

Yamaha News

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F1 vs. GP500, which is faster?

To answer the eternal question, a showdown between two ultimate Yamaha powered machines, the Tyrrell-Yamaha Formula One car vs. the Yamaha Roberts GP 500 motorcycle, was held at Donington Park Race Circuit. And the final outcome was..... well, just read on.





The eventful day included (clock-wise from upper left) Mika and Ukyo's laser clay pigeon shooting, Paul Harris entertained with the Yamaha Disclavier, Ken Tyrrell as footballer, the Timberwolf rides and remote control car racing

Yamaha Spirit sparks mid-summer events

England was the site of two big mid-summer promotional events for Yamaha's two major racing activities, Formula One and GP Road Racing, perfectly timed to light up the British rounds of each series. One was Yamaha's annual barbecue for the F1 press held at Flore Fields, and the other was called the "Yamaha Challenge," featuring a unique and exciting first match race between the Yamaha F1 car and GP bike at the Donington Circuit. Both events attracted hundreds of journalists and surely added to the number of Yamaha racing fans.

Yamaha Formula One barbecue Thursday 13th July 1995

The pre-British Grand Prix Yamaha barbecue has become something of an institution on the Formula One calendar. Held on the Thursday before the British Grand Prix, the event takes place at the home of Lady Catherine Morton,

Flore Fields, and it's beautiful surrounding grounds. Just 15 minutes away from Silverstone Circuit, Flore Fields is also used as the headquarters for Yamaha staff for the British Grand Prix.

The barbecue itself has two main functions. Firstly it acts as a social gathering for all of the Formula One media, including journalists,

photographers and television crews. It is Yamaha's way of thanking them for their support, and entertaining them in an informal way away from the hustle and bustle of the circuit. Secondly, it provides an invaluable opportunity for photographers and camera crews alike to gain footage and interviews of the drivers and team members relaxing away



In all, 128 members of the press and many other guests enjoyed the event and the beautiful scenery of Flore Fields

from the track.

This year's event took weeks of planning and coordinating between YMC, Mitsui Machinery Sales UK, Yamaha Kemble Music UK and many other suppliers. The result was Yamaha's biggest ever press event in Formula One, with the participation and display of a vast number of Yamaha products.

Team boss Ken Tyrrell attended the barbecue this year along with drivers Ukyo Katayama and Mika Salo. Arriving at 6:00 pm the drivers were greeted by 128 top international media including TV crews from RTL Germany, RAI Italy, Fuji Television Japan, FOCA TV and MTV3 Finland.

Ukyo and Mika then had the opportunity to try out many sports including, laser clay pigeon shooting, a football penalty shoot-out where Ken Tyrrell and Lars Bohinen from Nottingham Forest joined in, a remote controlled car race which Mika won, and sampling the Yamaha Timberwolf 4x4 ATV as well as trying out stunt rider Adam Norris's specially designed Yamaha 250.

The atmosphere at the barbecue was very relaxed and informal with press mingling happily with team members and chatting informally to Yamaha personnel while they enjoyed the barbecue next to the swimming pool. The Yamaha F1 barbecue is a prime example of how communication between Yamaha's different divisions can show that underlying all of these different products there is still one Yamaha Spirit that shines through.

Yamaha Formula One vs. Yamaha GP500 Thursday 20th July 1995

Just one week later another Yamaha-driven event produced a similar cross-over of cultures. This time it was between two of Yamaha's racing divisions. 'Formula One meets GP500' took place at the Donington Race Circuit three days before the British Road Racing GP.

The event was a race-off between Ukyo Katayama in his Nokia-Tyrrell Yamaha Formula One car and Norifumi 'Norick' Abe on his Yamaha-powered Marlboro Team Roberts 500 cc bike. Team Roberts Publicity Coordinator Tad Pilati commented before the event. "It's a rare occasion to have coordinated the busy F1 and GP1 schedules. Our association with Yamaha extends back a quarter of a century now, and this is the first

opportunity we've had to compare these machines, both of which represent the pinnacle in motor sport."

The race consisted of three runs down the Donington straight for 200 meters. Prior to the start of the race-offs an historic photo call was held with both driver and rider in front of their respective machines - a first as Yamaha's racing spirit on two and four wheels came face to face.

The two machines were lined up together and then the flag was dropped. From the standing start the bike took off first outpacing the 3.0 litres of Yamaha power in the car, as Ukyo struggled with wheel spin. By halfway the car was catching, and as they came to the line the car just took the chequered flag. Both then braked hard with smoke coming from the rear wheels of Ukyo's car. They then continued around the Donington track, coming round Goddard's corner side by side as they lined up

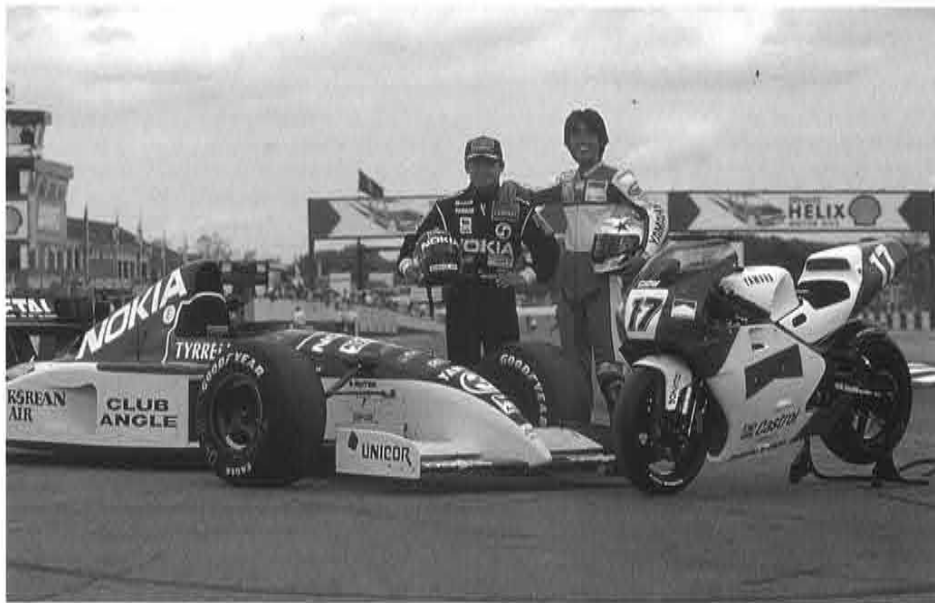
for two more runs from a rolling start at 100 km/h (62 mph). The huge crowd cheered as they heard the roar of the two engines, and this time the sheer power of Ukyo's machine beat 'Norick' to the line. The final run gave the same match. So the result was a win for the Yamaha-powered Formula One car, but it was the spirit of the event that had captured the imagination of the crowd and the two teams involved. Once again the 'Yamaha Racing Spirit' had triumphed over coordinating problems, logistics, regulations and pressure on both teams.

The "Yamaha Challenge" was run on the 'Day of Champions' which is concerned with raising money for 'Riders for Health' - a charity that uses motorcycles for access to primary health care in remote regions of Africa. To end a wonderful day Ukyo Katayama, Norifumi Abe, and Luca Cadalora presented HRH Princess Anne with a check for £2,000 (US\$3,200) for 'Riders for Health' kindly donated by Yamaha Motor Co., Ltd. and Yamaha Motor Europe N.V. The event was broadcast widely on TV networks including Reuters International Satellite Sports Feed, Eurosport News and ESPN International.

From Rob Faulkner of Jardine PR, U.K.



Although the F1 car packs three times the power of the GP bike, the latter has a big power-to-weight advantage



Yamaha's awesome four and two wheelers and the challengers Ukyo and 'Norick' meet face-to-face

Growing together, hand in hand

The number of Yamaha overseas production bases spread throughout the world has grown to 60 in 45 countries. These companies contribute to the Yamaha group not only by increasing market efficiency and reducing product cost but also by serving a vital role in spurring market growth and enhancing Yamaha's world-wide image. Here we would like to introduce three such companies founded recently.

Yamaha Motor Components (Europe) s.r.l.

In light of the fact that almost every motorcycle maker in Europe is buying motorcycle components made in Italy, Yamaha Motor Components s.r.l. was founded in Milan on April 19 to centralize component supply for Yamaha's European manufactures, including Italy's Belgarda, Spain's YMES and MBK in France.

Besides concentrating the component supply function and related information in one center, the company aims at common parts supply and overall cost reduction. A grand opening ceremony was held on July 10 and guests were invited from 50 major Italian parts makers to introduce the new organization.

Yamaha Motor Components which is presently engaged only in coordination between the manufacturers and parts makers, will soon begin operation as a center for component supply throughout Europe.

From N. Iwase of Y.M.C.E., Italy



YMCE staff are ready for their new challenge

Escorts Yamaha Motor Ltd.

The realization of this new motorcycle manufacturing and sales company in India is a fruit of the strong 10-year relationship between YMC and Escorts Limited (representative: Mr. Rajan Nanda), which has been manufacturing and selling approximately 100,000 units of 100 cc sports-type Yamaha brand motorcycles annually under a technical assistance agreement since 1985.

With the nationwide motorcycle demand expected to increase to 3 million units by the year 2000, the new company founded in August will bring new developmental and manufacturing capability for the supply of high-quality motorcycles that fit the needs of the rapidly growing Indian motorcycle market. Beginning in the second year, Escorts Yamaha will add new models to its line-up as it works toward a 5th-year production goal of 250,000 units.



The Escorts Limited production line

Zhuzhou Nanfang Yamaha Shock-Absorber Co., Ltd.

In July Yamaha Motor signed a contract for a three-way joint venture with the Chinese motorcycle manufacturer China National South Aeroengine Company and a manufacturer of motorcycle shock absorbers, Xiangling Machinery Factory of Aviation Industrial Incorporation of China, to found a new

company that will manufacture and sell motorcycle shock absorbers.

For Yamaha Motor this represents its eighth joint venture in China, and with domestic motorcycle production exceeding 5 million units in 1994 and demand growing steadily every year, the future looks bright for companies manufacturing quality motorcycles and motorcycle components, like the new Zhuzhou Nanfang Yamaha Shock-Absorber Company.



The official signing in Hunan, China with YMC President Hasegawa (2nd from left) present

ENVIRONMENT SERIAL 10

International Symposium in Colombia



In harmony with nature

The first International Symposium on Ecological Trade was held from June 1 to 3 at Eafit University, one of the most prestigious in Medellin. Speakers from Colombia, Canada, Mexico, United States and Japan joined the symposium and presented the experiences of their companies in environmental protection and development of products contributing to preservation of the environment.

Conferences were held on such subjects as "Responsibility of Enterprises in the Sustainable Development Model," "XXI Century Trade; New Models for Development," "Profile of Future Consumers," "Policy and Environmental Plan in Colombia," "Green Market Specific Strategies," "Ecoauditing: Enterprise's Tools for Competitiveness," "Multinational Case 3 M," "Ecover Co. Case: First Ecologic Plant in the World," "Forum: Colombian Experience."

The Ecologic Industrial Division of Incolmotos S.A. was invited to present the World Experience of Yamaha in development of ecological products. The presentation was made by the Division Manager Engineer Luis

Oliverio Cárdenas M., who made a summary of the enterprise's background and its measures for protection of the environment. Experiences in paper recycling, packing of products, ecological programs for employees, and management of industrial wastes were presented. The second stage of the presentation was on development of products such as: wind turbine generators, solar power boats, GHP air conditioners, JOG Aprio scooters, motorcycles with catalyzers, four-stroke outboard motors, and electric vehicles.

Special emphasis was made on PROMAR oil, Yamalube motorcycle oil, and the new biodegradable cleaner and degreaser Yamaha Simple Green, which Incolmotos introduced on the Colombian market at the end of 1994.

The Conference received a great response, which we hope to repeat with other Seminars and Symposiums in Colombia.

Luis Oliverio Cárdenas M.

Incolmotos S.A.

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VMAX LE CLUB

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78 27



Just behind the club president Alain, (front on the left) is the founder of the club, Marie-Claude Gaty

Vmaxists, a special breed

From Didier Bardot, Secretary

What could be more exciting than to gather among friends to share the pleasure of riding an extraordinary bike? For us, it all started in 1991, when after a great number of very successful group rides Marie-Claude Gaty decided to create the Club in November 1992. We called it "VMAX LE CLUB." One does not come to the Vmax by chance. All of our members have first had one or several other bikes before falling under the spell of the truculent look and the monstrous power of the Vmax. "Vmaxists" are of a passionate nature. The best proof of this is that they come from all walks of life, from students to doctors and lawyers, aging from 22 to over 50. Far from creating problems, these differences have strengthened the special and unique image of the club.

At present, there are 80 active members. But among these 80 Vmaxists, we can say that there are no two alike. It often happens that some of us customize our bikes, changing the paint, the headlights, the turn signals, or adding a thousand extra accessories to dress it up. This is what we call a Vmax; we buy it and we give it a personal artistic touch. For instance, one of our members designed and built a digital tachometer into his instrument panel himself. But the Vmax is also—first and foremost—a machine with an ultra powerful engine. Once you have tasted it, you can no longer do without it.

Twice a month, the club meets for everyone to share a meal or drinks. We sometimes take this opportunity to visit various other clubs, such as the Virago Club of Paris, or the Desperadoes



The president Alain Bour in action

(Harley club).

Besides the group rides, during which we tour the most beautiful sites in the Paris area, every year we take part in various humanitarian events organized all over France. There are for instance the "Téléthon" and the "Restaurants from the Heart." The first of these events aims at fighting cardiomyopathy, the second at providing food for the needy. Lastly, we are lucky enough every year to take part in a meeting, in Nancy, of all the Vmax clubs existing in Europe. This enables 200 to 300 Vmaxists from France, Ger-

many, England, Belgium, the Netherlands and Switzerland to meet for three days.

One of our members is very special indeed. I refer to our president Mr. Alain Bour, who is a professional stunt man. During major official events, whether a motorcycling event or others, he performs some spectacular feats, such as standing barefoot on the back of his bike doing a 45-degree wheelie or riding while crouched backwards, etc. His striking and magnetic personality is a great asset to the club, even though the shows and other stunts are understandably prohibited during group rides.

In order to manage the club to everyone's satisfaction, the members of the office are very close and make a productive team, and every year our membership increases and the club becomes more widely known. Besides Alain Bour, the office consists of Thierry Venière, Jean-Luc Chevreau, Pascal Marting and Didier Bardot. Five officers are a good number for being attentive to everything that can lead to the development and appreciation of the image of the Vmax and Vmaxists.

Electric power unit JW Series

As a way to contribute to our increasingly aging society and its welfare needs, Yamaha is expanding its corporate activities into the health-welfare equipment field with original technology.

The first product of this new diversification is a unique new electric power unit for wheelchairs called JW Series, which was developed based on the concept of Yamaha PAS, the world's first electro-hybrid bicycle realizing the integration of human power and mechanical power.

The JW Series comes in two models; one is the JW-I, a unit that can be fitted to a conventional manual wheelchair to turn it into an electric powered one, and the other is JW - II, a hybrid unit that adds an electric power assist when the wheels are turned manually.

According to 1994 statistics from the Japan Wheelchair Industrial Association, annual wheelchair demand in Japan is; 170,000 units for manual wheelchairs, 4,000 for electric wheelchairs and 16,000 for electric 3-wheelers. In short, about 90% of demand is for manual wheelchairs. Also, when private purchases are made with public financial aid, wheelchair types are classified by the national and municipal government agencies in accordance with the levels of patient disability or handicap.

The JW-II is developed mainly for users with a less serious disability or handicap level, while the JW-I is for more seriously handicapped users. Both of the units are attachable to existing manual wheelchairs and weigh only 15 kg (33.1 lb) including battery. Compared to the



JW-II

excessive weight of conventional electric powered wheelchairs and three-wheelers, which are about 80 kg (176.6 lb), the total weight of a wheelchair mounted with a JW unit is an extremely light 23 kg (50.8 lb). That makes it a lot easier for users to move around or fold up and load into a motor vehicle.

Easy operation is another feature of the series. The JW-I unit is operated by means of a joystick lever mounted on the armrest that controls forward and reverse motion, stopping and turning, all with a touch that feels very natural to human sensitivities.

The JW-II functions automatically with the normal arm motion of a manually-driven wheelchair to greatly reduce the amount of force the user must apply to the wheel rim. Changing from electric to manual operation is just a single-hand operation that makes shifting the power assist on or off depending on road

grade or surface conditions also very easy. With the JW Series, users can retain all the advantages of their manual wheelchairs, such as their light weight, maneuverability and adaptability to different degrees and types of handicaps, while adding the important merits of electric powered wheelchairs, thus freeing their users from excessive physical effort under such conditions as uphill, rough roads and the fatigue of wheeling over extended distances.

YMC is planning to unveil this unique product to the public this October when the Home Care & Rehabilitation Exhibition International '95 is held in Tokyo, and test marketing of the JW-I will begin in selected parts of Japan on November 1, 1995. Regarding product introduction and test marketing of the JW-II, plans have not been finalized at this point.



JW-I



JW-I unit parts

Scooter Majesty 250

"A prestige commuter combining sportiness and comfort" is how we define Yamaha's all new scooter, Majesty 250, just released on the Japanese market on August 20.

It features a newly developed 250 cc liquid-cooled engine for a smooth and powerful ride and an ergonomically designed seat and adjustable back rest that gives this scooter greater comfort for long-distance cruising. A newly designed fairing with outstanding wind protection provides excellent forward visibility and reduces annoying turbulence against the rider's back to an absolute minimum.

12-inch front and rear wheels have been adopted for the first time in this class, and the abundant storage space is enough for a full-face helmet or B4 attache case, plus spaces for rain suits and a cycle lock.

Here are some comments from the Japanese press after the test-ride event was held on August 4: "The backrest helps keep a correct and comfortable riding posture. Also, a riding condition similar to 'Kneegripping' on a motorcycle helps prevent too strong a force onto handlebars especially at the time of braking."



Length x width x height	2,110 x 765 x 1,330 mm
Dry weight	147 kg
Engine	4-stroke liquid-cooled SOHC 2 valve
Max. power output	21 ps / 6,500 rpm
Max. torque	2.4 kgf·m / 5,500 rpm
Suspension (front / rear)	Telescopic / Unit swing



Sports bike SZR660

From Belgarda S.p.A. comes an exciting new all around sports bike that truly deserves the name "supersingle."

The concept was unbeatable from the start; taking a spirited and simple 660 cc single cylinder engine that is an upgraded version of the proven Yamaha XTZ660 desert racer's power unit and mounting it on a lightweight, high-performance chassis with race-bred suspension and finishing it off with stylish Italian bodywork and an accent on rider comfort.

The end product is a sports bike of true personality and versatility with unstoppable low end torque and light footwork to get you easily through city traffic plus dynamic, sporty top end performance to make twisty country roads a joy to ride.

The SZR660 features a street-tuned version of the 660 cc liquid-cooled 4-stroke engine bred in the competitive world of desert racing. With new, high efficiency intake and exhaust systems it delivers strong, usable power over the entire rpm range and a max power output of 48 ps for exhilarating sports riding.

The chassis features quality components like a lightweight alloy Deltabox frame, a light and stiff swing arm right off the TZ125 road



racer and 41 mm upside-down front forks with adjustable damping. The 14 liter fuel tank gives extended cruising range, while the sculpted split-level seat assures rider comfort along with the wind-beating half cowl.

After the press testrides at the European release of the SZR660, here is what the Moto Revue journalist Mr. Emmanuel Cadiou said, "The sport single-cylinder offers a great spread of power when used on winding roads

Length x width x height	2,040 x 740 x 1,140 mm
Dry weight	159 kg
Engine	4-stroke liquid-cooled SOHC 5 valve
Max. power output	48 ps / 6,500 rpm
Max. torque	5.5 kgf·m / 5,000 rpm
Suspension (front / rear)	Upside-down front fork / Swinging arm

and the bike is really simple to handle, too. Welcome back to the single!"

Initially the SZR660 will be available only on the Italian market, with later expansion of sales to other European markets under consideration.

WORLD TOPICS

GENERAL

COTE D'IVOIRE

Building a strong market

In step with the recently booming economy in Cote d'Ivoire, the Yamaha distributor SARI opened a new showroom with a grand celebration inviting 200 guests on June 6. Since SARI became a Yamaha distributor at the beginning of 1994, total motorcycle sales in Cote d'Ivoire have jumped from 300 to 800 units.

SARI, which has won a successful market share with the Indian-made Yamaha RX100 motorcycle, as well as re-launching sales of Yamaha outboards and generators, is ready for further growth with this new facility.

From Jun Hirata of YMC's OMDO, Japan



Guests enjoy a variety of products on display in the new showroom

POLAND

New Yamaha center in Warsaw

On June 8, Mitsui Poland, which has been developing a sales and service network as an official Yamaha distributor in Poland, opened a brand new showroom and office in Warsaw.

This new Yamaha center will not only exhibit Yamaha products but also function as a distribution center for the dealer network all over Poland.

The grand opening counted approximately 40 guests, among them key journalists,

police authorities, dealers and customers who showed keen interest in the Yamaha products throughout the event.

Despite the very severe economic situation in Poland, it is a market with big potential and Yamaha Motor Europe is confident that this operation will be successful thanks to the professional sales and service network.

From Murielle Piron of YMENV, the Netherlands



Mr. Margasinski (far left) and Mr. Hashimoto from Mitsui Poland along with Mrs. Piron

JAPAN

Dunga fired up for Júbilo debut

The world-famous Brazilian midfielder "Dunga" who captained the victorious Brazilian team in the '94 World Cup, will be playing for Júbilo Iwata from August 12 when the second stage of the J-League starts. Carlos Caetano Bledorn Verri (31), well-known as Dunga, has impeccable credentials as one of the best players in the game today, having played brilliantly on some of the world's best teams, including the Corinthians of Brazil, Italian AS Fiorentina and Stuttgart in Germany.

His on-field judgment and powerful offensive play could be the key to Júbilo's first championship in J-League.

"I came to Júbilo to win. I want to work closely with Ooft, Toto, Gerald and other players to win. Because it's my first time in Japan, I'd like to learn a lot for myself through my experiences of Japanese culture and life."

From Yamaha Football Club Co., Ltd., Japan



Dunga shakes hands at the press interview

JAPAN

YMC wins Foreign Minister's Commendation

On July 12, YMC received the 1995 Foreign Minister's Commendation in recognition of the company's long years of service in the fields of international technical assistance and friendship and exchange activities. At the awards ceremony YMC's Director Matsuzaki was present to receive the award from Japan's Minister of Foreign Affairs, Mr. Kono.

This award recognizes Yamaha's role as a pioneer in the policy of preferential hiring of people who have served in the Japan Overseas Cooperation Volunteers (JOCV) as well as granting leave of absence to Yamaha employees to serve in the Volunteers.

Yamaha first began hiring of JOCV volunteers back in 1971, and as of 1995, some 50 JOCV people are working in the various departments. At first, the aim was to acquire personnel with the capability to work in overseas operations, but by 1983 the performance of former volunteers in the workplace was recognized and an official corporate policy made it possible for the first time for employees to take a leave of absence for JOCV service. Since then nine Yamaha employees have taken advantage of this policy to do volunteer work overseas.

In the future YMC expects to see an increased interest in overseas service, and will make every effort to create an environment that encourages participation in this program.

From Atsuhiko Okano of YMC, Japan



Director Matsuzaki (left) receives the certificate from Minister Kono

MOTORCYCLES

MEXICO

Motocross champ's new track

On Sunday, May 21, the new motocross track named "Escuela de Motocross Lalo López" opened on the outskirts of Mexico City with a grand opening ceremony. The 5,000 people who gathered for the day



Lalo López on No. 114 (left) next to his brother

enjoyed racing classes at several levels from expert class to beginners class and a PWs class.

The track was founded by Lalo López the famous local motocross and supercross champion. He is going to start a riding school soon here with the support of Yamaha, that is offering him two YZs. Lalo who has organized riding schools before at other tracks finally has his own track to instruct young riders.

This 1.1 km (1,200 yd.) long track which is located in Ixtapaluca, about 38 km (23.5 mi.) from Mexico City, ranks as one of the five best tracks in the country and will be used by many motocross riding fans who need a place to practice. Further, the track will have accommodations and camping facilities for use in future events.

From Denise Escobedo P. of YMMEX, Mexico

FRANCE

Booster Next Generation arrives

Booster Next Generation, the second generation version of the Booster (BW's) which has won a popular following in Europe, went on sale in France and Italy in April.

To improve recognition and demand for this bike, MBK France recently held a "Booster Circus" at the five major cities, Orleans, Marseille, Nice, Lille and Caen, with over 2,000 people gathering at each site.



Hot competition on Boosters

In addition to the main events of scooter racing and riding schools, the visitors, including many families and young people, enjoyed a concert and various games. The pleasant event truly lived up to the "Circus" atmosphere it's name intended.

As the result, the new Booster is fast winning a great reputation among the young. MBK were very satisfied with this fruitful event and anticipate the success to be reflected in positive sales. Plans call for this event to be held in Paris as well on October 14 and 15.

From H. Murata of MBK, France

NEW ZEALAND

Yamaha supports place to race



W. Dumper (left) inspects the new Yamtrack facility with J. Cobb

Yamaha's New Zealand distributor Moller Yamaha has lent its support to Auckland's first dedicated Motocross Park. The new park, called Yamtrack, situated half way between Papakura and Clevedon in South East Auckland, is owned and operated by the Auckland Motocross Association, AMA. The Association, which is affiliated with the New Zealand Dirt Bike Federation, is one of the largest motorcycle clubs in the country. The concept of the Motocross parks, owned and operated by club members is popular in the home of off-road motorcycle racing, the United States. But Yamtrack is the first such operation in New Zealand.

Yamtrack is not just for the serious Motocross rider, and AMA spokesman John Cobb says the over 400 club members come from all walks of life, with ages ranging from under 10 to over 50. The association encourages members to join in the various race meetings it organizes, but many simply belong so they can have a place to ride. Up until now, they have had to load up their bikes and drive almost an hour away,

but now they can spend less time traveling and more time riding.

Use of Yamtrack is open to all members of the AMA. The Association has its own club house on the property and members are currently working on a new starting gate and a track watering system. The track area is harrowed on a regular basis, and the layout is changed every few meetings to give racing members some variety.

From Wallis Dumper of Moller Yamaha, New Zealand

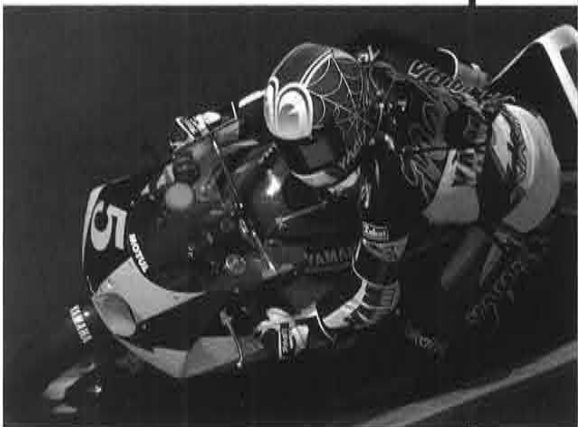
JAPAN

Running strong through 8 hours

On July 30, the Suzuka 8-hour Endurance Race, fourth round of the FIM World Endurance Championship Series, was held in Japan before 103,000 fans. In this year's race, a total of 64 bikes including from many private teams took part in the final after passing the two-day preliminary rounds.

In this 11th challenge, Yamaha was aiming for a 4th victory with two factory teams on their powerful YZF750SPs. In the extremely hot weather with temperatures reaching over 35°C (95 F), the long and high-speed competition continued right to the end with fantastic fireworks shooting into the summer sky. The winner of the 8-hour super battle was Honda's Team HRC pair Aaron Slight and Tadayuki Okada. Yamaha's Norihiko Fujiwara and Wataru Yoshikawa team finished 4th place while Yamaha's World Superbike teammates Yasutomo Nagai and Colin Edwards II finished 5th.

Another highlight of the race was the "come back" of the former Yamaha GP rider Tadahiko Taira who once won the 8-hour race back in 1990 when he teamed with Eddie Lawson. Taira and another former GP rider Ken Nemoto raced on the new Yamaha TRX850, finishing 32nd and receiving huge support from the big crowd.



Y. Nagai, who is racing in the World Superbike series this year, set the fastest race lap time at 2'12.225

WORLD TOPICS

HUNGARY

Yamaha fan rally

On a warm and sunny early summer weekend, Yamaha Motor Hungaria organized a special 3-day event called Yamaha Weekend for Yamaha marine and motorcycle fans.

After the official opening ceremony at 4 pm on Friday, an adult competition using ZODIAC inflatable boats was held on Lake Balaton, where the same competition was held for children the next day.

In addition to marine events, motorcycle fans could enjoy a PW's minimotors show, where famous Hungarian sportsmen and singers raced an exciting heat on PWs that ended with three men sharing first place.

Other main events included the Yamaha Cup IV run, touring to Nagyvázsony, a motor parade in Balatonfüred and a competition rally.

More than a thousand people enjoyed the eventful Yamaha Weekend in an atmosphere of friendship and camaraderie in sport.

From Klara Gyúró of Yamaha Motor Hungaria, Hungary



Hundreds of Yamaha fans turned out on their bikes

FRANCE

MBK joins F1 scene

MBK scooters and ATBs (All Terrain Bikes) will be seen by racing fans on the Formula One paddock this season. For the

1995 season, MBK has been offering their scooters and ATBs to seven Formula One teams for transportation around the paddock. The teams that have been supplied with Yamaha Fizz, Evolis 50 and 80 and Boosters are Nokia Tyrrell Yamaha, Williams, McLaren, Arrows, Sauber, Ligier and Pacific Grand Prix.

From Claude Alombert of MBK, France



Mika Salo on his team-color MBK scooter

THAILAND

Assistance for Helmet Campaign

Siam Yamaha Co., Ltd. has joined the Ministry of Interior in a campaign to require all riders of two-wheelers to wear helmets, and their contribution will be used for various advertising efforts such as radio and TV commercials and posters from 1995 until early 1996.

Since April 1, the campaign has been in effect on the 220 main roads in Bangkok and it will be expanded to the 17 major provinces around Thailand by January 1, 1996. At this point, the campaign has pro-



Mr. S. Poovarodom (right) and the Minister Maj. General Sanan Kajonprasart

duced excellent results in the Bangkok Metropolitan area. The next step is to make the continuous campaign to educate motorcyclists about the benefits of wearing a helmet, especially in the provinces where little public attention has been given to the subject.

Siam Yamaha's Vice President, Marketing, Mr. Singchai Poovarodom, recently presented the company's 800,000 baht (US\$33,200) donation to the Minister of Interior, Maj. General Sanan Kajonprasart.

From Pranee Silsorn of Siam Yamaha Co., Ltd., Thailand

GERMANY

Showcase dealership opens in Berlin



A ceremonial shot in front of the new showroom

One of Germany's biggest Yamaha dealers, Fuhrmann, recently established an all new showroom, office building and workshop facility in Berlin, where approximately 5,700 units of motorcycles over 80 cc were sold in 1994. A highly successful inauguration party for the facility was held on May 27, with some 200 official guests and around 3,000 customers. Everyone enjoyed touring the showroom and chatting over food and beer in the garden. Among the participants were (from left) Mr. Hirama (YMENV), Mr. Kimura, Mr. Kuroi, Mrs. Wolter, Mr. Yamaji, Mr. Mai (lord major of Berlin-Neukölln), Mr. Iwahara, Mr. Lummer (member of the parliament), Mr. Hillemann (MMG-Sales Dept.), Mrs. Wolter Jr., Mr. Wolter (son of the owner), Mr. Weihe, Mr. Wolter, Mr. Schauerte.

The total area of the new facility is 4,000 m² (12,700 sq.ft.) with a spectacular 1,000 m² (3,300 sq.ft.) showroom, now one of the "state of the art" facilities in the German dealer network.

From Karlheinz Vetter of MMG, Germany

DUBAI

Factory tour is outdoor classroom



Children show keen interest in the staff's explanation

Students from the Japanese School in Dubai were invited to Al Yousuf Industrial Establishment, a boat factory which has a technical assistance agreement with Yamaha. More than 100 students and their parents enjoyed this rare and valuable opportunity.

Mr. Kimura, Chairman of the Dubai Japanese School PTA said "our students deepened their understanding of how Yamaha boats are manufactured through the well-organized tour, miniature sets showing the production process and a video. I want to thank Al Yousuf for the warm hospitality from all the staff who work in the factory."

From T. Kato of YMC Dubai, Dubai

MOROCCO

3rd International Fair of the Sea

In early summer the long awaited 3rd International Fair of the Sea was held in Casablanca, Morocco.

Inaugurated by the Secretary of State for Trade and Industry and the Secretary of Maritime Fishing, the show included booths from over 100 domestic and international companies in the boat building, transport,



The Yamaha booth was visited by more than 150 people a day

fishing and marine leisure industries.

The booth prepared by Morocco's Yamaha distributor MIFA was the second largest in the entire fair, confirming Yamaha's big presence in Morocco. In fact it was MIFA that first began promoting local fishing boat motorization back in 1971, and today Yamaha outboards enjoy an 80% market share.

Besides outboards, the MIFA booth on the fair's main concourse treated visitors to a look at a full range of Yamaha products from Water Vehicles and boats to ATVs, generators and water pumps. Visitor response was excellent, with many sales being concluded on the spot.

From Adriana Bobos of MIFA, Morocco

U.S.A.

Encouraging future anglers



Yamaha Elite Team's Johnnie Borden gives a novice helpful tips

CASTMASTERS casting competitions have become known for their ability to generate exposure for Yamaha and help turn ordinary fishing tournaments into major events. Nowhere was that more true than at the Birch Grove Youth Fishing Tournament in Northfield, NJ, in April.

Some 351 children, ages 5 to 13 turned out for this annual tournament, sponsored by a local Yamaha Marine dealer, Campbell's Marine and other local businesses and promoted by D.A.R.E. (Drug Abuse Resistance Education) and the Municipal Alliance Against Drug and Alcohol Abuse.

In addition to catching bass, carp and catfish in Birch Grove Park's 21 ponds, all the children tried their casting skills in a CASTMASTERS competition presented by Yamaha and Toyota Trucks. The children received some pogs, a Yamaha painters cap and "baseball cards" featuring members of the Yamaha Elite Team. The winners received rods and reels donated by a fishing tackle manufacturer.

Yamaha Marketing Rep Kevin Doyle said, "CASTMASTERS is creating more than just brand awareness, it's developing a base of future anglers who are familiar with Yamaha and loyal to its products."

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

INDONESIA

First Water Vehicle race launched

Recently, Indonesian Yamaha Water Vehicle distributor KG Marine organized the country's first Water Vehicle race in tropical Bandulu Beach Resort, West Java. Named the Krakatau Grand Prix after the famous Krakatau volcano island, the competition takes place in three categories, the "jet ski," "sport" and "runabout," with participants going all-out to win a Yamaha Super Jet 650 cc presented by KG Marine. In the runabout race, Yamaha Water Vehicles almost swept the top places while in the sport race, it happened, every one of the participants rode a Yamaha Wave Blaster!

The memorable first event gathered many Indonesian water sports fans and offered a great opportunity to show off the powerful, high-performance Yamaha Water Vehicle range.

From Makroef Mukmin of KG Marine, Indonesia



The beach was full of colorful Water Vehicles

FROM THE PUBLISHER

The end of July marks the time for the running of the Suzuka 8-hour Endurance Race. This year's race featured a special entry in the pairing of Tadahiko Taira and Ken Nemoto on the TRX850. Such a unique combination of rider and bike drew huge interest and much support from both the Japanese crowd and foreign press. When Taira crossed the finish to take a valiant 32nd place he received an ovation from the crowd as large as the race winners. It was great to see such wonderful personalities as Taira and Nemoto honored in such a way.

In this issue we have featured 3 new Yamaha products. If you have any comments, please feel free to write to Yamaha News Chief Editor, K. Shimizu.

Stars night thrills fans



The twelve former GP stars ready to take to the circuit again with their specially colored bikini-cowl XJR1200s



Three-time 500 cc class World champion well known as 'King' Kenny Roberts

As each of the riders being introduced revved up his bike and wheeled out onto the Bugatti circuit track, the roar from the 30,000 fans reached a new crescendo. These fans who had gathered down by the paddock after the preliminaries of the Le Mans round of the GP World Championship series on Saturday evening, July 8, were being treated to a motorcycle race fan's dream come true.

Indeed, the riders lined up on the track waiting for honorary starter Mick Doohan to send them off on a 4-lap exhibition race represented nothing less than the "dream team" of motorcycle racing, the living legends of the sport. No less than eight were former world champions with a total of 50 world titles among them over the past 20 years.

Even the younger fans who had never actually seen them race still knew the names of this hall-of-fame line up as they were introduced one by one: Randy Mamola, Phil Read, Eddie Lawson, Jean-François Baldé, Carlos Lavado, Franco Uncini, Kenny Roberts, Giacomo Agostini, Angel Nieto, Philippe Coulon, and France's own Dominique and Christian Sarron.

This "Stars Night" event was the brain-child of 1984 250cc world champ and present Yamaha World Superbike Team Sporting Director, Christian Sarron, and Claude Michy, the French Grand Prix organizer. As a special service for the Le Mans fans and press, they had come up with the idea of



The 'living legends' brought their championship magic to Le Mans once again

bringing back the world champions of the sport from the past 20 years. When Yamaha Motor France's President Jean-Claude Olivier heard of the plan he liked it so much that he promised to prepare 12 Yamaha XJR1200 machines in the old racing colors of each of the champions.

The former champs liked the idea too, and their enthusiasm got through to the excited crowd. Randy Mamola, always the crowd-pleaser, thrilled the fans with his patent wheelie runs down the straight, while Roberts and Lavado stirred up their share of excitement with some screeching wheel spins. As it turned out the finish was such a

free-for-all that no winner was decided, but when it was over the fans flooded out of the stands to surround their heroes down on the tarmac and to get some treasured autographs. The press had a field day too, photographing the champs and their beautiful Yamaha XJR1200s, one of which was later auctioned off with proceeds donated to Dr. Costa's Mobile Clinic. At the closing ceremony special awards of recognition were given to two more recent stars, Yamaha's 3-time world champ Wayne Rainey and Kevin Schwantz, who recently announced his retirement at this year's Italian GP.

From PR Department of YMF, France