

Yamaha News

QUARTERLY
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YAMAHA MOTOR CO.,LTD.

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Big waves coming for '95

Yamaha's biggest and most powerful Water Vehicles yet, the WaveRaider 1100 and the brand new 3-person watercraft Wave Venture are unveiled, hailing a dynamic new year for Water Vehicles.





Lake Mead the scenic reservoir-lake of Hoover Dam served as the 1995 Dealer Meeting demo site

Dealers taste "Magic on Water"

In advance of the world-wide release, Yamaha's new 1995 Water Vehicles, the

WaveRaider 1100 and Wave Venture, were unveiled on October 25, 1994 at the '95 Dealer Meeting organized by the Yamaha Water Vehicle Division of Yamaha Motor Corporation, U.S.A. The introduction made a big blast in the Water Vehicle scene and drew some 1,800 people from 600 dealerships nationwide to Las Vegas.



Over 1,000 dealers turned out to test ride the '95 Yamaha models



1995

promises to be the best year ever for YMUS's Water Vehicle Division.

New for this year is the Yamaha WaveRaider 1100 which boasts a powerful big-bike class 1,051cc displacement, 106 hp engine with excellent acceleration and great stability. Also introduced was the Wave Venture, a completely new high-performance 3-person watercraft powered by an 80hp, 2-cylinder

dual carb engine. The Wave Venture is the biggest — 124 in. (3.15 m) long by 49 in. (1.25 m) wide, 529 lbs. (240 kg), and featuring a 528-lb rider capacity — and the most spacious watercraft in the industry. It's simply in a class by itself!

This year's dealer meeting was organized around the theme "Magic on Water," and in fitting with this theme, the guests delighted in a show by Franz Harary, the master illusionist who has passed on his magical secrets to such

famous students as David Copperfield. They also got to see a riveting performance in which the exciting new WaveRaider 1100 appeared out of nowhere and the all-new Wave Venture floated in mid-air. At each unveiling the applause was tremendous. After an exciting evening of magical entertainment,



A panel full of dynamic scenes of Yamaha Water Vehicles welcomed the dealers at Bally's Hotel on the Las Vegas strip

it was off to the demo site the next morning to ride the new '95 line up. As expected, though, the WaveRaider 1100 and the Wave Venture were by far the most popular. Dave Bamdas of Riva Yamaha stated, "The WaveRaider 1100 has fantastic acceleration and impressive top speed. I love the way the engine sounds — not loud, but it's a powerful sound that reminds me of a V-8 under the hood." John Matherson, owner of Mission Yamaha stated, "What a rush! I'm amazed at how well the 1100 accelerates — it's a rocket ship! The 'Raider turns and handles so much better and is more predictable than previous models. I was very impressed. Genuine Yamaha horsepower muscle."

Monroe Greene, owner of Yamaha of Mobile in Alabama stated, "I'm very excited about the Wave Venture and the new WaveRunner III." Being very active in the rental business, Monroe has especially big expectations for the new 650cc version of the WaveRunner III. Monroe went on to say, "The new coloring and graphics for 1995 are so far superior to anything we have had in the past." When asked about the Wave Venture, John Matherson of Mission Yamaha added, "The Wave Venture is an awesome boat. It has all the creature comforts that the public wants; it's definitely hitting the mark. I think that both the 'Raider 1100 and the Wave Venture will be the hottest watercraft out there."

Another big highlight besides Yamaha's new vehicles, was the organized tours to and from the Hoover Dam led by several of the best watercraft racers in the industry; Chris MacClugage, Tera Laho, Tim Judge, and Tom Bonacci, to name a few. Mr. Hasegawa, Presi-

dent of YMC and YMUS President Mike Shibuya, both made appearances at the demo. Unlike most big corporate executives, they are obviously sport enthusiasts themselves. Both of them suited up and took advantage of the 80 degree F (23 °C) temperatures and the wide open water. Mr. Hasegawa chose the

new Wave Venture while Mr. Shibuya chose to put the WaveRaider 1100 and SuperJet through their paces. Both rode for over two hours, showing themselves to be men who lead by example.

When asked to summarize the 1995 Dealer Meeting, Scott Wall, Manager of YMUS's Yamaha Water Vehicles Division stated, "I am very optimistic. I feel confident that we have the most complete line of personal watercraft in the industry, as well as the best selection of quality dealers. The Water Vehicle Division's focus is clear. We know that to be successful in such a competi-



The warm hospitality of the Yamaha staff brightened the whole event

tive industry we cannot afford to relax for a minute on products or programs. We always have to keep working to be the best. I'm happy that our dealers are so pleased with the '95 line-up and programs. This will give us that extra push we need to move ahead in 1995."

Monroe Greene of Yamaha of Mobile summed things up like this; "This year's meeting was the best I've ever been to, both for motorsports and Water Vehicles. The excitement and enthusiasm was at a higher pitch than ever before. Obviously a lot of forethought and planning went into this meeting. The response and applause of the audience was evidence that it was very well received."

From Steve Lawler of Water Vehicle Div. of YMUS, U.S.A.

The history of Yamaha Water Vehicles

1986 : Yamaha's first Water Vehicles, the MJ-500S (WaveJammer for US, etc.) and the MJ-500T (WaveRunner for US, etc.) for one and two passengers respectively released as a combined project by YMC's Marine Operations, YMUS and Sanshin Industries.

1988 : The patrol model MJ-500TP released in Japan.

1989 : 650cc models including the MJ-650M (Japan only), patrol use MJ-650MP (Japan only) and the MJ-650T (WaveRunner LX for US, etc.) released as powered-up versions of 500cc models.

1990 : To strengthen the 650cc model range, the MJ-650S (Japan only), MJ-650TX (WaveRunner VXR for US, etc.), MJ-650SJ (SuperJet for US, etc.) and MJ-650TL (WaveRunner III for US, etc.) released.

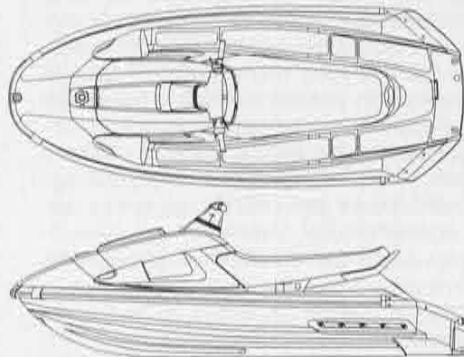
1992: The MJ-700TX (ProVXR for US, etc.) released.

1993 : Featuring 63 hp, 701cc engine, MJ-700TZ (WaveBlaster for US, etc.), MJ-700TL (WaveRunner III for US, etc.) and a racer-minded model MJ-700FX (FX1 for US, etc.) released. The WaveBlaster was

chosen as the 1993 U.S.A. Watercraft of the Year by "Watercraft World" magazine.

1994 : MJ-700SJ (SuperJet 700 for US, etc.) and MJ-700RA (WaveRaider for US, etc.) released. This year, Yamaha won its second U.S.A. Watercraft of the Year award with the WaveRaider.

1995 : The biggest and most powerful personal watercrafts MJ-1100RA (WaveRaider 1100 for US, etc.) and MJ-700VN (Wave Venture for US, etc.) to be released.

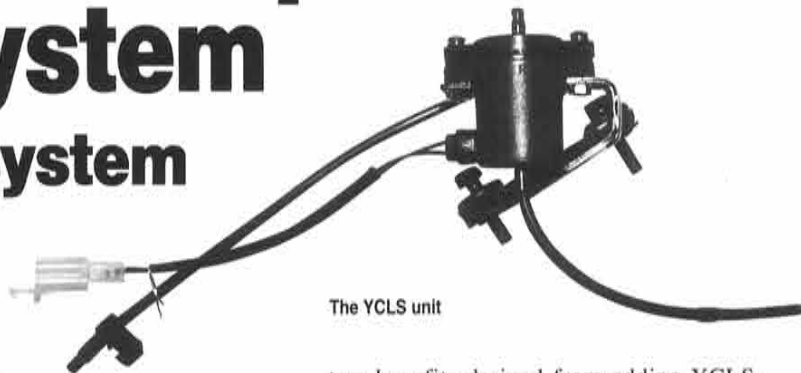


YCLS: Yamaha Computerized Lubrication System

- Original lubrication system for 2-stroke engines



The VR150 engine components



The YCLS unit

YCLS, the first system of its kind developed anywhere in the world, is a major advancement in 2-stroke engine technology designed to reduce exhaust smoke, carbon build-up in the muffler and oil drippage as it provides more efficient oil consumption.

The concept behind this system arose from studies of engines from users' bikes used in normal driving conditions. Results showed the surfaces around the piston and rings to be very clean while the mufflers showed heavy build-ups of tar and carbon, meaning the engines were receiving an oversupply of oil in normal driving conditions. This is exactly the problem YCLS is designed to solve.

The YCLS system features a mechanical oil pump of proven reliability coupled with a highly efficient electronic control system. With conventional mechanical oil pumps, the fact that the pump stroke is set in accordance with engine needs when running at full throttle, means that excess oil is sometimes supplied at slower speeds. With the new system, a micro-computer functions to detect such excess supply and divert it back to the oil tank by monitoring engine rpm.

Specifically, the system features a control valve located along the oil supply passage between the oil pump and the engine of a conventional system. This valve functions to direct the oil flow to one of two passages: the conventional passage to the engine and an additional passage that carries oil back to the oil tank.

The amount of oil that is directed back to the oil tank is determined by a control unit pro-

grammed specifically for each engine model, that regulates the opening and closing of the control valve in response to each change in engine speed.

The principle benefit of YCLS is the reduction of oil supplied to the engine in the low speed range, with the biggest reduction taking place during acceleration. And, considering the frequency of acceleration and deceleration in normal city driving conditions, this means a very significant reduction in oil consumption.

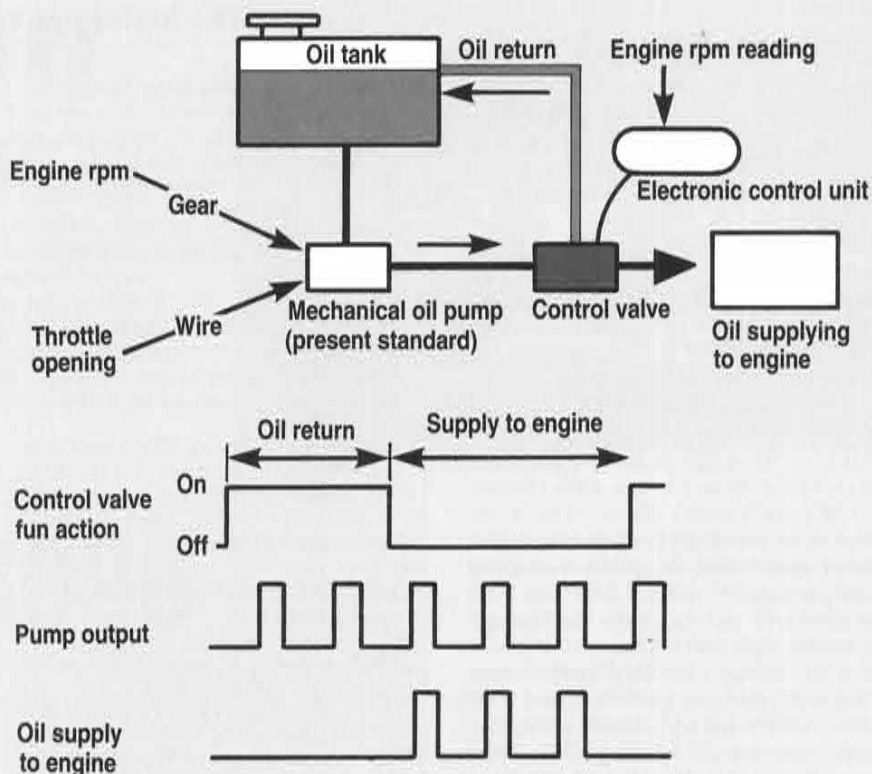
In terms of actual numbers, fitting an engine with YCLS provides an effective oil consumption reduction of over 50%. Basically there are

two benefits derived from adding YCLS. The first is environmental benefits like resource conservation, while the second is user benefits that include reduced maintenance cost and the cleaner image created by reduced exhaust smoke and oil drippage.

The YCLS system has been adopted on bikes for the Southeast Asian market beginning with some '92 models. Now in use on such models as the TZM150, VR150, RX-Z, RX-K, V120ZR, V110, it is gaining an excellent reputation. In Japan, too, YCLS is being adopted on the TZR250 and other models.

From Yoshinobu Yashiro of YMC, Japan

YCLS Conceptual Diagram



The JOG Aprio, featuring 15-17% better fuel economy



Yamaha wind-turbine generators



Solar-powered boat

Solar-powered automatic feeding machines



GHP air conditioner

Environment-friendly Products 1



In harmony with nature

In this issue we will look at some of Yamaha's environment-friendly products with a focus on energy. At Yamaha we are involved in research in the use of new clean energy sources that do not emit pollutants like fossil fuels do. At the same time we are also researching new ways to make the most efficient use possible of existing energy sources. One of these clean, natural energy uses that we at Yamaha have been devoting extensive research efforts to is wind-powered electrical generating turbines. At present, Yamaha wind-turbine generators are already at work generating electricity at two experimental sites in Japan. The Yamaha turbines have a rotating blade span of 15 m (49.2 ft.) and are capable of generating 16.5 kilowatts. All around the world today wind power is fast becoming one of the prime alternative energy sources. In the U.S. over 10,000 wind turbine

units are in operation, while in Denmark wind-powered generators already supply a considerable share of the country's total energy needs. Solar energy is another kind of clean, renewable energy that Yamaha is working to develop in innovative new ways. A good example is the solar-powered boats we build on special order. Photo voltaic cells on the boat's roof turn solar energy into electricity to power the boat's clean-running electric motor. We also build solar-powered automatic feeding machines for use in aquaculture facilities in remote areas without electric power service. These feeders automatically supply the right amount of feed at the right time, which also helps reduce water pollution due to feed-waste accumulation. One good example of Yamaha's efforts to develop products that make highly efficient use of existing energy forms is our unique

GHP (Gas engine Heat Pump) air conditioners. These gas engine heat pump air conditioners reclaim heat given off by the gas engine that powers them to add to the heating effect, thus increasing energy efficiency. Yamaha GHP units have already established a place in the domestic market as an alternative type of air conditioning system. We are always working to increase the fuel efficiency of Yamaha motorcycles, outboard motors and power products, as well. One of the fruits of these important ongoing efforts is the JOG Aprio scooter released on the Japanese market in 1994 that features a whopping 15-17% improvement in fuel economy compared to existing models in its class.

For further information, please contact YMC's Environmental Affairs Division. Tel:81 538 32 1100 / Fax:81 538 37 4258

Yamaha's all-class homecoming

In this 4th serial of "YMC Makes It," our column that brings you information about what is going on at YMC, we report on the 1st Yamaha Club Meeting. This historic gathering brought together for the first time the full spectrum of Yamaha motorcycle user clubs

in Japan, spanning all the generations and genre of the Yamaha brand.



Mr. H. Sasaki who works in YMC's Engineering Div.



Ever since the release of the first 4-stroke Yamaha XS-1, the XS series has enjoyed a popular following thanks to its refined design and coloring

On a balmy Indian summer day in mid-November, the air along the roads leading to Yamaha's Fukuroi Test Course carried a steady hum, as one motorcycle after another passed by. But to a trained ear that hum was more like a symphony of distinctly different engine sounds.

The visual parade was equally diverse, as riders cruised by in all types of riding outfits astride their proud steeds. Some even brought their whole collection of bikes arrayed on the bed of a truck. Meanwhile, in

the soon to be filled parking lot, attendants busied to sort the incoming stream of bikes

Yamaha's Fukuroi Test Course



All Yamaha motorcycles since the 1960s have undergone stringent testing here on the Fukuroi course. After inspections, a total of 92 bikes got out on this course in six groups, divided by club, for a trial ride of about 20 minutes

roughly by year and model. All had started with a call by members of the "YDS Club" (President: Jiro Yoshida) who organized the event for "lovers of Yamaha bikes of all generations and genre to make a pilgrimage to the birthplace of Yamaha motorcycles, the Fukuroi Test Course, and ride together." As it turned out some 123 Yamaha owners from ten clubs across the nation answered their call.

The machines that gathered on this day at Fukuroi embodied the full history of pace-setting Yamaha bikes from the earliest Yamaha sports bikes like the YDS1 released in 1959; the original 2-stroke trail model DT1, the first 4-cycle Yamaha XS-1 and successive models from that series; TX, SR, and FJ series bikes;

all the way up to the V-MAX and the muscular naked model XJR1200 of the late '80s. Another YDS Club member who worked on the planning and served as master of ceremonies on event day, Hiroshi Sasaki recalls: "When we sent the original proposal to Yamaha we said that such a meeting would be an ideal chance to build camaraderie and

100R

■ Participants List

Club	Members	Participants
DT1 Club	18	4
FJ Owners Club	90	30
Kansai XS Meeting	20	1
Tokyo XS Club	30	17
TX Owners Club	45	15
Unicorn Union (SR)	46	3
V-MAX Owners Club	65	2
XJR1200 Owners Club	15	15
XS1100 Owners Club	-	3
YDS Club	71	33

200R

150R



Among the participants were FJ owners who rode seven or eight hours to reach Fukuroi

450R



YMC's President Hasegawa (far left) also showed up at the meeting and shared stories about the days when he worked on the development of the YDS1 model in front of him



Nostalgic Yamaha classics from the '60s through the '80s are lined up in force at the Fukuroi Test Course parking area

20R

communication between Yamaha bike lovers from the full range of user clubs that normally have almost no chance to meet each other." A Yamaha engineer whose job involves snowmobile development, Sasaki is a Yamaha motorcycle fan nonpareil who owns a collection of ten bikes, beginning with a YDS2 and 3 and the Serow he commutes to work on. He became a YDS Club member seven years ago when he saw a Club ad in a motorcycle magazine. Made up of owners of Yamaha sports bikes manufactured between 1955 and 1969, the YDS Club is unique among Yamaha owners' clubs, with an average member age of 45. Since its founding in 1983, this unique group has attracted 71 members nationwide. When you get together a group of people who love motorcycles and have a special penchant for old 1960s models, it is bound to be a group of kindred souls who will never be at a loss for topics of conversation. When the members get together three times a year at the club's meetings, a good time is had by all. Perhaps one thing they all share more

strongly than anything else is having been young in the sixties and wanting more than anything to ride a Yamaha that, at the time, was too expensive for them to even dream of owning; and now, as adults, to finally have the satisfaction of owning one.

But all of the owners who gathered at this meeting share an equally strong love of their different Yamaha models. The participating clubs included a DT1 Club that just formed last April and held as its first event a "returning home" tour to the YMC home office; the TX Owners Club, an organization with no membership fees or rules whatsoever; the Unicorn Union for owners of SR 400 and 500 models; the V-MAX Owners Club; the XJR1200 Owners Club; the XS1100 Owners Club, which was just formed this past November and made the Fukuroi meet its first official event; the Tokyo XS Club, which prides itself on the durability of the XS engine; as well as a sole participant from the 20-member Kansai XS Meeting.

The largest club contingent at the meet, and

winners of the "Good Club" award, were the 30 members from the FJ Owners Club. Its representative, Mr. Yoshihiro Inase, had this to say about the meet: "Having this opportunity to ride on the Fukuroi course with former Yamaha racing star Tadahiko Taira and the other guest participants was an experience I'll never forget. It was also great to hear the reminiscences of the Yamaha engineers who actually worked on the development of our bikes and feel the tremendous spirit that goes into the development of each and every Yamaha model."

Journalists from local newspapers and the motorcycle press were also on hand to report on the meeting in the local media. Mr. Sasaki says, "I would be happy if people who have no special interest in motorcycles would see an article about the meet and say to themselves, 'I never knew there were meetings like this ... it sounds like a great added enjoyment to motorcycling.'"

Plans are already underway for a follow-up event next year, in hopes of establishing this meeting as a regular annual tradition.

7th TPM Joint Meeting

On last November 2 and 3, TPM (Total Productive Maintenance) program managers from Yamaha factories in 10 overseas countries including Brazil, France and Taiwan gathered at YMC's head office for the 7th TPM Joint Meeting. Reporting on their progress in TPM programs were some 41 overseas factory representatives. Under the theme of "Advancing Together in TPM," the meeting offered an opportunity for valuable exchange of information and results for this international group who share the same responsibilities in today's increasingly globalized manufacturing environment.

At YMC our TPM program was launched 10 years ago, and today it has spread to overseas Yamaha factories as part of the Yamaha group's efforts to achieve high levels of product quality and consistency throughout the world.

Among the participants were representatives from MBK Industrie of France, the first overseas Yamaha factory to receive the TPM Excellent Prize.



YMC's President Hasegawa stresses globalization with mutual cooperation

First manual production seminar

As a multi-national project of YMC's newly established Service Information Division, a training seminar was held for overseas Yamaha staff involved in the production of owners, service and assembly manuals. Attending this seminar from November 1 to 5 were representatives from Yamaha Motor Taiwan Co., Ltd. and Yamaha Motor Taiwan Trading Co., Ltd. YMT today boasts an annual production of over 400,000 units of primarily scooters, which are rapidly finding overseas markets in Europe, Japan and other countries. In this seminar YMC staff shared their experience in the issuing of easy-to-read manuals, manual

writing in accordance with Japanese product liability laws, the use of recycled paper in manuals and computer assisted editing, etc. After the course, one of the participants, Mr. Chang commented, "I came to Japan six years ago to study the same subject, but so much has changed since then with computer editing and all. I found this seminar extremely useful."



The first seminar conducted by the Service Information Div. concluded with encouraging mid-term plans while defining many of the subjects which YMT's staff has to improve

2nd America's Cup challenge

The 29th holding of the America's Cup yacht races this year will mark the second challenge by the "Nippon Challenge America's Cup 1995" syndicate which in 1992 launched the

first Japanese, and the first Asian, challenge ever in the Cup's 140 year history and surprised many by qualifying first for the semi-finals of the challenger's competition. As in '92, Yamaha Motor Co., Ltd. is back as both one of the main corporate sponsors and the official boat builder for the syndicate. The '95 America's Cup races will get underway on January 14 in San Diego, California, with the challenger-deciding "Louis Vuitton Cup" series. As of the 28th competition in '92, a new IACC (International America's Cup Class) regulation was adopted for the race boats. For that first "Nippon" syndicate challenge, Yamaha built three boats to the regulations, and for '95 two more, bringing the total to five and probably making Yamaha the most experienced IACC class builder in the world.



"Nippon (JPN 31)" at the IACC World Championship Yacht Races held last November off San Diego

SPORTS

Júbilo scores on 1st-year goal

For Júbilo Iwata, its exciting first year in Japan's professional soccer J. League came to a close with the end of the second stage of the '94 season on November 14. In this stage Júbilo fought to an even record of 11 wins, 11 losses to finish 7th among the league's twelve teams. Head Coach Ooft said with satisfaction that the team had achieved its first-year goal.

SCOREBOARD

< 2nd stage >		
Oct. 19	: vs Verdy	2 : 1
Oct. 22	: vs Gamba	1 : 1 (PK)
Oct. 26	: vs Marinos	1 : 2
Oct. 29	: vs Fluegels	3 : 1
Nov. 2	: vs S-Pulse	2 : 1
Nov. 5	: vs Reds	0 : 2
Nov. 9	: vs JEF United	1 : 0
Nov. 12	: vs Bellmare	0 : 1
Nov. 16	: vs Sanfrece	0 : 0 (PK)
Nov. 19	: vs Antlers	3 : 2

(Note: Bold print = Júbilo wins)



Schillaci goes for the goal

WaveRunners star at Moroccan Youth Festival



The races got big coverage in the local press

Moroccan marine sports fans were treated to an awe-inspiring spectacle of world-class Water Vehicle racing in rough seas off Bouznika, at the Morocco Youth Festival on July 31, 1994. Two international pilots and 28 Moroccans lined up at the starting line in the hotly contested scratch division, competed in two timed sets over a 25 km (15.5 mi.) course. In the early going, local pilot Zizi proved the superior speed of the Yamaha 700 against the foreign riders' Kawasaki 750s, skittering over the waves at speeds up to 80 km/hr (49.6 mi./hr). A course violation cost him the victory, but the crowd delighted in the show of racing prowess nonetheless. There was also an exciting women's competition. The popularity of the event led to a second competition in Bin El Ouidane on Independence Day in November.

From Ali Berraho of Mifa, Morocco

Yamahas top the "Roof of Africa"



Richard Manning clinched the National title on his Yamaha WR200

The grueling Roof of Africa Rally that takes place in the picturesque mountain kingdom of Lesotho was a veritable showcase for Yamaha in 1994, when four riders from the Winston-Yamaha team placed in the top ten in the 3-day competition. Not only did these performances give Winston-Yamaha the manufac-

turer's championship, two of their riders, Darryl Curtis and Richard Manning also clinched individual South African National series titles in the 250 cc and 200 cc classes respectively.

The 3-day event, which is the 3rd and final round of the South African National Cross Country Championships and round five of the National Off Road Championship series, begins with a wild "Round the Houses" dash through the streets of the capital Maseru. It is followed by two 500 km (310 mi.) out-and-back days of racing through hot, dry lowland terrain, rocky mountain trails up to "Baboon Pass" with rain and even snow at the very top.

From Laura McNeil of Yamaha Distributors Power & Sport, South Africa

New Motocross King crowned in Philippines



Ernie Leongson shows winning form in the final round of the Philippine Motocross Championships

Super motocross talent Ernie Leongson, riding a Yamaha YZ250, handed his Team Shell-Yamaha the first "Grand slam" victory ever in the Philippine Motocross Championships. The hard-charging Ernie came on strong in the latter half of the season to take the series lead in round seven and then go on to capture the last two rounds as well, and clinch the championship with a whopping 31-point lead over 2nd place Jovie Saulog (Honda).

His victories also gave Shell-Yamaha the team championship, National Rider of the Year, Camel Series Rider of the Year and the Supercross series riders championship. After the final round of the season, winning both heats of the open production class, the new champ said: "Yamaha technology is simply super."

From Manuel Gaspar E. Albos, JR. of Norkis Trading Co., Inc., The Philippines

Three strikes and you're a winner

Yamaha completed a 1-2-3 banner year in Canadian Superbike racing, capturing the first to third positions in the national series on Yamaha YZF750s and this marks the first



Linnley Clark pilots his YZF750 to victory
Copyright Photo by Colin Fraser

time in recent memory the Canadian national championship was so dominated by one brand.

Linnley Clark led the parade aboard the impressive YZF750. Clark is a long-time Yamaha rider who started racing with an FZR400 in 1988. Also, he is one of the most successful graduates of Canada's only motorcycle racing school, sponsored by Yamaha Motor Canada.

From Steve Manweiler of YMCA, Canada

Yamaha dominates Speed Spain Championships



Jorge Martinez (right), who also raced in the World GP, hands his first GP trophy of the '94 season to YMES's President Jorge Lasheras

Yamaha racers performed brilliantly in the '94 "Open Ducados" Speed Spain Championships.

In the 125 cc class Jorge Martinez "Aspar" emerged as champion of the 7-race series on his Yamaha TZ125 production racer, while teammate Yoshiaki Katoh finished third. In the Supersports class Gregori Lavilla proved the superiority of the new Yamaha FZR600R in its first year in competition when he won the championship in this category. Other outstanding performances included a 2nd place finish by Miguel Angel Castilla in the 250 cc class on his TZ250.

All these results reaffirmed the competitive quality of the Yamaha production racers as well as YMES's success at promoting talented young riders.

From Jordi Bracons of YMES, Spain

WORLD TOPICS

GENERAL

CANADA

Welcome to the World of Yamaha

This past September, Yamaha Motor Canada held a unique dealer conference that attracted over 600 people for three days under the theme of World of Yamaha.

To give the dealers an unprecedented view of the entire world of Yamaha-brand products, a display was prepared that went far beyond the usual new models for 1995, to include such other proud Yamaha creations as the OX10A Formula One engine, a scale model of the YAMAHA yacht that won this year's Whitbread Round the World Race, racing motorcycles, karts and even a Yamaha industrial robot.



20-year dealers were given a special plaque of appreciation and a handshake from YMCA President Tom Mabuchi and other VIPs



From Yamaha Corporation came quality musical equipment like stereos, guitars and a unique self-playing piano, as well as popular Yamaha golf clubs.

The focus of this largest and most ambitious dealer meeting ever staged by YMCA was business, and the dealers were given seminars on finance and leasing, customer service, sales and marketing, as well as a product and program summary for the coming season.

The meeting agenda also treated the dealers to a Water-ski show with a breath-taking

guest performance by world freestyle contender Eric Roy and a trade show featuring various vendors, including computer firms, parts and accessories, service tools, insurance, wholesale finance and performance products.

From Steve Manweiler of YMCA, Canada

MOTORCYCLES

ITALY

Roaring start for MBK-Yamaha Scootertrophy



Belgarda wants young people to race in sound, well-organized competitions like this Scootertrophy race rather than on the streets

The recent scooter boom in Italy has reached the proportions of a real social phenomenon, and Belgarda S.p.A. has decided to take the initiative in promoting the sound use of scooters by young people with a new closed-circuit race program for MBK and Yamaha brand scooter owners. The new program, dubbed MBK-Yamaha Scootertrophy, involves a tie-up with Top Performances, a manufacturer of special scooter race kits, and gives young riders a chance to race their scooters on kart tracks in well regulated and organized competitions with an absolute minimum of personal cost for machine preparation and entry fees.

The '94 series consisted of six regional races and a final in October, contested by 52 regional qualifiers.

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

CANADA

Putting our best wheel forward

Yamaha Motor Canada put its best wheels in motion at the 1994 Summer Commonwealth Games, held in Victoria, British Columbia last August.

Helping out the cycling events, twelve XJ600 Seca II (Diversion) motorcycles were



The twelve Yamaha XJ600 Seca IIs won a great reputation

used to assist race officials and camera crews in covering the races. As well, two XT225s endeared themselves to team coaches who used them for training drills and practices.

YMCA has made a habit out of assisting in large events this past year. Scooters, golf cars, and ATV's were used in both Indy Car races held in Canada this year, and the Formula One race event in Montreal benefited from the use of Yamaha generators.

From Steve Manweiler of YMCA, Canada

CHINA

New joint venture for manufacture of motorcycles and engines



YMC's President Mr. Hasegawa (2nd from left) and Taizhou Forestry's representative, Mr. Lu Haimin (3rd from left) at the signing ceremony

Together with the Chinese motorcycle engine manufacturer Taizhou Forestry Machinery Works, YMC launched its seventh joint venture company and fifth in the motorcycle industry in China on October 8, 1994.

The new company called "Jiangsu Linhai Yamaha Motor Co., Ltd." founded in

Taizhou City, Jiangsu Province begins operations early in 1995 with a first-stage goal of manufacturing and selling 170,000 units of 90 cc and 100 cc motorcycle engines in the first year and a total of 250,000 units by the third year. The company also plans the production and sales of complete motorcycles in a few years.

By supplying high-quality motorcycle engines, the company will be contributing to the overall quality of domestic-make motorcycles in China and stimulate the growth of the market itself.

IRELAND

Yamaha has The Edge



The Edge and Mr. Keany inspect Fred Rowan's Danfay-sponsored Yamaha TZ125 which he races with his brother Andy as mechanic

The Edge, guitarist for the world-renowned pop group U2 was guest at a recent Yamaha event in his hometown of Dublin, Ireland. In the company of Yamaha's Irish importer Danny Keany of Danfay Limited, The Edge had taken time out of his busy schedule with U2 "to wish good luck to a childhood friend," 27-year-old Irish rider Fred Rowan, who is competing in this year's Irish National Short Circuit Championship with Danfay as his sponsor.

The Yamaha importer for Ireland, Danny Keany, is himself no stranger to motorcycle racing, having enjoyed a distinguished career which includes the Irish land speed record for two wheels. His record of 202 miles per hour (approx. 323 km/hr) was set on a Yamaha TZ750 in 1980 and stands to this day.

From Danny Keany of Danfay Ltd., Ireland

FRANCE

MBK hosts 15,000 visitors

When MBK opened the doors of its factory for a full day to the local citizens of its



Visitors appreciate the special display of MBK mopeds, scooters and bicycles in the factory

hometown, San Quentin, on September 25 in celebration of their 10th anniversary of operations, the response was almost overwhelming. In all, some 15,000 local citizens and families of factory employees took up the company's invitation to deepen mutual understanding by touring the factory and getting a better overall picture of MBK's activities as a company. In addition to the factory tours, MBK also prepared a full schedule of attractions and a one day wholesale market of MBK products, much to the satisfaction of the visitors of all ages.

The day's activities were also covered by local television and newspapers, giving a big boost to MBK's corporate image.

From Takashi Yabusaki of MBK Industrie, France

THAILAND

Big Service Center expansion



Siam Yamaha President Khun Kasem Narongdej dedicates the new Service Center before TV, the press and a host of guests at the August 24 ceremony

Siam Yamaha Co., Ltd., manufacturer and distributor of Yamaha motorcycles in Thailand, knows the importance of after-sale service. Now they have put policy into action with a grand new Yamaha Service Center that opened in August in Dindaeng.

The new center represents a big investment in service for Siam Yamaha and has the capacity to service 100 motorcycles a day. Going hand in hand with the new facility is a renewed dedication to mechanic training

as well. All the mechanics working at the new center have recently completed the Thai Department of Transportation service training course, and the company has plans to open an international mechanic training school of its own in the near future.

Plans for 1995 also call for Siam Yamaha to move to a 24-hour service program that will cater to the needs of busy customers who can only come in after work hours or on weekends, as well as expanding its before-service program to provide thorough professional advice to new owners.

All of this is sure to give new and old customers alike the impression of Yamaha as the brand backed by reliable service.

From Pranee Silsorn of Siam Yamaha, Thailand

SPAIN

YMES celebrates 200,000th motorcycle

Last October Yamaha Motor España, S.A. held a commemorative event in celebration of the production of its 200,000th motorcycle since the company's founding in 1981.

On hand for the ceremony to mark the completion of this milestone unit were YMC's Director, Mr. Nomura, YMES's President and Chief Executive, Mr. Jorge Lasheras and YMES Technical General Manager, Mr. Tomita.

In 13 years on the markets, YMES-built scooters and motorcycles have won a solid place of prestige both in the Spanish and neighboring European markets. YMES plans to continue increasing production and exporting its bikes to a growing number of countries.

From Jordi Bracons of YMES, Spain



(From left) Mr. Tomita, Mr. Nomura and Mr. Lasheras (extreme right) at the ceremony

WORLD TOPICS

MARINE

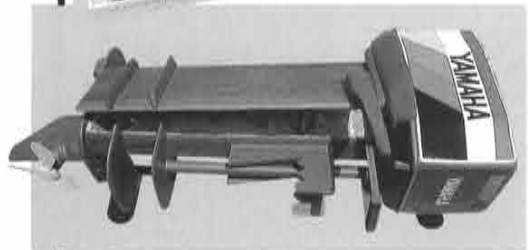
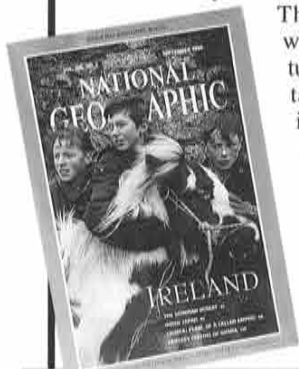
U.S.A.

Loyal to the end

In some tribal societies it is a custom for a person's coffin to reflect their life work or most precious possession on earth. This customer, an outboard mechanic, chose the Yamaha 40hp Enduro outboard.

This honorable choice was introduced in a feature article called "Fantasy Coffins of Ghana" in a September issue of *National Geographic*, one of the most authoritative journals in the U.S.A.

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



On page 124 of Volume 186, No. 3 *National Geographic*, September 1994

U.S.A.

Elite Angler Fish-off

When Paul Wagner of Plymouth, Washington, stepped up to the weigh-station at the 8th Annual Yamaha Elite Angler Fish-off with four bass totaling 6.34 pounds (2.9 kg), he became the proud winner of a \$45,000 dollar grand prize and the envy of sport fishermen all across the U.S.A.

The nationwide Yamaha Elite Angler program has been hailed by people like outdoor journalist and nationally syndicated radio personality, Bob Hirsch, as the best program for tournament anglers he has ever seen, and every bit as competitive as the pro circuits. The five lucky finalists who won a coveted spot in the October 31 national Fish-off final



Paul Wagner together with his prize, Dyna-Trak fishing boat powered by a Yamaha ProV 115 outboard motor

in Kentucky, first had to prove themselves the best in their region by winning affiliated weekend tournaments.

Many thought the winner's profession as a fisheries biologist might have helped him in the competition, but Paul, who usually fishes for walleyes on the Columbia River, professed that he learned most of what he knows about bass fishing from his Yamaha ProStaff guide the day before the final. As part of his prize for winning the Fish-off, Paul will now be a Yamaha ProStaff fisherman himself for one year, with a \$2,000 tournament expense package.

Thanks to a tie-up with Toyota, he also won a new 4Runner truck as well as a Yamaha ProV 115 outboard and a Dyna-Trak fishing boat as part of his first prize. Nice catch, indeed!

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

CHINA

Yamaha holds first marine dealer meeting

Until now, Yamaha Motor Co., Ltd. has marketed its outboard motors to the Chinese market through agents in China. However, the rapid market expansion in China in recent years has brought with it a call for more direct involvement by Yamaha.

On November 28, last year, the first Yamaha Motor-organized marine dealer meeting was held in Shanghai in order to help familiarize the country's marine dealers with



Outstanding dealers with President Hasegawa (3rd from left)

Yamaha and its marketing policies. The meeting attracted 198 persons from 113 dealerships around the country. YMC's President Takehiko Hasegawa headed a group of top Yamaha representatives from Japan to this important first meeting, including President Tadashi Tamada of Sanshin Industries Co., Ltd.

SOUTH AFRICA

Inflatable racers challenge the world

In South Africa inflatable boat racing is a very popular sport, and in recent years local boat makers have continued to come up with highly competitive new designs for racing on rough ocean surf, rock-strewn rivers and flat-water lakes in the popular P750 (50hp) and P550 (30hp) classes.

To power these boats, South African racers prefer the 3-cylinder Yamahas by far. So strong is the popularity of the Yamaha 50, for example, that this motor alone accounts for 25% of the entire Yamaha outboard market in the country!

Armed with the best boats and reliable Yamaha outboards, the South Africans are big winners at international races, and they also challenge anyone with the courage to come to their country and compete against the very best.

From Greg Bennett of Yamaha Distributors Power & Sport, South Africa



Pilots who race on treacherous stretches of the Orange River like this make creative modifications to protect their propellers and gearboxes against rock damage

POWER PRODUCTS

U.S.A.

New G14 Ultima Golf Car - Born in the U.S.A.

Yamaha Motor Manufacturing Corp. of America has proudly unveiled the new G14 Ultima, the first Yamaha golf car totally

designed and built in the U.S.A.

In designing the new electric- and gas-powered G14 golf cars, YMMC Engineering & Service devoted themselves to achieving levels of design and manufacturing excellence worthy of an entirely new generation of quality golf cars.

Featuring an extremely durable body and innovative bumper protection system, the G14 electric model boasts an infinitely variable speed controller, while the gas model mounts a low-emission, high-efficiency engine of the kind customers expect from a Yamaha. That Yamaha quality is also seen in the complete accessory line-up that includes a suntop, windshield, adjustable seat and electric fuel gauge, all finely integrated into the total design in ways that are sure to provide top performance and customer satisfaction.

With the G14, YMMC has also sought to lead the entire golf car industry in manufacturing sophistication. High accuracy robotic welding and the industry's only 4,000-ton injection molding to shape the G14's body are two examples.

As for the market reception, high levels of customer/dealer satisfaction have been reported, and sales are already moving ahead of schedule.

From Takehiko Fukuda of YMMC, U.S.A.



The G14 is Yamaha's answer for the next generation of quality golf cars

SOUTH AFRICA

"World of Opportunities" with Yamaha generators

Under a broad-reaching promotion called "World of Opportunities," Yamaha Distributors of South Africa is encouraging aspiring entrepreneurs to take up the challenge of starting a new business and a new life with the help of Yamaha products. In addition to information and instruction about financing



Nhlapo's Brick Works is a successful family operation employing eight people and offering affordable building materials to the local community

purchases and maintaining the products, the program also offers potential customers help in starting one of several proven money-making ventures they can engage in with Yamaha products.

In parts of South Africa with no electrical supply, people are using Yamaha generators and multi-purpose engines in a number of ingenious enterprises, ranging from roadside services like fast food shops and hairdressing salons, to traveling millers who spare rural women the backbreaking work of grinding their maize by hand and local concrete block-making enterprises that supply vital construction materials for home builders. As part of the program, Yamaha Distributor's Power Product division is sponsoring a contest with cash prizes for the most imaginative new enterprise using a Yamaha product.

From Laura McNeil of Yamaha Distributors Power & Sport, South Africa

GERMANY

New lawn mower debuts at GAFA

From September 4 to 6, Germany's Yamaha importer Mitsui Maschinen GmbH presented the new YLM653 lawn mower to the public for the first time at the GAFA show which drew 48,000 visitors from 86 countries throughout Europe. Yamaha generators including the EF1400X and EF2300X, the tiller models YRT335 and YRT550 and the front mower YMM135 also attracted many potential customers at MMG's exhibition site.

During the show, another popular event was the prize-giving ceremony for the lottery game where the first prize was a MBK scooter.

From Karlheinz Vetter of MMG, Germany



The YAMAHA booth at the GAFA show in Cologne, one of the most important lawn and garden fairs worldwide

We would like to inform you about an important event in our life, which happened this year. We are Ivan and Ljoubomir Popov from Samokov, Bulgaria.

We had a great ambition to climb the highest peak in Southeast Europe and the Balkan Peninsula by motorcycle. The name of the peak is Mousala and it is 2,925 m high. This ambition became a reality due to the great potential of the YAMAHA 200R motorcycle. The route leading to the peak is very dangerous even on foot. There are a lot of avalanche places and large sections of cliff on the way. We managed to conquer this challenging route in six hours.

34 years ago another man from Samokov



reached the peak on a BMW motorcycle. The difference is that he and his friends carried it through the most difficult places.

We would like to offer our sincere admiration for the firm YAMAHA and for the technical achievements of its products. One of the main arguments in favor of YAMAHA quality is that during the whole route the motorcycle did not show any technical defects and also proved its high economy.

Yours sincerely,

Ivan Popov / L. Popov

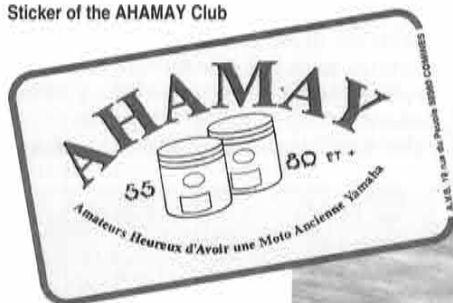
LETTER

"AHAMAY" Club

Arnaud Van Boxson
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Sticker of the AHAMAY Club



Arnaud on his YR5 during the "Day of Classic Motorbikes" in Lezennes, in June '94

"Amateurs Happy to Have an Old Yamaha"

From Arnaud Van Boxson

Here in France, just like everywhere else, stocks of parts for the older models are often very hard to find. You have a classic bike that you love but you can't find the parts to maintain it and you wonder if there aren't a lot of other people sharing your predicament. That is why I got the idea to create a club so that old Yamaha motorcycle lovers could get to know each other, meet and help each other out with information and parts, and so on.

My name is Arnaud, a 37-year-old primary school teacher and father of two children who happens to be a fan of motorcycles, especially the two-strokes, with a strong preference for the Yamaha brand. I am also the proud owner of two 350 cc YR5s from 1972.

The club was born in January 1994 bearing the name AHAMAY, an acronym meaning "Amateurs Heureux d'Avoir - ou d'Apprécié - une Moto Ancienne de marque YAMAHA." (amateurs happy to have, or to appreciate, an old Yamaha motorcycle) The fact that it is the reverse image of the word YAMAHA is also a statement that an old Yamaha bike should be able to look at itself in the mirror and never be ashamed!

Club AHAMAY already boasts a membership of 33 Yamaha bike fans, who together own about one hundred motorcycles! The Club is especially aimed at owners of air-cooled, two-stroke Yamaha motorcycles (water-cooled for the "racing" types) and 2- or 3-cylinder, four-stroke XS and TX models; in other words all the Yamaha

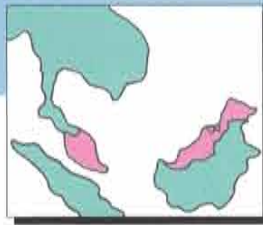


bikes manufactured from 1955 and up to the '80s.

Since the Club is still young, its activities are still fairly limited. But we already have a club quarterly, four issues of which are mailed along with four Club stickers to everyone who applies for membership in writing and pays the membership fee of 100 French francs. This Club quarterly includes in each issue a list of the club members and their motorcycles, a list of the literature in the Club's collection, an article introducing one of

the "AHAMAY" models, a column about the history of Yamaha, photos sent in by members, hints and special techniques for motorcycle restoration, classified ads and more. Membership also entitles people to borrow for a two-week period any of the literature in the Club library, which includes essays, parts lists, shop manuals and articles dealing with the different "AHAMAY" models.

Another activity of the Club is looking into the possibilities of restarting small-scale production of parts no longer in stock. The Club's first big meeting will take place at the famous Montlhéry circuit south of Paris on June 3 and 4, 1995, in conjunction with the annual "Coupes de Moto Légende" meeting for owners of classic motorcycles dating back to 1900. If any Yamaha News readers want to join us, please don't hesitate. The Club would also be very grateful to hear from anyone who can tell us about literature, information or spare parts sources they have for the Yamaha models up to about 1980.



Moving toward the future on Yamaha wheels



HLYD which markets
Yamaha motorcycles

In this issue we feature Malaysia's Hong Leong Group, manufacturers and distributors of Yamaha motorcycles in this ASEAN country's fast growing market. Ever since Yamaha Motor Co., Ltd. formed a joint venture with Hong Leong Company and began manufacturing motorcycles in 1979, the Yamaha brand has been the favorite of the Malaysian people. Today, Yamaha motorcycles manufactured by HICOM-YAMAHA Manufacturing Malaysia Sdn. Bhd. (engines), Allied Auto Parts Sdn. Bhd. (parts) and Hong Leong Yamaha Motor Sdn. Bhd. (assembly) are sold by Hong Leong Yamaha Distributors Sdn. Bhd. through a nationwide network of some 250 dealers.

Malaysia, with a land area of some 330,000 sq. km (128,308 sq. mi.) on the Malay Peninsula and the states of Sabah and Sarawak on the island of Borneo, is an ethnically diverse country of 19 million people. Thanks to this diversity, the country has a rich mix of cuisines like the native Malay "nashirema" rice dishes flavored with coconut milk and Chinese and Indian cooking that rival the best of their home countries, as well as tropical fruits like "durian", "mangosteen" and star fruit. Under the "Look East" policies of Prime Minister Mahathir, Malaysia has one of the highest standards of living in the ASEAN region, supported by industries in electrical appliances like video decks, TVs and refrigerators. Working under the government's modernization policies, the industrious people of Malaysia have kept the economy growing at an 8% clip for the past seven years.

Motorcycle race fans will know that Malaysia is the site of one of the rounds of the World Championships, but many may not be aware of the extent of motorcycle popularity among its people. In fact, the ownership rate of one motorcycle for every 5.5 people ranks it second only to Taiwan in the



The TZM is unveiled and lifted up on top of the TV screen

Some 600 guests enjoyed the "Leisure World" cruise

world. Visitors to the capital will also notice special motorcycle lanes on the roads, while on expressways motorcycles ride for free. Of the 270,000 Japanese brand motorcycles sold annually ('93 figures) in Malaysia, Yamaha has the largest share with 40%, or 110,000 units. Some 80% of the motorcycle demand in the country is for 100 or 110 cc "underbone" type models, with the rest made up of sports bikes.

This Malaysian motorcycle market got a powerful new boost recently with the market release of the new Yamaha TZM150 on September 6, 1994. On the evening of this day some 600 dealers, government officials, journalists and other guests began boarding the 1,000-person capacity cruise boat "Yamaha-maru" for the long-awaited introduction ceremony for the TZM150. They were greeted at the entrance by music from a Filipino band and in mid-deck by a proud display of the TZM250 machine ridden by World GP champ Tetsuya Harada in the 1993 season. All the guests were also presented with commemo-



rative TZM TEAM YAMAHA T-shirts and treated to an extravagant Chinese dinner. Among the prominent guests were the Chairman of the Hong Leong Group, Tan Sri Quek Leng Chan and his family, Mr. Ron Lim KC of Hong Leong Industries Bhd., Mr. Ngan YC from HLYD, YMC's Vice President Tadanori Arata, President Tamura of P.T. Yamaha Motor Kencana Indonesia and Vice President Singchai of Siam Yamaha Co. Ltd., Thailand. Following speeches by Mr. Ron Lim and Mr. Arata, the sky suddenly burst with music and a fireworks display while a 16-screen TV image of the TZM150 lit up to a thunder of applause from the guests. Now, thanks maybe to the success of the introduction or maybe just to the quality of the TZM150, Yamaha is faced with the gratifying problem of a 6-month backlog of orders!
From Hiroaki Shibata of YMC, Japan



Racing is popular in Malaysia and Yamaha is always a presence on the winners stand

