamaha group is busy working on ways to reduce energy consumption.

For example, in our automobile engine factory detailed studies of electrical energy consumption showed that many of the processing machines continued to consume electricity when they were not being used. Now, a policy has been adopted whereby the electrical supply to these machines is cut off whenever they are not in use as a measure to conserve energy.

Other measures like attaching energy-conserving devices to all compression pumps and a thorough practice of turning off lights in unoccupied areas have led to big results like the 30% reduction in electrical energy consumption achieved by one of our processing lines for cylinder heads. In another example from our outboard motor factory, it was discovered that a considerable gap existed between the overall capacity of the air compressors and the actual amount of compressed air used to operate machinery and tools. A study was then made of the rates of air use during different time periods on weekdays, night shifts and weekends. Based on the



This energy conservation system has proved effective in the factory

results of this study a new control system was set up to regulate compressor operation that resulted in a big 12% reduction in overall energy loss.

In addition to daily energy conservation efforts like these, Yamaha factories also conduct yearly "Environment, Energy Conservation Patrols." Under this program factory managers or staff in charge of conservation/energy matters tour their factory and inspect it thoroughly once a year for sources of pollution or energy waste through such causes as air leakage, excessive air conditioning or lighting and unnecessary running of machines.

In our office facilities too, even though overall energy consumption is much smaller than in our factories, each office has its own grass-roots efforts to make sure that lights and office machines are always turned off when not in use for even a short interval.

Reducing energy consumption is a difficult and extremely complex problem, but one that our futures depend on. At Yamaha we have set a goal to reduce our energy consumption per unit of production by 10% from our 1990 level by the year 2000, and we are determined to continue working until this big goal is met.

# YMC TOPICS

## Yamaha fishing boats turn 30

In May 1965, Yamaha Motor completed work on and delivered the first FRP (Fiber Reinforced Plastics) fishing boat ever built in Japan. This memorable launching marked the start of Yamaha's fishing boat division that this May celebrated its 30th year of operations. Along the way Yamaha has passed such landmarks as the introduction of Japan's first mass-production FRP fishing boat in August 1970, as well as local production of a wide range of shapes and sizes of boats to fit the needs of the fishing industries of each region of the country.

Today, Japan is the world's leading fishing nation, and the conversion from traditional wooden fishing boats to FRP boats has contributed greatly to the modernization of the coastal fishing industry by making fishing operations more efficient and the boats more reliable.

To commemorate the 30 years of achievement in Yamaha's fishing boat business, YMC has produced a video documentary entitled "The 30th Anniversary of Yamaha Fishing Boats," and a campaign of displays and quiz events.



The DY-60-OA, a Yamaha fishing boat marketed last year in Japan

## President Awards for PAS team and other achievements

Established in 1986 to acknowledge outstanding achievements by groups or individuals in the worldwide Yamaha Group, the 17th edition of the twice-yearly President Awards has recently been presented in six areas. Heading the list are five groups that contributed to the successful development and market launch of the revolutionary Yamaha PAS, the world's first electro-hybrid bicycle.

The groups include the PAS Development Department, the OUA Cost - Production Task Team, the OUA Marketing Task Team, the PAS development group from Moriyama Works Co., Ltd. and the PAS Public Relations

group at the Tokyo Office.

The President Award recognized the high level of inter-group cooperation that helped open up this new field of business for Yamaha, while making an impressive showing of Yamaha's development capabilities and enhancing our corporate image.

Besides the PAS team, President Awards also went to: outstanding achievements in the development of a new "Stitch Pulse" welding method; the Nagase Factory's cumulative 11-year record of 3.9 million man-hours of work without a single incidence of worker injury, fire or other major accidents; OMDO's integrated marketing program stressing service activities and information feedback that has led to an overwhelming market share in Africa; the achievement of a domestic subsidiary in boosting and stabilizing revenues through a highly successful program of full employee involvement and consciousness reorientation; and recognition of Mr. H. Patrick Peiris for his work in establishing a training system for Sri Lankan mechanics in Japan and other contributions.



An award recipient Mr. Minami of OMDO shakes hands with President Hasegawa at the ceremony

## Hot times out on the lake

On July 27 and 28, the 1994 running of Hamana-ko Solar Boat and Human-Powered Boat Races was held on Lake Hamana. This was the first year that a combined event for both categories was held, and it attracted 23 solar boats and 50 human-powered boats from all around the country for a rush on the record books under a hot summer sun.

Two Yamaha employee teams, COGITO 2.5 and Phoenix 3.1 entered the human-powered sprint race, and COGITO emerged the winner for the third year in a row in a new meet record



The three-time winner in the human-powered category, COGITO

of 29.68 seconds for 200 m (656 ft.). Also, KOKUZO team from Yamaha's outboard motor manufacturer, Sanshin Industries Co., finished second in both the 200m sprint and the 1-hour endurance races to finish 2nd overall. In the solar boat category, one of the YMC teams, Solar Phoenix set a new meet record of 21.41 seconds, finishing first in the sprint and third overall.

## Mini soccer, maxi fun



Each game was played with 5-player teams for 8 minutes

On August 28, a highly-successful 1st Five-on-Five Mini Soccer Tournament was held to commemorate the resurfacing of the Yamaha soccer ground with artificial turf.

On tournament day the newly refurbished ground, which is normally used by Yamaha employees and local children's teams, was swarmed by a crowd of over 800 players of all ages and levels for a fun, action-filled day of soccer that ran from 2:30 in the afternoon until 8:00 at night under the stadium lights. The participants included 29 elementary school teams, 42 adult teams and four over-forty teams.

The organizers got so many comments about what a great time the participants had and so many requests for more events, that now plans are already under way for a second and third tournament that even more local soccer aficionados can join in.

## FROM THE PUBLISHER

For Japan, it has been a long summer of record heat and water shortages. We are all relieved that autumn is finally on the way. Autumn is the time of year when the companies of the Yamaha Group are busy with preparations for the next season's business activities.

In this issue we have included features on one new motorcycle and one new outboard motor model for next season. If you have any suggestions or comment please feel free to write to Yamaha News' Chief Editor, K. Shimizu.

## RACING

### New Yamaha motocross champion

- 125cc Motocross World Championship



Bob's victory pose on the YZ125

Bob Moore (27), riding on a Yamaha YZ125 for Chesterfield Yamaha Team Rinaldi, has won a sweeping victory of the 1994 Motocross 125cc World Championship. The seasoned American led almost throughout the series to clinch his first world title with a total of 364 points, a whopping 48 points ahead of the 2nd-place Italian, Alessio Chiodi (Honda). Bob, born in California, U.S.A., won two

major national titles early in this career - the National Minicross 80cc Championship in 1984 and 125cc West Coast Supercross in 1985. He moved up to World Championship racing in 1986 and won three 2nd places in the 125cc and 250cc classes.

In the Belgian Grand Prix (GP), the final round of the season, he won both races with his confident and controlled riding style and commented after the race: "It was the perfect way to end a great season."

### Consecutive fifths for Blundell

- Tyrrell-Yamaha moves up to 6th position

As the F1 World championship series enters the final stages of the season, the battle between the leading teams and drivers for series points and the title is heating up.

Running with a successfully improved chassis and the powerful Yamaha OX10B-J2 engine, the Tyrrell-Yamaha 022 machine now stands as a major contender with high competitive speed potential and good overall balance. Combine this with some strong performances by the team's determined drivers, Ukyo Katayama and Mark Blundell, and the idea of a first victory is far from a pipe dream.

Proof that such glory days may not be so far away came in mid-season when Ukyo finish 5th in the time trials on both the high-speed

Hockenheim circuit and the twisty Hungaroring circuit. In the following Round 11, the Belgian GP, he failed to place well in the trials but, starting from the 23rd position, came back in the final to pass 15 machines!

Mark Blundell has consistently turned in outstanding performances. In Round 3, the Spanish GP, Blundell finished third to give Tyrrell-Yamaha its first trip to the winners platform. Then he finished fifth in two consecutive races at the Hungarian and Belgian GPs.

These performances have given Blundell eight series points and earned him 8th position in the driver standings. The team's constructor points now total 13, moving them up to 6th place in the series standings. (As of Sept. 11)



Although he failed to finish, Blundell once climbed from 21st to 6th position in the Italian GP

## SPORTS

### Júbilo reaches Nabisco Cup finals

The Nicos Series, second stage of Japan's professional soccer J. League, kicked off on August 10 with plenty of excitement and some big new names, like Brazil's Leonardo and Germany's Buchwald fresh from the USA World Cup to join the Kashima Antlers and the Urawa Reds, respectively.

In a series of hard-fought matches from the beginning of the stage, Júbilo lost its star striker Schillaci and some other top players due to injuries and penalties but managed to finish the 12th game of the series with a record of 6 wins and 6 losses to stand in 7th place as of Sept. 21.

Before the start of the second stage, however, the team was in top form for the J. League

Nabisco Cup tournament played in late July. Here, Schillaci scored five goals in three matches to power Júbilo to the finals. Although they lost the final to last season's league champs, it was an impressive showing for Júbilo in its first year of J. League competition.

What is surprising some people even more than the team's performance is the way its supporter goods are selling! Although their popularity may be partly due to the fact that this is Júbilo's first year in the league, still, the way Júbilo T-shirts, caps and other goods are selling is something to see. To give you some idea, the team's own shop in Iwata alone sold ¥100 million (US\$1 million) worth

of goods in the first three months since its May opening. Compared to most teams in the league, Júbilo is a local team and its relationship with its home town fans is an extremely close one. During the games the Iwata stands are always full of fans dressed together in the sky blue Júbilo colors and waving an extra



Schillaci (2nd from right) heads in a goal against Bellmare in the Nabisco Cup tournament

large Júbilo flag.

The team's fans tend to be the younger generation, but at the Júbilo shop you will often see parents or grandparents bringing children to buy Júbilo goods, and those same parents are now beginning to show up at the games with their children in increasing numbers.

It is also interesting to see that in the "ORICON HOT CHART 100" based on sales of records and CDs at nationwide music stores, the Júbilo team song came in a surprising 84th at the time of its release, the only J. League team song in the top 100. It seems that the growing Júbilo popularity is quite a phenomenon.

#### SCOREBOARD

< 2nd stage >

Aug. 10: vs Antlers	2:2 (PK)	Aug. 31: vs Fluegels	0:2
Aug. 13: vs Grampus	2:3	Sept. 3: vs S-Pulse	1:0
Aug. 17: vs Verdy	1:4	Sept. 7: vs Reds	2:1
Aug. 20: vs Gamba	2:2 (PK)	Sept. 10: vs JEF United	1:5
Aug. 27: vs Marinos	1:2	Sept. 14: vs Bellmare	3:1
		Sept. 17: vs Sanfrecce	0:0 (PK)
		Sept. 21: vs Grampus	1:4

(Note: bold print = Júbilo wins)

# When wings catch the wind

In this third serial of our YMC MAKES IT series featuring information from YMC, we introduce "Team Aerocepsy" a voluntarily club formed by Yamaha employees. This team of engineers all share a common dream, one that has captured the imagination of mankind since ancient times: the dream of human-powered flight.

The average age of the team's members is 33. They come from different departments but all are in YMC's engineering-related jobs



**T**eam Aerocepsy, now in its eleventh year, is a group of 15 Yamaha engineers who were brought together by their shared love of aircraft. Although their club activities are strictly an after-five avocation, they have achieved quite a bit of fame, not only within the company but among aeronautics fans throughout the country.

The venue which has led to much of their fame is the annual Birdman Contest, a national human-powered flight competition which the club has won three times since they started competing in it back in 1983. The Japanese distance record for human-powered flight of 4,436.70 m (2.76 mi.), which they set in 1992, has yet to be broken.



**Team leader, Masato Suzuki, has worked on the design of engines for the Diversion 600 and the XJR400 motorcycles among others**

The leader of this team is Masato Suzuki (35) of YMC's Engineering Division, where his job is designing motorcycle engines. Suzuki first began real work on his childhood dream of designing and building a human-powered aircraft while a student in the Aeronautics and Space Engineering Department at Nihon University.

"In designing a human-powered aircraft or a motorcycle engine, the process always starts with an image. From the moment that image takes form, I can already see the aircraft soaring in my mind's eye. After that, it's just a matter of making the image a reality," says Suzuki.

The image that has come to mind is first put down on paper in the form of sketches. Then a rough blueprint is made and the work of seeing if the design is aerodynamically and structurally feasible begins. The aim in the design stage is to achieve a shape that derives from the laws of nature and is without waste of any kind.

"A branch on a tree is thickest at its base, where the most stress is imposed, and grows thinner the farther out it goes from the trunk.

The fish that swims the fastest is the one with the flowing body line. There is a reason behind every form."

When you look at the "Gokuraku Tombo" (Happy Dragonfly) Suzuki has designed, you understand what he means. There is beautiful simplicity to the lines that reminds you of one of nature's creatures. But in actuality, that form is the product of a designer's sensitivity acquired over long years of experience and equations based on meticulous calculation.

The completion of the 100% hand-made Gokuraku Tombo takes the team from two to three months. To achieve a main wing span of 32 m (105 ft.) and a total weight of just 32 kg

(70.5 lb), the framework is made of light, high-strength carbon fiber, and transparent polypropylene film just 12 microns thick is used to cover the wings.

"Just like the old rule that says the performance of an aircraft depends on how long and thin you can make the wings, the main wing of the Gokuraku Tombo gets longer every year. But in order to keep the overall weight from exceeding the existing 32 kg, you have to find ways to reduce the weight of the components or materials used in the other parts of the craft. It all comes down to a matter of overall balance."

At present, the team is hard at work building a



### Team Aerocepy Highlights

**1983** : Founded with five members.

Built team's first human-powered aircraft, Seagull I.

**1986** : Team's 4th aircraft, Gokuraku Tombo, completed.

Won 1st and 2nd in the propeller div. of the 10th Birdman Contest.

**1988** : 5th craft, Seagull III (Mod.), built.

Placed 2nd in the glider div. of the 12th Contest.

**1990** : 7th craft, Super Gokuraku Tombo II, completed.

Placed 3rd in the propeller div. at the 14th Contest.

**1992** : Set Japanese human-powered flight distance

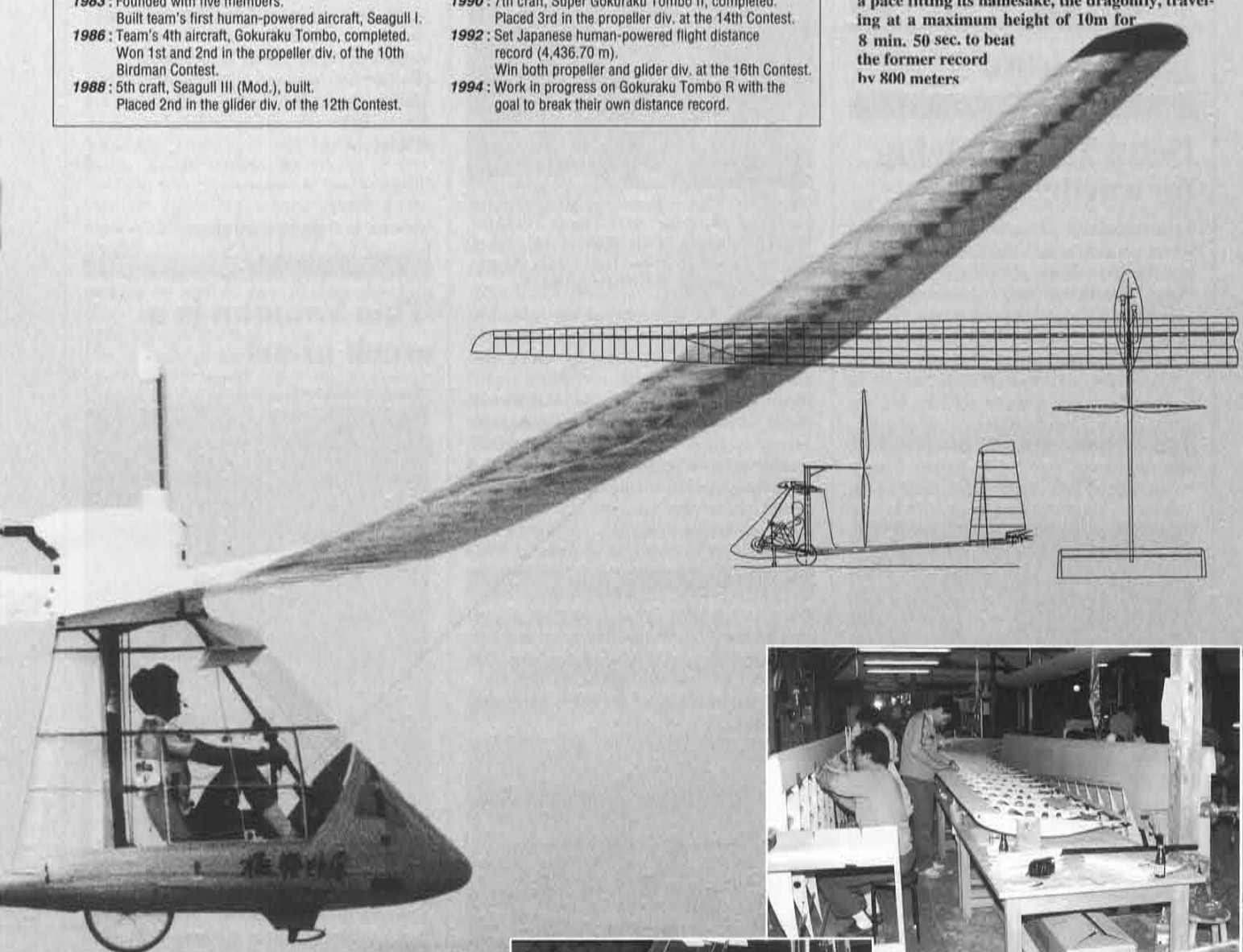
record (4,436.70 m).

Win both propeller and glider div. at the 16th Contest.

**1994** : Work in progress on Gokuraku Tombo R with the

goal to break their own distance record.

The Gokuraku Tombo which set the Japanese distance record of 4,436.70 m in 1992. It flew at a pace fitting its namesake, the dragonfly, traveling at a maximum height of 10m for 8 min. 50 sec. to beat the former record by 800 meters



craft to try to beat their own Japanese record for human-powered flight at the end of this year. Plans call for the new craft to be completed in early October, at which time it will be subjected to repeated flight tests and subsequent modifications. The team's goal is no less than 18,000 m (11.19 mi.), a distance equal to the width of Lake Biwa where the Birdman Contest is held each year, and more than four times their present Japanese record. Since last year, the team has as its pilot one of the top three road racing cyclists in Japan, Kazuo Oishi. So expectations are high, and so is the determination of everyone involved. But, no matter how many successful tests one

conducts, there is no guarantee how the craft will perform on a given day. "Because a human-powered aircraft depends only on the small amount of pedal power, there is a very thin line at which the craft may or may not take flight."

The slightest deviation from this delicate equation for flight, like a bad wind or the pilot's physical condition, may keep the craft from

above : The greatest amount of time goes into constructing the main wing. All together the right and left sections include 100 separate ribs, each of different dimensions. The framework is made of carbon fiber and the outer skin of styrofoam, with balsa wood for extra strengthening where necessary

left : In test flights, data concerning speed, pedal rpm and the pilot's pulse rate are fed into a computer to project theoretical flight distance

getting off the ground at all. That is why it is always a thrilling moment when the wings catch the wind just right and the craft lifts lightly upward into the air.

Team Aerocepy - this gathering of engineers with a passion for creating things and a passion for human-powered flight - will have their chance to realize their next big goal at the end of this year.

# WORLD TOPICS

## GENERAL

### SLOVENIA

## Delta Team moving forward

After three years of hard work and successful cooperation with Yamaha Motor Europe, Mr. Tomse, General Manager of Delta Team, Yamaha's official importer for Slovenia and Croatia has invested in new premises in Krsko, Slovenia. Their beautiful new office facility was opened officially on May 17. As events like this are quite unique in this small country, it attracted all the leading media people from the press and television. Delta Team has consistently been one of the most successful importers in Eastern Europe in terms of motorcycle sales. Concentrating mainly on large-displacement models, the company commands an overwhelming market share in Slovenia and Croatia compared to the other Japanese makers.

*From Mrs. Murielle Piron of YMENV, the Netherlands*



Delta Team new business center in Krsko, Slovenia

### MALAYSIA

## HICOM — Yamaha man named best worker

This year's announcement of the Malaysian Ministry of Human Resources' Exemplary Employee Awards brought good news for HICOM — Yamaha Manufacturing Malaysia Sdn. Bhd., manufacturer of Yamaha motorcycles with its main factory in Shah Alam. In a ceremony held at a major Kuala Lumpur hotel in conjunction with the country's Workers Day celebrations on May 1st, Malaysia's Deputy Prime Minister, Dato' Seri Anwar bin Ibrahim, presented the award for the best male worker to Mr. Zukeri bin Mat Isa, an assembly line leader at HICOM — Yamaha. This distinguished



(From left) Human Resources Minister Dato' Lim Ah Lek, Dato' Seri Anwar Ibrahim, Malaysian Deputy Prime Minister, Mr. Zukeri Mat Isa and Raja Mohd Hasbi Raja Hassan, Assistant Manager of HICOM-Yamaha

award, which recognizes worker dedication, work attitude and creativity, entitles the winner to a certificate, trophy and a cash prize.

Entering HICOM — Yamaha in 1990 as a Grade III production operator assigned to an assembly line, Mr. Zukeri's discipline, excellent work performance and creative suggestions for improving the work environment under the company's "Kaizen" (improvement) program, soon won him advancement to Grade II operator in 1992 and finally line leader in '94. In the meantime, he was selected as the company's Best Employee in 1990, '92 and '93. This dedication to his job and his company has now won Mr. Zukeri national recognition as a model for workers throughout the country.

*From Eisuke Ito of HICOM-Yamaha, Malaysia*

### FRANCE

## MBK bicycle sets world speed record

On April 23 of this year, French stunt man Éric Barone rode a specially modified MBK bicycle down the snowy slopes of the French Alps to set a new world speed record



Éric Barone waiting for his start

of 151.599 kph (94.199 mph) and a place in the Guinness Book of Records. After several trials and a few rough falls, Barone succeeded in piloting his modified M844 model MBK mountain bike down a harrowing course that started with a 65° slope to beat the former record of 147 kph (91 mph).

His fast two-wheeled feat was covered by French television and press in a big way.

*From Toru Ohsugi of MBK Industrie, France*

## MOTORCYCLES

### U.S.A.

## This Yamaha is a work of art

Philadelphia Museum of Art



The Philadelphia Museum of Art which houses more than 300,000 works of art rising majestically at the end of the Benjamin Franklin Parkway

Yamaha Motor Corp., U.S.A. announces that Yamaha's concept motorcycle Morpho II has been chosen for display in an exhibition of Japanese Design at the world renowned Philadelphia Museum of Art from Sept. 25 to Nov. 20 of this year.

YMUS's Motorsports national communications manager, Bob Starr commented on the Morpho II's selection for this show of some 250 examples of outstanding Japanese furniture, home electronics and industrial design. "Yamaha is proud to have the Morpho II concept motorcycle on display at the Philadelphia Museum of Art. The Morpho represents state-of-the-art technology and design unequaled in the industry."

Yamaha designed this concept model to explore the relationship between rider and machine using new technology, shapes and materials. One example of the unique features of its futuristic and highly aerodynamic design is a set of wings inside the cowl that can be adjusted by the rider to increase or reduce wind resistance.

*From Scott Heath of YMUS, U.S.A.*

## LATIN AMERICA

### Distributors applaud globalization moves

Over the three days from June 22 to 24, representatives from 11 countries gathered for the 3rd Latin American Distributors Convention held at YMC's home office and the Yamaha "Tsumagoi" Resort under the theme "Action '90s-Part II."

In addition to presentations of business policies like improving quality through a program of YSP activities, or creating demand through programs like DT Cup races and learn-to-ride schools for scooters, this year's meeting focused on new product strategies aimed at coping with the recent appreciation in the value of the yen.

The new globalization strategy announced by YMC included some major policy changes for the future of the Latin American market. Among these were plans to introduce motorcycles manufactured in overseas Yamaha factories to help expand the line of models offered on the Latin American market and help build base-level demand. In conjunction with this, a well-received display and test ride event for 31 such models produced in 11 overseas countries proved one of the highlights of the convention.



The participating distributors with YMC's top management

## CANADA

### In control on and off the ice

Probably few of you who watched Canada's Elvis Stojko skate to the Silver Medal in the men's figure skate competition in this year's Lillehammer Olympics know that when he is not practicing his spins on the ice, Elvis is very likely to be taking his Yamaha YZ250 for a spin on some offroad course or desert track. Although he doesn't compete in the sport, Elvis has been riding offroad for over ten years now and can pull off a 10 m (32.8 ft.) tabletop jump with the best of them. In fact, Elvis finds a lot of similarity between skating and offroad biking. He says that it is the factor of control that fascinates him. With the right control you are free to jump



Elvis Stojko enjoying his off-road riding

as high and run as far as our heart desires. American television audiences got to see Elvis cruising through the snow-covered streets of his hometown on his YZ250 and stop outside his local Yamaha dealer's showroom in a special documentary on the Silver Medalist earlier this year.

From Naoyuki Shibata, Photographer, Japan



## THAILAND

### Thai Hino presents Yamahas to police force



(From left) Mr. Futami, Mr. Kumashiro, Mr. Yuttana, Mr. Prapant and Mr. Pronthep



Yamaha RX-Zs at the ceremony

As part of its 30th anniversary celebrations, Thai Hino Industry Co., Ltd. chose a gift of 15 Yamaha RX-Z police bikes, supplied by Yamaha's Thai sales company, to express its gratitude to the local authorities for 30 successful years of business in Thailand, during which time it has grown into one of

the country's leading manufacturers of heavy-duty trucks and buses.

At a ceremony held on July 8, Hino Motors Ltd., Japan's President Futami and Thai Hino President Kumashiro presented the keys for the 15 Yamahas to Mr. Yuttana, Deputy Chief Commander of the Samutprakan Province Police Department. Before a gathering of some 80 dignitaries representing the local and provincial police and the automotive industry, Mr. Yuttana congratulated Thai Hino on its outstanding business record and thanked them for the Yamaha RX-Z motorcycles, which have won a reputation for quality in nine years on the Thai market. He promised they would be put to good use safeguarding the people of Samutprakan Province, where Thai Hino's 1st and 2nd factories are located.

## MOROCCO

### First Motor Show



The Mifa booth at the Casablanca show

From June 29 to July 7, 1994, Morocco's first motorcycle and automobile show was organized under the auspices of the Minister of Commerce and the Governor of Casablanca. Importer Mifa — Yamaha took this opportunity to stage a major display of its full range of Yamaha products over a 100 m<sup>2</sup> booth. In addition to scooters like the JOG, BW's and CT50 and motorcycles ranging from the DT 50/125 up to the XV535 and the V-MAX, Mifa also showed the WB700 Water Vehicle and power products like the EF 2500 to give an impressive presentation of the full scope of Yamaha-brand products. Local newspapers noted that new models like the YZ80 production racer attracted a lot of attention from Moroccan motor sports fans.

During the run of the show, Mifa also hosted a dealer reception attended by representatives from about 20 dealerships around the country on July 2.

All in all, this first motor industry show was very well received, and from the first day, on-the-spot sales were a common sight at the Yamaha booth from visitors who in many cases were seeing some of the Yamaha models for the first time on the Moroccan market. Special thanks to YMENV and YMF's PR Dept.

From Ali Berraho of Mifa, Morocco

# WORLD TOPICS

U.K.

## Yamaha owners storm Donington Park!

Britain's Yamaha importer Mitsui Machinery Sales Ltd. teamed up with its Yamaha Owners' Club to give Yamaha bike fans in their country a weekend they won't forget. Extending their yearly Yamaha Owners' Festival to two days, Yamaha owners were invited to gather at the famous Donington Park circuit, home of the British Grand Prix, over the weekend of August 20 and 21. They came by the thousands, with ages ranging from 17 to 71, to enjoy an action-packed two days, with riding on the circuit, off-road course riding, trials demonstrations, mini-bike races and evening entertainment by a live band with a barbecue. About 400 Yamaha owners took up the offer of free camping on Saturday, carrying the party atmosphere on into the night.

When all was over, some 1,000 Yamaha owners had enjoyed the once-in-a-lifetime experience of riding their own bikes on the Donington race track, and everyone agreed that the event was a huge success.

*From Jeff Turner of MMS, U.K.*



Yamaha bikes filled the parking area at Donington

GERMANY

## Stars brighten 3rd Nürburgring Yamaha Course

Now in its third year, the highly successful Yamaha Advanced Riding Course at the famous Nürburgring Circuit in Germany has become an established institution for European sports bike fans anxious to experience the challenge of real circuit riding. This year some 125 Yamaha FZR and YZF super sport motorcycle owners gathered at

Nürburgring from Belgium, the Czech Republic, Denmark, England, Germany, Holland, Italy, Norway, Spain and Switzerland to receive professional instruction in circuit riding over four exciting days from July 24 to 27.

This year's participants were surely thrilled to find themselves riding alongside two of the world's most recently famous athletes, Olympic Gold Medalists Johan Olav Koss (speed skating) and Espen Bredesen (ski jump) of Norway. The two Olympic heroes had been invited to the Nürburgring course by Norway's Yamaha importer because both are avid riding fans and owners of Yamaha YZF750 machines in private life.

Another treat for this year's participants was the presence of pro Superbike rider Crister Lindholm. His demonstration runs on the track showed the participants what world-class riding form and confidence really look like.

On the final day of the course, the riders were given a chance to show what they had learned in an assessment lap, rated by the instructors on a point basis with special prizes waiting for the three best riders in each of the 14 training groups. Once again this year the course finished in a big success and plans are already under way for next year.

*From Robert Landman of YMENV, the Netherlands*



(From left) Koss and Bredesen at the Nürburgring course

ITALY

## MBK scooters score with A.C. Milan stars

On the field, Daniele Massaro, Paolo Maldini and Angelo Carbone are heroes to the fans of one of the world's most famous professional soccer teams, A.C. Milan of the Italian league. Italian Yamaha importer Belgarda is proud to say that, off the field, these three superstars are fans of three different MBK scooters. Massaro likes to get where he's going on the FIZZ, while Maldini enjoys the sporty ride of his BOOSTER R and Carbone chooses the spirited FORTE. Belgarda also lists A.C. Milan stars Franco Baresi and Demetrio Albertini among its satisfied customers.

Belgarda and MBK are proud of the fact that their talented "wheels" are the choice of



(From left) Massaro, Maldini and Carbone astride their favorite scooters

some of the most talented "legs" in the world's most popular sport.

*From Roberto Martini of Belgarda S.p.A., Italy*

GERMANY

## Yamaha Aral Cup spawns stars

Started 17 years ago by Germany's Yamaha motorcycle importer, Mitsui Maschinen GmbH, the Yamaha Aral Cup race series is hailed today as the top star-producing entry-level race competition in Germany. Top international racers like 250cc Yamaha works ace Martin Wimmer and Jochen Schmid got their start in Yamaha Cup racing, as did 1993 125cc World Champ Dirk Raudies.

Teaming up with oil company sponsor Aral for 1994, starters are offered a racing package of an Yamaha FZR600R machine, a special racing modification kit, leather racing wear, Yamaha helmets and gloves and mechanics' clothing, all at a very affordable price.

As Schmid says, "Particularly for the newcomer, the fantastic organization and service offered by this Cup Series is vitally important. In addition, the costs are kept relatively low, and since all riders have equivalent equipment, it is truly the best riders that succeed."

This year 45 riders, including one woman, will be battling for the season victory in a nine-race series, and perhaps a ticket to a big future in international racing.

*From Karlheinz Vetter of MMG, Germany*



The highly competitive FZR600Rs show their stuff on the race track

## SWITZERLAND

### Keeping the Tour on track

As part of their ongoing marketing program, the Swiss importer Hostettler AG supplied the security staff for the Tour de Suisse bicycle race with FJ1200ABS motorcycles during the race from June 14 to 23, 1994.

With the recent bicycle boom in Switzerland, the race, which is in its 58th running this year, has attracted more and more bicyclists and spectators each year in spite of the fact that it is still less famous than the Tour-de-France. The race was broadcasted by TV networks and featured widely in newspapers and cycling magazines, providing a great publicity opportunity for the Yamaha models to show off their great reliability in such a big sporting event.

Twenty-two brand new FJ1200ABSs carried out their security role during the entire 1,600km (994 mi.) tour, helping ensure ideal conditions for competitors; whenever there was a need for help, the security staff were there on their dependable motorcycles immediately.

*From Josef Barth of Hostettler AG, Switzerland*



A Yamaha FJ1200ABS supporting the tour in the Swiss Alps

## MARINE

## TAIWAN

### First Boat Show christens new market

From July 15 to 18 of this year, Taiwan's Bureau of Transportation and state government offices organized the first boat show in this country's history. As you probably know, Taiwan is an island country surrounded by seas with abundant fishery resources and a mild semi-tropical climate; all of which would seem to be the makings for a marine leisure paradise. However, until 1987 the people of Taiwan lived under a state of military alert which effectively prohibited private use of the country's coastal waters for leisure purposes.

The Taiwanese Government took a major step to remedy this situation in August, 1993 by issuing a "Marine Leisure Boating Law"



The boat show drew an impressive 22,000 visitors over the four-day run

which set down the criteria for people to purchase and operate their own leisure-use boats for the first time. Although the designated marinas at three locations around the country to which leisure-use boating facilities will be limited are still under construction, and leisure boating as such is still virtually nonexistent, the recent boat show demonstrated that anticipation is high for the future.

Seventy-four companies and 12 organizations exhibited at the show and the Yamaha booth, centering around displays of the imported models UF-27 and UF-25HT, was among the prominent ones. This memorable first boat show certainly helped establish Yamaha's presence in a marine industry that is sure to grow along with the dynamic economy of Taiwan.

*From Tatsuhiro Tamai of YMTT, Taiwan*

## SPAIN

### No handicap for this champ

These days we hear more and more stories about people with physical handicaps or disabilities playing an active role in society and in sports, but few handicapped sportsmen have ever dreamed of reaching the heights that Spaniard Antonio Rodriguez has achieved.

When an accident in ATV competition left Antonio (Toñejo) in a wheelchair two years ago, the 32-year-old was determined that he would compete in some kind of major sporting event again someday. He finally got his doctor's permission to ride a Yamaha Water



Toñejo's dynamic riding brought him the Spanish Championship

Vehicle outfitted with a special seat and belt system to hold him in. After his first successful ride, Toñejo says he was so happy he cried like a baby.

From that day on he has never looked back and never let any obstacle or competitor defeat him. This perseverance finally enabled him to fulfill his lifetime dream: winning the Spanish National Championship on a Yamaha Wave Runner. "It has been amazing. After the accident I had no idea that I would be able to win such an important competition." When asked if he now intends to go for the World Championship, the determined young Spaniard says he would love to try!

*From Sergio Alvaro of YMES, Spain*

## POWER PRODUCTS

## U.K.

### Home of Golf chooses Yamaha



A Yamaha golf car at home on the turf at the "Home of Golf"

Site of the British Open, and widely recognized as the "Home of Golf," the St. Andrews Links has now become a home for Yamaha golf cars as well. On April 29, a ceremony was held to celebrate the delivery of the first 10 Yamaha golf cars to this illustrious course, marking the start of an exclusive golf car supply contract between Yamaha Motor Europe, Mitsui Machinery Sales Ltd. and the St. Andrews Links Trust.

The decision by the course directors for an exclusive supply relationship with Yamaha comes from their acknowledgment of the fact that golf cars are now a part of the modern game of golf and that their use is sure to expand in the future. The presence of golf cars not only make the game available to a greater range of players, including the growing number of elderly enthusiasts and those with physical disabilities, but also ensure improved course management and emergency capabilities by giving greater mobility to course officials.

By choosing Yamaha, the St. Andrews Links Trust has also shown its dedication to supply the very best in terms of golf car quality and reliability.

*From Jan Joost den Baas of YMENV, the Netherlands*

*Yamaha  
Owners  
Club*  
SERIAL 6

## YAMAHA 650 SOCIETY

P.O. Box 234 O'Fallon, Missouri  
63366-0234, U.S.A.  
TEL 1-314/928-4237 FAX1-314-928-8630



The first XS-1 produced in 1970

XS650s from almost all years are brought to the rally



Society members gathered at this year's Land-Between-The-Lakes



# Great bike binds great people

by Don Lawson, Director

**I**n September 1994, the Yamaha 650 Society will celebrate its sixteenth year as a motorcycle club dedicated to the preservation and enjoyment of the most reliable motorcycle ever built in any country to date!

The Yamaha 650 Society was formed in 1978 by Jim Griner, a school teacher from Peoria, Illinois. Jim's easy manner and love for the XS twin became well known throughout the Midwest and then later across the whole United States. Thousands of XS riders joined Jim and relished his every word in the Yamaha 650 News, the Yamaha 650 Society's monthly newsletter.

Today the Society is stronger than ever and growing daily. More and more motorcycle enthusiasts around the world, regardless of age, are discovering and re-discovering the bullet-proof reliability of the XS 650 twin. With its relative ease of maintenance and parts availability, the XS twin is a joy to ride. It will carry two-up with camping gear into the deepest woods. It will run with the fastest and best of the "blitz-bikes" of the 90's. The sound, soul and feel of this bike, combined with its dependability, separate it from all others. Members who actively ride it as well as other brands confess their preference for the XS 650 twin.

The Yamaha 650 Society newsletter is now published bi-monthly, and is packed with tips, accessory information, pictures and print about motorcycling, motorcycles in general, the Yamaha 650 Twin and the people who own and ride this bike. Back issues are available and cover detailed points on maintenance, performance modifications, road tests, technical information and restoration tips. And we continue to learn more as we go along.

The Yamaha 650 Society Regional Rallies occur yearly and are held in specially selected sites across the U.S. and around the

world. In the U.S. our rallies are held at beautiful places like Big Bend National Park in Texas, the Gold Country Rendezvous in California, the Wildcat Mountain Rally in Wisconsin and the Mount St. Helens/Castle Rock Rally in Washington State. In April our United Kingdom and European friends gather in Gloucestershire England for a camping weekend.

The annual Land-Between-The-Lakes Rally (LBL) held at this very popular water resort in Western Kentucky in May is a real favorite. The area is unique in that it is bordered by two parallel rivers, the Tennessee and the Cumberland and is a spectacular wild life preserve where the water and woods are pristine. Part of the magic of the LBL rally is the friendly attitude and helpful demeanor of the participants. A good example came at a recent LBL rally when our coordinator, Sherry Marsh, noticed she had lost several items on the way to the rally. In no time there were 40 to 50 riders out on the highway, in the dark, looking for and finding her luggage!

Another remarkable event in May is a beautiful country road tour in Missouri Ozarks and camping in a remote forest. There we can enjoy living without TV and running water for the weekend and exciting rides on excellent paved "back roads" that twist and turn through steep, hilly country bounded on each side by wild, untamed forests.

As you can see, the Yamaha 650 Society is a PEOPLE organization dedicated to motorcycling as a sport and pastime. Most of us enjoy the reliability and dependability of the Yamaha 650 vertical twin, indeed a living classic among motorcycles. There is also a growing international interest in the 650. We have groups in most all the states of the U.S. plus Australia, Brazil, Canada, Germany, the Netherlands, the United Kingdom, and now Italy! Our most recently added Society member number is #4112 which shows how many 650 twin fans have been a part of the club over the years.

# Report from Israel



A view of Tel Aviv

Today, Clal Yamaha has 30 employees divided into seven divisions devoted to motorcycles and scooters, ATVs and marine products, service, parts, service center, marketing and finance. Our main office and showroom are located in Tel Aviv and we have a dealership network that consists of 30 shops nationwide. Our young and spirited staff at Clal Yamaha — average age: 30 — are mostly dedicated motorcycle or Water Vehicle enthusiasts, and some are even professional racers.

That is why the company was quick to form its own demonstration race team that represents Clal and the Yamaha brand at a number of events. Recently, this team proved the excellence of our employee/riders and the high level of our Service Center mechanics' skills by finishing 10th in the Rally Morocco on a specially prepared TT600, winning ourselves some domestic and international racing recognition to boot!

Of course, our job is by no means all fun and play. The staff of Clal Yamaha had to face some tough challenges right from the start, in the form of the sudden appreciation of the value of the yen and increased competition from other makers. Suzuki was the only Japanese maker established in Israel when Clal Yamaha got started, but now the other Japanese makers have moved in too, joining other already established brands. However, Clal Yamaha has achieved some fast gains in the motorcycle market, where we now claim a 25% share, and in the ATV market.

The company also has entered the scooter

# Young pioneers cultivate promising market

Yamaha's full-scale entry into the Israeli market took place just two years ago when Clal Marketing and Commerce Ltd. became the exclusive distributor of Yamaha products for Israel and launched a new subsidiary, Clal Yamaha, to take on the job of marketing Yamaha motorcycles, scooters, ATVs, Water Vehicles and outboard motors in the Israeli market.



Clal Yamaha's office building with a showroom on the 1st floor

market since April this year and already we are seeing some impressive growth. In order to expand our marine market, Clal Yamaha has launched a promotional effort here, too, centered around a mobile maintenance service aimed at spreading the Yamaha name and winning new business outlets. Establishing an efficient parts supply system in cooperation with Yamaha Motor Europe has been another vital project for the pioneering young Clal Yamaha staff.

One of the things that makes the Israeli market unique is the very demanding nature of the customers. Like users in most places, they want high value for their money, not only in terms of product quality but in terms of service and warranties as well. In other words, in order to keep our customers satisfied, we have to keep their products running in top condition all the time.

The most popular kinds of motorcycles in Israel are the dual-purpose on/off road models, 500cc street bikes and handy 50cc scooters. On the water, our customers tend to go for the bigger, faster water vehicles and outboard motors in the 20 to 30 hp range.

Thanks to the positive economic mood in the Israeli market today, our annual growth rate is



Clal Yamaha proved the excellence of both machines and riders when the employee team took on the Rally Morocco

about 30% and we expect more big growth in the future. The challenges for our staff are big here, but they are challenges worth tackling, and we are proud of the success we have had bringing Yamaha products to the Israeli customers.

From Orna Goldman of Clal Yamaha, Israel



The low noise level achieved on the F50A was thought to be almost impossible before

The harbor was almost empty as the enthusiastic participants spent plenty of time on the water testing the new outboard models

# New F50A wows European marine importers

On September 5, Yamaha Motor Europe N.V. introduced the 1995 outboard motor program to the European importers and press. Some 113 participants from 18 countries gathered in Vilamoura, Portugal, a famous resort area boasting a beautiful coast line, to try out the new products on the water for themselves. The highlight of the range was the new 50hp four stroke model, the F50A. The F50A is



Participants from all over Europe joined the informative but relaxed conference

targeted at leisure and professional users who get out on the water regularly for leisure or work. These customer groups demand smoothness, economy of use and, above all, the Yamaha reliability.

After a one-hour presentation on Yamaha Marine Operations and the F50A, the participants were invited to the harbor where six boats were prepared for trial runs, three of them equipped with the F50A.

The initial reactions were more than positive! The smoothness and especially the low noise level astonished both importers and the press. Some participants remarked it was almost impossible to hear the "whispering" sound of the F50A.

Once out on the open sea participants were in for another pleasant surprise with the F50A's strong acceleration at low and mid rpm.

During the test session of two and a half hours, participants had ample opportunity to test the different boat and engine combinations. The fact that several people, importers as well as the press, tried more than one boat

and engine combination showed the enthusiasm of the group.

During the afternoon session importers and the press had the opportunity to test Water Vehicles. A test circuit was set up on the open sea where participants started from a large pontoon boat next to the circuit, inspired by the Portuguese Yamaha Water Vehicle racing team which gave a demonstration on the circuit before the test runs.

For many participants this was the first opportunity to test a Water Vehicle, and the event was very much appreciated. Moreover, the organizing committee is to be commended for taking care to give proper instructions, riding tips and other measures.

After many hours on the sea with its view of the beautiful coastline of the Algarve, the group enjoyed a relaxed informal dinner. The special atmosphere was further enhanced by an exhibition by parachutists carrying Yamaha flags, and a fireworks show in the later hours.

After the event importers and the press could look back at an informative but relaxing and fun meeting.

The event would not have been such a success without the positive attitude of all participants, the pleasant environment and climate and last but not least, Motomar, the Yamaha marine importer in Portugal, which gave its utmost support.

*From Henk Kranenberg of YMENV, the Netherlands*

