

Yamaha News

BIMONTHLY
No.2

YAMAHA MOTOR CO.,LTD.

MARCH 1996 ENGLISH

Fresh fields for the power sleds

Yamaha rolls out the '97 VX series that takes a whole new approach to the needs of the times and is already cutting some impressive tracks.



Riding a real "power surge"



The spacious tandem model VT600 features an electric starter and reverse gear

On February 20, 1996 the all new '97 Yamaha VX Series snowmobiles were introduced across the world's snow belt. With all basic parts in the engines, frames and suspensions completely redesigned, this series represents a full model change. Ranging from the sports type SX models, the trail models XT/XTC and the mountain-attacking ST (Mountain Max) to the deluxe tandem model VT (Venture), these new sleds come in 14 variations that are sure to offer the right combination to fit the needs of all types and ages of users in today's increasingly specialized and diversified snowmobile market.

Introduced on the market in 1992 as the pinnacle of the Yamaha snowmobile line, the models of the VX Series immediately won high acclaim for their powerful ride and well balanced body design. Now the seven 600 cc models, five 500 cc and two 700 cc models of Yamaha's reborn VX Series that hit the market this season with even higher performance and refinement are destined to open up whole new

worlds of snowmobiling enjoyment.

"In recent years the sports oriented 600 cc liquid-cooled sleds have been especially popular, with more and more people moving up to this class every year. In developing the new VX Series we wanted to create machines that communicated the "joy of being in command" and so, taking the 600 cc engine as a base, we devoted ourselves to achieving best-in-class performance in acceleration and top speed as well as handling," says engineer Mr. Toshihiro Yasui of the 5th ATV and Snowmobile



The VX600XTC with high-performance shocks

Engineering Division.

The new, lightweight design engine delivers power output that is a full rank above its predecessor and is characterized by outstanding top speed and acceleration. With the 700 cc models Yamaha introduces its first liquid-cooled 2-stroke engine with a 3-cylinder format. Exhaustive wind tunnel testing has also led to a body design with significant reduction in

On the cover
The VX600SX powered by a 600 cc 2-cylinder, liquid-cooled 2-stroke engine

power loss resulting from wind drag. Aiming for a 15% weight reduction over the previous models, the new VX chassis adopts an all-aluminum monocoque construction and maximum use of plastic in the bumpers and other cover parts. Furthermore, concentration of structural parts has improved torsional rigidity in the chassis and led to a dramatic improvement in handling characteristics. The '97 models also feature an all new leading-arm type front suspension called the PROACTION SYSTEM in which the leading arm is supported by rods and the shock absorber. As for the rear suspension, improvements have been made to the PROACTION PLUS suspension, extending the travel stroke for an even more comfortable ride.

Looking back at the early stages of the development process, Mr. Yasui recalls: "The toughest problem for us in the development of the '97 VX models was achieving an optimum balance between weight reduction and increased performance. What would be the best way to boost engine performance while reducing weight at the same time; how to go about lightening the frame without sacrificing any of its strength?"

The model that can be called the flagship of the VX Series, the VX600SX, is a thoroughbred sports sled designed not only to provide outstanding performance as a tourer but also hold its own in competition against the top racers. The race-bred Öhlins shock absorbers and plastic "ski skin" on the skis give this model an exceptionally smooth ride. The lower engine position also contributes to the



The VX700ST with its extra long track offers sure-footed power on fresh snow and uphill

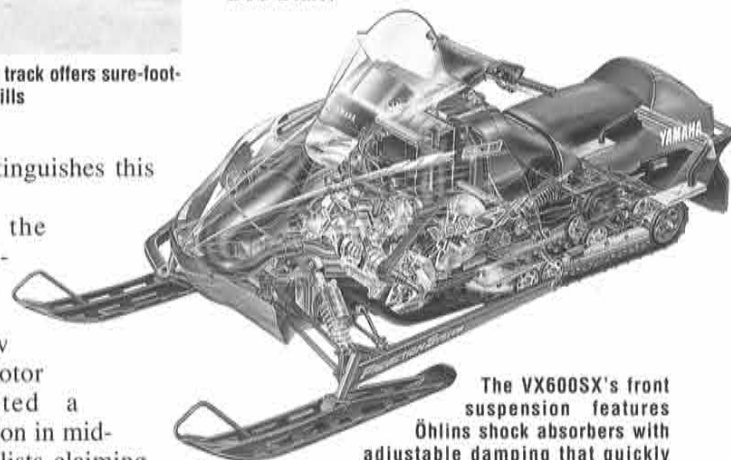
sharp handling that distinguishes this as a true sports model.

In North America, the world's largest snowmobile market, full-scale promotions are already underway for the new VX Series. Yamaha Motor U.S. Corp. conducted a "sneak," early introduction in mid-January that had journalists claiming that the new VXs were, among other

things "exceptional, incredible, and totally unbelievable." Amid the positive applause from the media, national dealer meetings kicked off from February 20 to 28 in four different locations from Yellowstone, Montana in the West to Lake George, New York in the East.

The introduction of the new series lit up YMUS' annual retail promotion "Spring Power Surge" by offering dealers special opportunities like discounts on early orders of factory-installed items for the XTC, financing incentives and a clothing offer for early-season buyers.

"With outstanding early editorial coverage, a dramatic new line of VX models designed to appeal to each new segment of the market, and creative early-season retail programs, Yamaha snowmobile dealers will have a better opportunity than ever for success this season!" says YMUS Communications Manager Mr. Bob Starr.



The VX600SX's front suspension features Öhlins shock absorbers with adjustable damping that quickly absorb shocks from the ground

Back to the origins

Yamaha's first production snowmobile was introduced back in 1968. Powered by a 20 hp 2 cylinder air-cooled 2-stroke engine, the machine was named the Yamaha SL350.

Starting virtually from scratch, the development proceeded with intensive test after test and the first prototype was rolled out after only half a year. The project team did not waste much time in finding out that snowmobiles have to have an automatic clutch without gears and not the kind of 5-speed transmission that was adopted from Yamaha's YD3 motorcycle. Determining proper rigidity for the V-belt and materials and pat-

terns for the tread were two more big subjects of research and development.

The SL350 was a fruit of the passion and challenging spirit of all who devoted themselves to this completely new product determined to see the birth of new Yamaha technology.

After test sales of 300 units of the SL350, mass production was begun that same year with a further modified model, the SD350, and in less than 3 years, Yamaha snowmobiles proved their remarkable performance by winning America's Eagle River Championship.



Production begins on the SL350 assembly line

Correction : We apologize for a mistake with a Water Vehicle product name introduced in UP FRONT (page 2) in our English-version January 1 issue. The correct name is MJ1100VN/Wave Venture and not MJ1100Wave/VN Venture.

TPM, new products boost competitiveness

■ **MBK Industrie S.A.** ■ **Location: St. Quentin, France**
 ■ **Founded: 1986 (Motobecane: 1923)** ■ **Employees: 1,423**

Located in the city of St. Quentin, about 150 km (93 mi.) north of Paris, MBK Industrie is a diversified corporation engaged in the development, manufacture and sales of a variety of transport-related products. MBK was founded in 1986 when Yamaha Motor Company became involved in rebuilding its forerunner Motobecane. Now, as one of Yamaha's largest overseas production bases, MBK's 130,000 sq. m (1,222,000 sq. ft.) factory turns out quality products from its eight assembly lines; three for scooters, one each for mopeds, engines and outboard motors and two for bicycles.



The MBK building

Renewed corporate vitality and exciting new products

To rebuild Motobecane as MBK, a first class factory for the manufacture high quality products, a comprehensive TPM program was adopted in the manufacturing division shortly after the change in management. This program succeeded in restoring responsive, flexible management and a sense of corporate unity and trust among employees at all levels. These efforts were rewarded with the TPM Excellence Prize in 1994. MBK also expanded its product line from the existing mopeds and bicycles to include outboard motors, in 1988, and scooters, in 1990. Steady growth in sales for the scooter line, in particular, brought it to the point where in 1995 it accounted for 64% of the company's total sales. Production plans for scooters and mopeds in 1996 are set at 193,000 units, making it the largest Yamaha scooter manufacturer in Europe and consolidating its position throughout that market as 'MBK, the scooter manufacturer.'

The company's scooters are manufactured under both the Yamaha (40%) and MBK (60%) brand names with separate coloring and model names, and they are now exported to nearby markets in Italy, Germany, Spain, Portugal and Switzerland, as well as such distant countries as

International sales of MBK-manufactured 6 and 8 hp Yamaha outboard motors are also scheduled to begin in June of this year.

Another new development for the company is the European version of the electro-hybrid PAS bicycle AX-ION that is presently being test-marketed in Switzerland, Belgium and France, with full-scale production scheduled to begin this September. Combining the Yamaha P.A.S. technology with MBK's long years of engineering and design expertise as France's 2nd largest bicycle maker, this business is expected to offer a new type of cycling life to people in Europe. At the AX-ION's debut at last October's Electric Vehicles Show in Monaco, Prince Rainier, who visited the show, was among the many taken with the design and the uniqueness of the P.A.S. concept.



Prince Rainier at the Electric Vehicles Show in Monaco praised the AX-ION as a bicycle "perfectly matched to the beauty and hilly topography of Monaco and certain to be a success"

Brazil, Canada, and Australia, with future prospects also in the offing. And while moped and bicycle sales are confined mainly to the domestic French market, there is also a budding business in CKD exports of MBK mopeds to Africa.

The French 50 cc bike market is divided between mopeds and scooters, both of which can be ridden without a license from the age of 14. Demand in 1995 was 130,000 units for scooters and 90,000 for mopeds, representing 33% and 10% increases respectively over the previous year.

Promoting MBK Fun



The "Booster Circus" event held at six locations around the country last year attracted the young generation and created new Booster fans

In answer to this strong demand, Yamaha brand scooters are being promoted at the 250 nationwide dealerships of Yamaha Motor France, while MBK brand scooters, mopeds and bicycles are sold through the nation's 630 MBK dealerships. Combined sales of these Yamaha group products gives it a market-leading 33% share for scooters, ahead of second-place Peugeot, and a steady 40% share in the moped market.

With almost 80% of first-time customers in the scooter market being young people between 14 and 17, the turnover in popularity trends is fast. To keep in step, the popular Booster introduced in 1990 was updated with the Booster Next Generation and the sports model Booster Rocket in 1995. Coinciding with the release of the Next Generation model and aimed at helping cultivate demand and building awareness of the brand, a highly successful "Booster Circus" was held at six locations around the country, featuring scooter racing, gymkhana and riding schools as its main events.

Critical acclaim for the new models also

came when the Booster Rocket was chosen 1995 Scooter of the Year by France's scooter magazine "Scoot'n scoot," which praised features like its sporty looks, engine performance and riding position. 1996 will see the release of the priced-down Booster Spirit model and promotional efforts to appeal to women riders, who still constitute only 20% of the market.

To help spread the "Fun Image" that MBK builds its corporate image around, Booster Circuses will be held at 23 locations this year and accompanied by marketing promotions stressing the company's sporty image as well, all with the aim of getting more people to experience 'MBK Fun.' Meanwhile, the manufacturing division continues its efforts focused on further



The main attraction the last year's Paris Show was the Booster Rocket recently named the '95 scooter of the year by Scoot'n scoot magazine

increasing product quality and streamlining production. 1996 is the year the factory seeks recognition by the ISO 9001 standard and lays the groundwork for an attempt at the TPM continuation award set for 1998.

In these ways the whole company is working together to provide the kinds of competitive products and service that will boost MBK upward and outward, from a French brand to a true world brand.

From Hiromu Murata of MBK, France

WORLD TOPICS

GENERAL

INDONESIA

Award for contribution

P.T. Yamaha Indonesia Motor Manufacturing (YIMM) has recently been recognized by Indonesia's Ministry of Industry and Trade for its outstanding contribution toward the growth of industry in the nation.

As in other ASEAN countries, the Indonesian economy is growing rapidly in recent years. Motorcycles also enjoy a brisk market for which one million units were produced last year.

Yamaha achieved a total production of 275,000 units, 30% more than the previous year, and is aiming to increase another 30% to 360,000 units this year.

YIMM was chosen for recognition by the Ministry's award committee not only for its overall volume of production but also in recognition of the company's contributions in the areas of export, employment and management. At a recent ceremony, YIMM was presented this award by Minister of Industry and Trade, Tunky Ariwibowo.

From Y. Wakuta of YIMM, Indonesia



MOTORCYCLES

GERMANY

Fruitful training program

Over 9 days from November 14 to 22, a training seminar took place for the staff

of ADAC, Germany's national mobilization assist system, the country's emergency breakdown service. This seminar was for 30 chosen instructors in the ADAC to learn about motorcycles and a nationwide seminar for approx. 1,500 staff will follow soon. Mitsui Maschinen GmbH (MMG) organized the seminar for improving satisfaction of all motorcycle users irrespective of make. The plan calls for various kinds of training courses such as technical training for '96 models, special seminars for carburetors and electronics in the early part of this year.

From T. Hoffmann of MMG Lohne, Germany



ADAC staff are called the Yellow Angels for their yellow uniforms

GREECE

Dealers Incentive Trip to Indonesia

Yamaha Motor Hellas of Greece organized a Dealers Incentive Trip to Indonesia from November 6 to 14, 1995. Indonesia was chosen because the company has been importing the popular motorcycle ALFA100 from Yamaha Motor Kencana Indonesia (YMKI) in Jakarta for the last 3 years and future prospects continue to be very promising. Greek dealers who made exceptional efforts in expanding Yamaha Motor Hellas sales in 1995, received an opportunity to visit Yamaha Indonesia Motor Manufacturing (YIMM) where the ALFA100 is made. YIMM President Toshinori Suzuki presented all the Greek dealers with awards for their contribution to the expansion of ALFA100 sales. YMKI also spoke to the visitors about the company's past performance and future sales plans. Yamaha Motor Hellas staff and dealers also had a chance to visit one of the exemplary local retail shops with well organized sales, spare parts and service sections.



The dealers had a valuable experience and great memories

This trip was successfully completed thanks to the warm hospitality of Yamaha Indonesia executives. After spending 2 days in Jakarta the dealers moved to tropical Bali. All the dealers returned to Greece with lots of pleasant memories from this beautiful country.

From Ioanna Vassiliadou of Yamaha Motor Hellas, Greece

U.K.

5 Pilot Shops for monitoring quality

As part of a planned quality monitoring scheme, Yamaha Motor (U.K.) Limited (formerly Mitsui Machinery Sales U.K. Ltd.) set up five Pilot Shops last year, the role of which is to collect and supply Yamaha with useful market information. This information includes quality and service matters that will assist Yamaha in continually improving and developing high quality motorcycles.

On November 29 and 30 a meeting was held at Yamaha Motor U.K.'s Brooklands premises with five service managers from the Pilot Shops. All information sent in by the dealers during 1995 was discussed together with improvements on the products and service activi-



Each dealer was presented with an award at a dinner held by Yamaha U.K.

ties for 1996. Mr. Nagashima of YMENV was in attendance and he gave the dealers an overview of the Pilot Shop scheme, explaining about the development of the scheme throughout Europe. The meeting was deemed very successful with a fruitful exchange of ideas and opinions. Five more quality-monitoring Pilot Shop dealers are to be set up this year.

From Peter O'Connor of Yamaha U.K.

THE NETHERLANDS

Prize money for UNICEF



Team Rinaldi brings high expectations this season

Mr. Michele Rinaldi, Italian motocross team manager of Chesterfield-Yamaha Team Rinaldi announced that the team has decided to donate a part of their prize money to UNICEF this year.

The contribution will be 8% of the prize money remaining at the end of the season. Although winning prize money is always hard, Rinaldi believes it can be shared with children who are leading an even harder life.

From Mirjam de Bruin of YMENV, The Netherlands

GERMANY

Promoting race activities

Hester, a Yamaha dealer in Heidelberg, has been participating in scooter racing for three years.

Although Mitsui Maschinen GmbH (MMG) took notice of increasing demand for scooters at an early stage, Yamaha scooters were not well-known



Aiming for their third straight win on the BW's

at that time. Since then, MMG has been trying to translate this demand into sales through a variety of promotions.

By offering two BW's and two sets of tuning kits to Team Hester to help them win the 50cc Moto-Active-Trophy in '94 and '95 they created high-visibility publicity for Yamaha scooters. With the dramatic increase in participants and popularity, "Moto-Active," the unofficial organizer for all scooter races will come under the influence of the OMK, Germany's Highest Motorsports Commission, from 1996. And again this year Hester's two BW's SPYs will be seen at the track.

Along with scooter racing, drag racing is now popular in Europe and MMG also supports this sport by supplying engine parts, helmets and work suits for mechanics. The MAF Drag-Racing team competes with a modified FZR1000 (250-300ps) and won the newcomer '94 of the FIM Competition-Bike class.

From H. Kuroi of MMG, Germany

AUSTRIA

Third prize for the Royal Star

From November 17 to 19, 1995, the 2nd Austrian Motorcycle Show "BIKE '96" offered the customers a chance to see the latest motorcycle developments for '96. Yamaha Austria presented the whole range of Yamaha bikes and accessories on a 372 square meter (approx. 3,500 sq. ft.) stand. Over 41,000 visitors came and showed great interest in the new motorcycles, especially in the new Royal Star and the handsomely styled TDM850.

During this show visitors were asked to vote for the "Bike of the Year 1996" Award. The newly introduced Yamaha Royal Star surprised many with its

strong third place finish after a super sport and a touring bike.

From Claudia Vejnosa of Yamaha Motor Austria GmbH



The range of new models received extremely positive visitor response

FRANCE

Best motorcycle mechanics contest

As a part of its customer satisfaction activities, Yamaha Motor France (YMF) organized the second edition of the best motorcycle mechanics contest called "Le Grand Tournoi 1995".

In the initial stage, 3 series of technical questionnaires were sent out by mail in order to narrow the field down to a group of 20 finalists from the 250 participating workshop managers. The selected finalists were then awarded a 4-day sports tour in beautiful Aveyron in South France, including canoeing, rafting and ATV riding.

The final round of the contest was held in St. Ouen l'Aumône, head office of YMF on Sept. 18 and 19, for a practical evaluation of the mechanics using actual motorcycles.

The grand prize winner of the tournament was Mr. Rigaudeau Pascal from la Roche sur Yon and the award ceremony was joined by representatives from YMC and Yamaha Europe.

From Technical Dept. of YMF, France



The winner awarded by YMF's Mr. DJ Bauche (center) and YMC's Mr. T. Atsumi

WORLD TOPICS

CHINA

Exciting Beijing

Over 6 days from December 5 to 10, the '95 Beijing International Motorcycle Show was held in the Chinese capital with manufacturers from Japan, Taiwan and European countries displaying side by side with Chinese companies.

This event takes place alternately in Beijing and Gonzhau every two years. The progressively open policies in the Chinese market in recent years have set the stage for concerted sales promotion and publicity efforts by all the major manufacturers. As a result, the venue was teeming with vitality every day and the event was a great success.

YMC and four of its joint ventures, Chongqing Jianshe-Yamaha Motor Co., Ltd., Zhuzhou Nanfang Yamaha Motor Co., Ltd., Jiangsu Linhai Yamaha Motor Co., Ltd., and Yamaha Motor Taiwan Co., Ltd. exhibited jointly on the theme The Prestigious Yamaha Family. As well as the Yamaha motorcycles produced in China, karts, Water Vehicles and ATVs were also displayed, giving the booth the added appeal of a diverse product line. The Majesty 250 in particular attracted visitor attention with its progressive styling that points the way to a new type of scooter.

From Honmaru of YMC, Japan



The Yamaha booth was full of visitors all the time

THE NETHERLANDS

Service Managers firm on policy

On December 5 and 6, 1995, 22 Service managers from distributors in 19 European countries gathered at YMENV for the 4th European Service Managers Meeting.

The meeting agenda included reports from each country on their '95 activities as well as their service program plans for 1996. From the reports it was clear that each distributor achieved their program goal in 1995 by expanding the number of Pilot Shops, which now total 55 in Europe.

This year, it is hoped that the customers and Yamaha can exchange information smoothly through these shops. In fact, one of the participants reported the initiation of a quick countermeasure for a marketing problem based on information gained from one of their Pilot Shops.

All the participants confirmed their mutual commitment to continue the program in 1996. This meeting clearly showed what European distributors can do when they work together to build an even stronger Yamaha brand image.



22 Service Managers expressed their views

ITALY

4th victory for Orioli at Dakar

Italian Edi Orioli won the 1996 Granada-Dakar on his Yamaha XTZ850R, giving him his fourth victory. The 32 year old Orioli won with an advantage of more than an hour over his nearest rival, Spaniard Jordi Arcarons.

This year's Granada-Dakar rally started from Granada, Spain, on December 29 and covered approx. 7,600 km (4,750 mi.) in 17 days across some of the world's roughest terrain through the Western Sahara to Dakar, the capital of



Orioli hung tough across the Sahara on his XTZ850R

Senegal.

After another four-time Yamaha winner Stéphane Peterhansel was forced to retire in the 6th stage, Orioli headed the field from then on, maintaining the lead for the next nine days. His victory represents Yamaha's seventh win in the competition's 17-year history.

GERMANY

Free spare parts help children

Quite a few spare parts for Yamaha models from the seventies were left in the former central spares department of the Mitsui Maschinen base in Löhne. Instead of scrapping this stock, MMG decided that it would make more sense to give it away for free to those who keep the Yamaha heritage alive in their free time. It was arranged so Yamaha motorcycle enthusiasts from the seventies could order the parts through any authorized Yamaha dealer.

Since the parts in question were lying in an outside spares department in Löhne, the processing took about one year from November 1994 to November 1995.



On December 11, Manfred Weihe, head of MMG, presented a cheque to Mrs. Wiemann of the Children's Cancer Hospital

Rather than asking for payment for the parts, MMG asked the bike owners to donate some money to the Children's Cancer Hospital in Bad Oexen. The response was tremendous. Apart from the customers who were glad to receive the parts, the dealers also made donations. A total of DM44,000 was collected, a sum which MMG decided to round up to DM50,000 with a donation of its own.

From Nicole Papay of MMG, Germany

MOROCCO

The Mediterranean Motocross Trophy



The Yamaha machines showed their stuff out on the course

On November 4 and 5, the Moroccan Royal Federation of Motorcycles ran "The Mediterranean Motocross Trophy" in Casablanca. This is the 125cc/250cc motocross competition held every year in different countries in Europe and this marked its first holding in Morocco.

Two days of fine weather and a festive atmosphere, combined with the great professionalism of the international competitors, thrilled the 8,000 spectators who gathered from the four corners of Morocco.

Yamaha's importer MIFA contributed to the event as a sponsor and seized the opportunity to display a large Yamaha product line. While the Yamaha booth displayed the motorcycles with a perfect balance of dream and reality, the

same Yamaha machines were displaying their outstanding performance out on the motocross course.

Yamaha placed 8th in the 250 cc category while Portugal's Rocha Marcio won a glorious victory in the 125 cc for Yamaha.

From Adriana Bobos of MIFA, Morocco

MARINE

GERMANY

Victory on the Super Jet

German Water Vehicle rider Frank Hoppen won the '95 German Championship riding the Yamaha Super Jet. Hoppen showed his riding talent on the Super Jet Formula 2 in the limited class and again on the Super Jet Formula 1 in the modified class.

The 33-year-old Hoppen, a car dealer by profession, started his motor sports career in motocross riding and then changed to jet ski racing in 1991.

From Karlheinz Vetter of MMG, Germany



Hoppen showed off his own ability and his Yamaha's high performance

GREECE

17th Athens Boat Show

Over 30,000 visitors enjoyed the 17th Athens Boat Show from Nov. 3 to 12. Yamaha's Greek importer, Yamaha Motor Hellas was there to exhibit a wide variety of Yamaha products on a 180 sq. meter (1,692 sq. ft) booth site.

The full range of new pro-line outboard motors were on display against the



The Yamaha outboards and new inflatables attract visitors

booth wall, with others mounted on new YAM inflatable boats. Popular Water Vehicles including the new Wave Runners also attracted the attention of Greek marine enthusiasts.

From Ioanna Vassiliadou of Yamaha Motor Hellas, Greece

U.S.A.

WaveBlaster-II best watercraft

Last November, one of the most authoritative magazines in the U.S., 'Water-Craft World' has named Yamaha the '96 Water-Craft of the Year.

At the magazine's '96 Model Dream-Demo test rides the judges chose the WaveBlaster-II over 43 models from six makers for its outstanding handling and acceleration performance. As one evaluator said, "I've never felt so confident in any machine or myself in my whole life!"

This marks the third award for Yamaha models in five years, following the WaveBlaster in '93 and the WaveRaider in '94.



The WaveBlaster-II also won the acceleration testing, beating out all vehicles in every category

■ President visits Managing Director

Mr. B. Compaore, the President of Brukina Faso visited Japan last December to meet with the Emperor and then Prime Minister Murayama.

In spite of his heavy schedule, President Compaore found the time for a meeting with Managing Director Watanabe of YMC on December 21 at a hotel in Tokyo and they had a pleasant talk throughout the meeting over lunch. The subjects varied from future business plans in Brukina Faso to Yamaha's CCS

(Customer & Community Service) policy and Yamaha's sports activities.

Yamaha has made successful inroads into the market of Brukina Faso and thanks to the success of Indian- and Chinese-made motorcycles distributed through the French company Vélclair Yamaha boasts a 90% share in the country. Since 1987, a technical assistance agreement with the local CKD factory, SIFA is further expanding business potential.



President Compaore and Managing Director Watanabe (4th and 5th from left in the 2nd row)

■ Yamaha popular "out on the sea"

The 35th Tokyo International Boat Show took place at the Tokyo International Trade Center on the Harumi fairgrounds from February 7 to 12 and a total of 129,999 visitors enjoyed new marine line-ups before the actual season kicks off. With displays by 140 exhibitors from 13 countries including Japan, this year's show attracted people of all ages with its full array of outdoor leisure products.

Introducing new-concept leisure boats like the CR-27 SEDAN featuring spacious cabin, new Y-24FSTD yacht and a demonstration model automatic rigging system named "Balance Rig," the Yamaha booth presented the total joy of marine sports under the theme "Let's meet out on the sea."



In total, 18 boats, 9 yachts, 10 Water Vehicles, 8 outboards and 2 demonstration models were displayed at the Yamaha booth

■ For distinguished works and employees

The twice-yearly President Award, now in its 20th edition, was announced at Yamaha's head office in January, and three groups and one individual were recognized with their outstanding contribution to the company.

The achievements awarded were: the development of surface mounters YV112 and YVL80 by the Technical group of the IM Division; an analysis of the dynamics of filing generation in metal

cutting contributing to longer unmanned operation of cutting machines by the Manufacture and Technical group of the Hamakita Factory; reconstruction of the school pool operations by the Pool Manufacturing Division; and a long-term social contribution through fostering a children's party by Michinori Tanaka of Yamaha Marine Kyushu. Also, Special Awards were presented to six groups that recently won 1995 TPM Special Awards.

■ Strong union for PAS

Yamaha Motor Co., Ltd. has recently tied up with a major Japanese bicycle maker, Bridgestone Cycle Co., Ltd., to strengthen the fields of product development, manufacturing and marketing concerning electro-hybrid bicycles mounting Yamaha's P.A.S. power unit.

Since YMC introduced PAS, the world's first electro-hybrid bicycle in 1993, other Japanese motorcycle makers followed Yamaha's lead and the market has been expanding rapidly.

Before the new contract, Bridgestone was handling the frame manufacturing and assembly of the PAS, but now, the two companies will begin joint development of new products for country-wide marketing in the near future.

Combining Yamaha's unique PAS technology with Bridgestone's long history of bicycle development and strong sales network, YMC and Bridgestone are assured a leading position in this growing market.

■ Joint venture for growing market

At the end of November 1995, YMC officially signed a joint venture agreement under which it will become a 28% owner in its former technical assistance partner, Siam Yamaha Co., Ltd., for the manufacture and sales of motorcycles in Thailand.

Thailand has a population of 60 million people, and the growing market demand in recent years is expected to make it the world's third largest motorcycle market, behind China and India, with annual demand of 2 million units by the year 2000. The new joint venture company will take over the name and the motorcycle division of Siam Yamaha and expand facilities and production over the next five years from its present annual level of

480,000 units to a planned 900,000. Along with increased production, plans also call for the gradual diversification of models from the present 100 cc and 150 cc bikes to better satisfy the needs of the Thai market and eventually export markets as well.



President of the new joint venture, Mr. Kasem Narongdej (left) and YMC's President Hasegawa at the signing ceremony

FROM THE PUBLISHER

Already a year has passed since Yamaha News became a bimonthly. As we enter our second year we will be working harder than ever to bring our readers valuable and timely information. If you have any interesting news please send it to Chief Editor Shimizu. We are always waiting to hear from you.

**XJR1200
Crayon Gumi****SYSTEM WHO**

Kagawa Bld., 102
7-27-6 Shinjuku,
Shinjuku-ku, Tokyo
160, Japan
TEL: 81 3-3203-2190
FAX: 81 3-3203-2196



Meetings of the Crayon Gumi are always fun and lively

A colorful bunch of "Crayons"

Yasuhiro Nagasawa, Leader

Doesn't it always seem that motorcycle owners clubs or touring clubs either give themselves a name with no interesting twist to it at all or else they chose something that is ridiculously pretentious or tries too hard to be clever?

We are the latter. I would like to introduce our XJR1200 Crayon Gumi. 'Ku-re-yon' (air-cooled four in Japanese), is of course taken from the XJR's engine and 'gumi' means gang. But, no fear, we are just a bunch of gentlemen and women who like to gather to share our love of a very special motorcycle, which gives us pleasure riding not just out on the highways but even in a crowded city like Tokyo.

The roughly 50 'gang' members in our club are every bit as unique and wonderful as the XJR1200 itself. Our club boasts such big names in the Japanese motorcycle world as former national champ for Yamaha, Tadahiko Taira, another former Yamaha factory rider, Tadao Suzuki and International A Class racer Tetsumichi Sanada; enough to make a team to run in the Suzuka 8-hour anytime! To hear that we have events like touring with a multi-time national champ is enough to make a real motorcycle fan weep for joy.

Besides motorcycle touring, we often gather to party in the Tokyo area, starting off with a few drinks and then moving on to karaoke as the night progresses. Sometimes we go to the races together and once a year we are invited to the



Beautifully-polished XJR1200s at the first Yamaha Club Meeting

Yamaha Club Meeting, where many different owners clubs get together at the Fukuroi Test Course.

We also do some high-visibility showing off when we take part in the demo ride at the opening ceremonies for the annual Suzuka 8-hour. While I'm bragging I might as well mention that our Crayon Gumi won the tug-of-war event at last October's '2nd Yamaha Club Meeting' against some pretty stiff competition! Pull, boys! I have to

admit that the V-MAX club was quite tough to beat.

Another thing that sets us apart from other clubs, is that we have our own regular page every month in one of Japan's top motorcycle magazines, Monthly Mr. Bike. Beginning around the April '94 edition, it means our sequel has already been running for almost two years now. The contents include hot inside information from our unique members and the like. The latest issue featured one of our members' personal freelance reports on riding the new '96 XJR1200.

Right now we are busy planning a two-day touring trip to the Izu Peninsula southwest of Tokyo. With more than 20 people already signed up, it promises to be a lively, roaring party on wheels!

Founded: 1994 by Y. Nagasawa
Members: 50 owners and supporters
Main event: Touring
Other activities: A club page in Mr. Bike magazine, a demo ride at the Suzuka 8-hour opening.

Young riders revved up for '96



Norick, Bayle and Kenny Jr. flank team manager Kenny Roberts



Capirossi with his team manager Wayne Rainey



'96 Yamaha YZR500 powered by a liquid-cooled 2-stroke V-4 engine that boasts max. power output over 180 ps

Ever since its founding, Yamaha has devoted itself to the promotion of motor sports through an active program of racing activities. Again this season, Yamaha will be fielding road racing and motocross teams in nine major categories of the World GP, America's AMA Supercross Championships and the Japanese National Championships. In the GP500 class this season there will be 16 factory machines going for the title, including Yamaha's four, and competition should be so hot that the top teams from years past are sure to be scrambling for points.

Riding factory Yamaha YZR500 machines in this year's GP will be three riders from the Marlboro Yamaha Team International Roberts, Norifumi Abe, Kenny Roberts Jr. and Jean-Michel Bayle, while Loris Capirossi rides for Marlboro Yamaha Team International Rainey.

Says Director of YMC's race activities from the 1st Engineering Division, Mr. Toshimitsu Iio, "These are all fast-improving young riders who are heroes in their own countries and are now ready to prove themselves on the world stage. Competition should be tough from the

opening round but I hope these riders, including the ones who are taking on the GP500 challenge for the first time, will be in the lead group going for the win by mid-season."

As for this year's factory machine, development and testing has proceeded on schedule and technical project leader Mr. Kazuyoshi Sano says, "With the chassis, we have taken all the best features of the '95 machine and perfected them even further. With the engine we have tried some new technologies and specifications aimed at achieving full performance potential no matter what type of course it is raced on."

Besides the factory teams from the big makers, a host of private constructors are expected to fill out the field at each round to a grid of 28 to 30 machines. Back around 1990 when GP500 participation was on the decline and the very future of the class was in danger, Yamaha adopted a policy of cooperating

with European and other constructors by supplying engines, etc., in an effort to get more competitors with unique and original machines back in the competition. The policy

has worked, and this year top European teams like ROC and Harris will also enter machines with Yamaha engines in the 500 cc class.

In the GP250 class the only Yamaha factory rider will be former world champ Tetsuya Harada, riding a YZR250 for Marlboro Yamaha Team International Rainey in an attempt to win back his title. Says Mr. Iio, "Harada is an exceptionally talented rider and this year's YZR250 has improvements in engine power and aerodynamics that make it a machine with great potential. I expect to see a close contest between Harada and Aprilia's Biaggi again this year, and you can be sure we have our eyes on the championship. I want us to be out there with solid racing in both the GP500 and GP250 classes in the kind of program where the Yamaha riders are always within reach of the winners' platform."