

Yamaha News

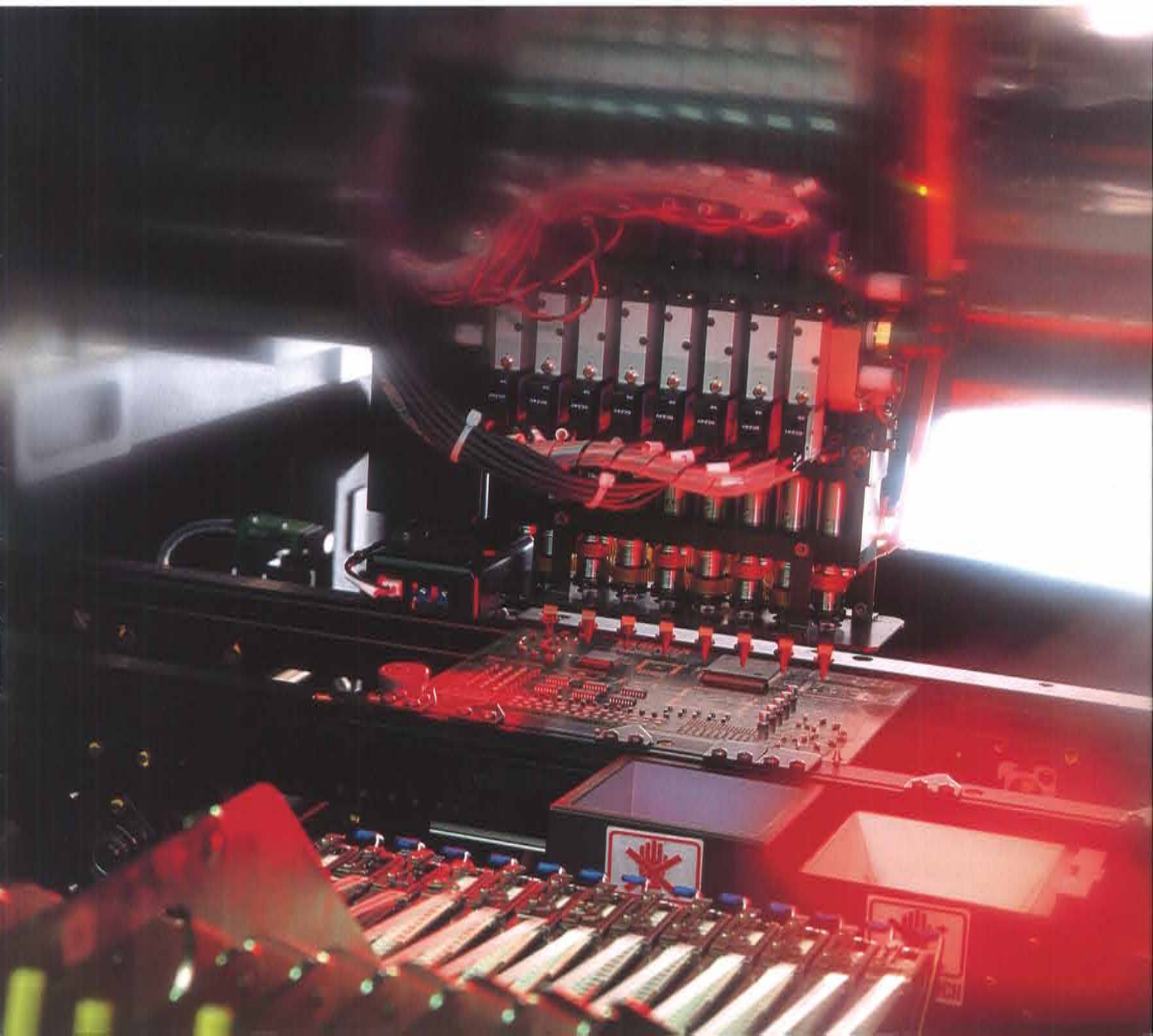
BIMONTHLY
No.3

YAMAHA MOTOR CO.,LTD.

MAY 1996 ENGLISH

The art of precision

Yamaha's cutting edge technology shines not only on the racing scene but also in the micro electronics world, where precision machinery opens the way to new possibilities.



New business segment growing



Surface Mounters mount the increasingly compact and diversified electronic components on printed circuit boards. These circuit boards then go into all kinds of electrical appliances, some of which are essential to our business lives like cellular phones, personal computers, modems, electronic notebooks and car navigation systems.

■ Surface Mounter Model Line

The surface mounting process begins with loading of the circuit boards, and then goes to the screen printer for solder paste application, next glue is dispensed on the board, electric components mounted, the glue dried and finally the circuit boards unloaded.



We have become so dependent on electrical appliances today that it's hard to imagine life without them. And almost all electrical appliances from portable radios to personal computers have printed circuit boards that are vital to their function. Yamaha Motor Co., Ltd. has been making an indirect contribution in this area of electronics for the past ten years by supplying a powerful line-up of printed circuit board surface mounters, an outgrowth of Yamaha's industrial robot technology originally developed for motorcycle assembly.

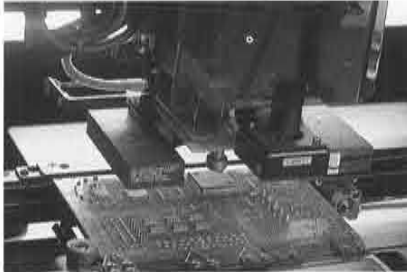
What is a surface mounter? The answer is sitting here in front of me in a big gray metal box with two monitors on top. Opening its front cover, we see two tank tread-like belts moving like snakes as they maneuver the printed circuit board into the right position, and a dim red light from a CCD camera illuminating the twin-nozzle head unit. Also, sticking out

from the front of the box are rolls of tape each holding more than 100 electronic components of all sizes and shapes. This is Yamaha's mid-speed full-vision surface mounter called the YVL88 which boasts an ability to install electronic components to printed circuit boards at an amazing rate of 0.49 sec./piece.

■ The Full-vision Multi-function Surface Mounter YVL88 with Laser Alignment System

Head and Vision system

The chips are lifted by the twin-nozzle pick-up unit and alignment error identified by the laser sensor and a CCD camera before mounting to the exact spot on the circuit board.



This system achieves a placement discrepancy of less than ± 0.1 mm and ± 0.04 mm by component type.

Tape Feeder

A max. 94 different kinds of components can be held on these tapes. An extra-tray feeder brings the total to 194 on the YTF100A (optional).

A new business is born

It was ten years ago that Yamaha's IM (Intelligent Machinery) Operations began manufacturing and sales of surface mounters. Founded originally for assembly robot business in 1984 with a staff of less than 20, IM Operations today is showing dramatic growth in sales with a line of products that, besides surface mounters, include industrial robots and Yamaha-original monorail transport and high speed chrome plating systems. At the Soude Factory not far from YMC's head office, there are a 4-story office building and an assembly factory where a total of 230 staff work.

The Sales & Marketing Division's Mr. Steve Shirasu gives us an introduction to this fast growing segment of YMC business. "As you can see, our average age here is around 30. We are a young and energetic group, always keen to take on new challenges. Since our IM Operations moved here four years ago, we have built a close, integrated system among our three divisions, Engineering, Production and Sales & Marketing, that enables us to attain consistent product quality and answer customer's needs promptly and precisely. That's the key to our great advantage in customer satisfaction."

Yamaha surface mounters were born as an application of our XY series industrial robots, which were developed to automate motorcycle engine assembling lines in Yamaha factories. Yamaha's first surface mounter, the YM4600S, was introduced on the domestic market back in 1987. Since then, Yamaha has been striving to develop and offer models in the

mid-speed class which have become the main stream of the surface mounter market, accounting for almost 80 % share and still growing 30 % yearly.

"Now, as one of the foremost manufacturers of mid-speed surface mounters in the world, Yamaha presents seven different models, including three of the YM series Mark III, the successors to Yamaha's original YM Series with mechanical centering systems, and four from the Full-vision Series boasting one of the world's most accurate recognition and component-placement accuracy systems featuring a unique laser-sensor vision, as well as CCD vision," says Mr. Shirasu.

On target for market growth

Shortly after introducing the first model, Yamaha started export sales of its own brand and on an OEM basis in 1988 and steadily gained overseas demand. Now, more than 70% of the products manufactured at Soude Factory are being sold in overseas market, like the U.S.A. and Europe under the Philips brand name and Southeast Asia, China, India, Australia, New Zealand and Central and South America under the Yamaha brand name. Recently, the completely redesigned and powerful YVL88, YV100 and YV112II models opened industry eyes in a very competitive debut at the 25th

Monitors

Program monitor (right) and Vision monitor (left) indicate work progress and any malfunctions.



INTERNEPCON Japan show held in Tokyo last February.

"This year, we had the biggest exhibit in our 8 years of INTERNEPCON Japan participation, introducing 20 models. The popularity of the Yamaha line-up owes lot to the ease of job changeover and the adaptability of the software on our full vision YV models. Thanks to their unique design, it is extremely easy to reprogram the units to meet differing customer needs. The supportive YVOS 2 on/off-line software also gives constant and reliable back-up. Furthermore, with YVOS 2 Plus we offer an additional service connecting the customer and Yamaha directly through the Internet," added Mr. Shirasu.

IM Operations' gross sales target is 14 billion yen (US\$ 130 million) this fiscal year and, in a few years, monthly production is expected to double over the recent rate of 100 units. During 1997, plans call for the opening of a new factory on the grounds of the Soude facility to expand manufacturing capacity in answer to growing world-wide demand.

On the cover

The multiple 'piano touch' 8-head system on the Yamaha YV100 offers smooth and delicate chip handling and excellent mountability that enables 0.25 sec./chip mounting.

Racing, it's a winning proposition

■ Yamaha Motor Australia Pty. Ltd. ■ Location: Sydney, Australia

■ Founded: 1983 ■ Employees: 95

Yamaha Motor Australia (YMA) is a sales company with its head office in Sydney and branches in the states of New South Wales (NSW), Queensland (QLD), Victoria, South Australia (SA) and Western Australia (WA). As suppliers of a wide range of Yamaha products for the land and the sea, including motorcycles, ATVs, power products, kart engines, golf cars, outboard engines and Water Vehicles, YMA is involved in many types of promotional activities. In this issue, we introduce a lively report from Mr. Eiji Tada of YMA Motorcycle Division focusing on the ways YMA has helped encourage the growth of motor sports and stimulate market demand primarily through an aggressive program of race sponsorship.



As you can see from this comparison with Europe, the Australian Continent is a vast land with an area of 7.68 million sq. km (2.96 million sq. mi)

Australia is a country that has always been big on motor sports. Major World Championship events like the opening round of the F1 Grand Prix held in Melbourne in March and the final rounds of the Road Race World GP and World Superbike scheduled for October at Sydney's Eastern Creek Raceway and Victoria's Phillip Island Raceway, are proof that Australians love motor sport. The racing passion extends well beyond the local level, making the big Down Under one of the world's foremost racing venues.

Domestically, Australia boasts national championship competitions in motocross, enduros, supercross, road racing and Superbike as well as a seemingly endless number of race events at the state and local levels. Another type of event that is extremely popular of late is motocross racing on 4-stroke machines, as typified by the Thumper Nationals being held across the country.

We at YMA take an active role in supporting races from the grass roots level to the nationals. A good example is Mick Cook. Recognised as a 'battler' in his privateer career, Mick really increased his profile when he became involved with



Yamaha WA's road racing team with Steve McDermit (far left) who rides in the all important 600 cc Supersport class on the new supersports YZF600R

Yamaha, culminating with a national championship in '95 when he became the 125 cc Australian MX champion and finished 2nd in the 125 cc Australian SX masters. This year YMA supports two promising young competitors in the 250 cc motocross nationals, Lee Hogan and Danny Ham, as main sponsor of the Team Miller Yamaha Racing. In the Australian Supercross Championship, which serves as a good preview of the Australian Motocross Championship, both of these riders showed they have bright futures ahead by winning the 1st and 5th rounds of the series respectively.

On the state and local level we support events like the NSW/QLD Enduro Championships, QLD Cross Country Championships, the QLD Trail Ride Series and the Blue Light Rally in Victoria. Recently, YMA's sponsorship of Shawn Reed's highly successful campaign in Queensland on a TT250R has helped show the great performance of this bike which was initially snubbed in the market because of its higher price. Thanks to his impressive win in the 300 cc class of the Australian Thumper Nationals we have seen a big jump in TT250R sales. As for off road, Yamaha

has long been established as the No 1 brand in Queensland and much of this success is also attributed to YMA's involvement in racing and other off road events.

YMA is the company that has also launched the careers of many internationally famous Australian road racing riders, such as GP riders Mick Doohan and Darryl Beattie and World Superbike riders Troy Corser and Peter Goddard. They got their start with Yamaha and YMA. Long before these riders were recognized by the major factory teams, YMA was acknowledging their obvious early talent with support and sponsorship.



'93 Australian 250 cc Motocross champion Lee Hogan rides for the Team Miller Yamaha Racing (Craig Dack Racing Team) this year. Looking back on his championship year he says, "My year with Craig Dack and Yamaha was the most successful in my career to date."

Up until 1993, YMA entered its own team in the national Superbike series. But, the emphasis today is very much on 600 cc Supersport racing. This season in conjunction with the introduction of the new YZF600R, YMA plans to support seven riders with machine leases and

parts allowances. Among them are accomplished racers like Craig Connel, two-time national champion in the 250 cc class and the highest qualifying Australian rider at the last two runnings of the Australian rounds of the World GP. With

exceptional talent like this and a brand new weapon in the YZF600R, YMA is involved in an aggressive program of racing sponsorship again this year.



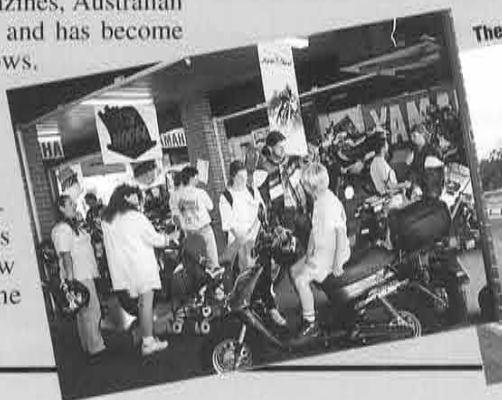
Team Yamaha W.A. supports David Wright who rides a TT250R in local and national enduros

The Eastern Creek circuit in New South Wales and the Phillip Island circuit in Victoria are not only famous venues of international and domestic championship racing, they also open their gates to the public for a large variety of motorcycle-related events.

The Moto Spectacular events organized at these circuits by one of the country's major motorcycle magazines, Australian Motorcycle News, is now in its third year and has become one of the world's largest motorcycle shows.

This event offers motorcyclists an unbeatable opportunity to ride their own bikes on two of the world's best race tracks, enjoy demo-rides featuring the newest machines from each maker and also check out the latest in accessories, helmets, riding fashions and videos. Some of the participants show off riding skills that would make even the pros take a second look.

At the recent Phillip Island event YMA rolled out the new YZF600R for the first time in public and the response it got bodes well for the upcoming market debut. The Yamaha booth, displaying the full line-up with special attention for the YZF600R and the TRX850, was also the proud recipient of the show's Best Presentation award.



The event at Eastern Creek



WORLD TOPICS

GENERAL

MALTA

Firm on business policy



The distributors from North African countries

North African distributors meeting took place on the Mediterranean island of Malta, located south of Italy.

A total of 25 participants including Yamaha staff gathered from 11 countries, including Egypt, Morocco, Tunisia and Ethiopia, to discuss this year's business policy and hear informative presentations from each country. The recent introduction of the Indian-made RX100 and the Chinese-made CY80 in the African market has led to rapidly growing demand for these models and already they have achieved a 20% share overall.

The subjects discussed at the meeting were future plans for importing these models made overseas, business opportunities involved in local projects and a smoother delivery system, all of which prompted lively question and answer sessions.

During the meeting, everyone had an opportunity to test ride the RX100 motorcycle and JAZZ moped manufactured by Yamaha's Indian production base Escorts Yamaha Motor Ltd., the CY80 from Chongqing Jianshe Yamaha Motor Co., Ltd. in China and the Alfa II produced by PT Yamaha Indonesia Motor Manufacturing. There was also a boat available for testing Yamaha's

15FMHL-R outboard, which was introduced in North Africa in April.

From M. Oshima of YMC's OMDO, Japan

INDONESIA

Dealer trip to Japan

C.V. Lautan Teduh, Yamaha's dealer in West Java, Indonesia, organized a Dealer Trip to Japan in late February.

A total of 56 participants from Lautan Teduh and 28 motorcycle dealerships from throughout the region arrived in Japan on February 20 and enjoyed sightseeing in Tokyo on the 21st and Hakone and Atami on the 22nd.

The next day, the group visited YMC to tour the 1st and the 5th factories and attended a dealer meeting held in a hotel. At the meeting Mr. Ukon, the head of the Southeast Asia Department explained the company's sales policy for '96 to the dealers, and Mr. Jonatan, the representative of Lautan Teduh explained about the market situation of West Java.

The group also enjoyed a welcoming party that day, and the best dealers who achieved outstanding sales results were awarded. The group flew back on February 25 after visiting Kyoto and Osaka on the previous day.

From M. Tatsumi of YMC, Japan



Managing Director Watanabe (right) awards the most outstanding dealer

COLOMBIA

Celebrating 20th anniversary

The ceremony for the 20th anniversary of the founding of Incolmotos S.A. took place at the company's home office in Medellín, Colombia on February 28.



YMC's President Hasegawa (right) presents a commemorative gift to Mr. Francisco J. Sierra, President of Incolmotos S.A.

The ceremony was attended by a total of 450 people including YMC's President Hasegawa, Division General Manager Okawa, President Sato of Yamaha Motor Do Brasil Ltda., President Watanabe of YMMEX and importers from Peru and Chile, as well as related government officials, customers, dealers and the company's employees.

Incolmotos was founded as one division in a subsidiary company of Coltejer, the biggest textile company in South America in October 1975, and became independent in 1979. With an 18.75% investment from YMC in 1986, the company is now the 8th largest factory in terms of production among Yamaha's CKD (Complete Knock Down) factories.

The company not only manufactures motorcycles but also as an official distributor of Yamaha Corporation, makes great contributions to the life and culture of people in Colombia through the supply of Yamaha's products.

At the ceremony, the achievement of the 250,000 production mark was celebrated as well, and that very unit was presented to an employee by lottery. Incolmotos also made a donation to schools together with YMC as part of the ceremony which was widely reported by local television and newspapers. President Hasegawa commented at the ceremony that there is a very strong possibility that Incolmotos will be a major production base not only for Colombia but also for other countries in the region.

From María Elena Mendoza Fung of Incolmotos S.A., Colombia

MOTORCYCLES

PANAMA

JOG for the carnival queen

Just like the famous Carnival of Rio de Janeiro, the nationwide carnival is the

biggest annual festival for people of the Central American country of Panama. In order to take advantage of this big national event, local Yamaha distributor Tochisa de Panama S.A. came up with a promotion in which the woman crowned queen of the carnival would receive a JOG, Yamaha's popular scooter. This year's winner was Miss Sadie Linneth Vazquez.

This promotion was especially effective because the queen contest attracts women from all over the country, and women are one of the main targets of the JOG.

From K. Yamaguchi of YMC, Japan



(from left) Mr. Yamaguchi of YMC, Miss Sadie Linneth Vazquez, Mr. Eduardo Garcia, manager of Tochisa de Panama and Mr. Maekawa of YMC

MEXICO

A successful police bike

The new SR250 police bike introduced at the annual dealer meeting held in Mexico last year has gotten off to a good start in sales. As one of its sales promotions, Yamaha Motor Mexico S.A. de C.V. (YMMEX) has offered demonstration bikes to the dealers, while Moto Azcapotzalco, a Yamaha dealer offers specialized support and advice concerning a complete line of accessories. The SR250 is almost half the price of the usual large-displacement 500 or 1000 cc police bikes. Thanks to the reasonable price, 96 bikes have been sold so far. One good example is Promoto, a Yamaha dealer located in Estado de Mexico that has already sold 10 units with 12 more are on their sales booking list.

One of their customers is the Naucalpan District that uses the SR250s in their new program called 'Immediate Attention 08,' a public security service for immediate help. In emergency situations, smaller type of police bikes are more useful with



The SR250 police bike

their maneuverability. With all these advantages, YMMEX is sure this SR250 police bike will be a hit in 1996.

From Denisse Escobedo P. of YMMEX, Mexico

THE PHILIPPINES

3S Shop for customer satisfaction

With the Philippines now well on the road to a stabilized economy, motorcycle demand grew a big 20% in 1995 over the year before. In this promising market, Yamaha is working in cooperation with its local distributor Norkis Trading Co., Ltd., to build demand in pace with the strong markets in neighboring ASEAN countries.

At present most of the motorcycle demand in the Philippines is for utility use, such as taxi motorcycles with sidecars for carrying passengers and goods. To help expand the market into personal use, such as commuting to work or school, Yamaha is promoting a demand-building program centered around its "3S Shop" policy, which seeks to build customer satisfaction in the areas of Sales, Service and Spare Parts.

In December 1995, the country's first



The first 3S Shop, Marbel Universal Trading Inc.

3S Shop, Marbel Universal Trading Inc. was established in the southern city of Marbel. Plans call for four more 3S Shops to open this year, including the shop Lapu Lapu Reliance Motor Parts which opened recently on March 29 in Mactan and others in Dagupan, Tagum and Davao.

From K. Matsutake of Manila office, the Philippines

PERU

Most favorable brand impression

A special research committee in Peru's capital, Lima, recently named Yamaha as the motorcycle maker with the most favorable brand impression. This distinction is the fruit of Yamaha's efforts in cooperation with local distributor Interamerica de Comercio S.A. to build customer satisfaction through such programs as YSP (Yamaha Sports Plaza) which provides all-round shop service in the areas of sales, spare parts and



The sales staff of Interamerica de Comercio's Lima shop

after-service. Other programs that are being aggressively pursued in Peru are Yamaha Riding Schools for beginning riders and free check-up service by caravan tours in the countryside, as well as sporting events that include DT Cup races in the DT175 and DT200 classes and ATV sand-track races.

With economic conditions improving under the present administration, another growth in motorcycle market demand is expected in the near future. The recent naming of Yamaha as most favorable brand is solid proof of Yamaha's popularity in Peru, and has given extra motivation to everyone involved in Yamaha sales here.

From K. Yamaguchi of YMC, Japan

WORLD TOPICS

ITALY

Celebrating the millionth engine

The commemorative millionth scooter engine was rolled out on February 14 by the Italian engine manufacturer Motori Minarelli and a big party was held in celebration.

Motori Minarelli, originally motorcycle manufacturer F.B.M. (Fabbrica Bolognese Motori), became a manufacturer of two-stroke moped engines in 1956.

The company grew in the 1970s producing 200,000 engines for motorcycles and 50,000 for agricultural applications a year and also had great success in the 125 cc road racing championship, winning several titles from 1978 to 1981.

After overcoming the motorcycle industry's crisis in the '80s, the company started, in 1990, manufacturing 50 cc two-stroke engines for scooters under Yamaha license and the outstanding success of the scooters enabled them to break the production records of the '70s. In recent years, Motori Minarelli has supplied most European motorcycle manufacturers, such as MBK, Yamaha Spain, Aprilia, Malaguti, Beta etc. with its engines, claiming 20% of the European market in 1992 and 41% by 1995. This growth has helped the company to



The ceremony was held in the factory with a marvelous cake with the 1,000,000th engine on the top

achieve a new goal, the production of its millionth 50 cc scooter engine in just five years.

From Marjan Breems of YMENV, the Netherlands

JAPAN

Women riders come together

For 10 days from March 31 to April 9, 28 members of the Women's International Motorcycle Association (WIMA) visited Japan to enjoy touring to the scenic Izu Peninsula, approx. 130 km (80 mi.) southwest of Tokyo, and factory tours at Yamaha Motor and another major motorcycle manufacturer.

The WIMA, as we once introduced in the Owners Club section of our April '94 issue, is a world-wide women riders' network boasting 2,000 members in 15 chapters around the world, including the U.K., Germany and Switzerland.

The tour was packed with fun events from breakfast at a temple to demonstrations of the tea ceremony. Some rewards of the 5-hour touring to Izu were cherry trees in full bloom on the way and 'hot springs spa by the river' at their destination.

This tour also encouraged the launch of a Japanese Chapter and more than 25 Japanese women riders have already decided to become part of this proud group.



The Izu touring was blessed with clear and warm weather

ARGENTINA

Adventurous JOG-ing

An intrepid 24 year-old man recently rode his 50 cc Yamaha CY 50 (New



Marcelo and his JOG in Tierra del Fuego province on the way to Ushuaia

JOG) scooter all the way to Ushuaia the capital of Tierra del Fuego province, the southern tip of the South American Continent, 3,200 km (1,984 mi.) from his home, San Andrés de Giles, a suburb of Buenos Aires.

Marcelo Jose Feely bought his JOG in January 1994 and began making short trips in his home region.

Impressed with its performance, he hit upon an idea of visiting his uncle who lives in San Rafael in Mendoza, coming through the 2,000 km (1,240 mi.) without any problems.

Spurred by this success, he planned an even bigger challenge to go to Ushuaia. Despite his mother's protests, he packed his clothes and loaded a tent, a sleeping bag, rain wear, spare tyres, a spare fuel tank and tools on his JOG in preparation for the severe weather and road conditions ahead.

Overcoming strong winds and 600 km (372 mi.) of gravel road from Rio Gallegos, the JOG ran well except for one time when he ran out of fuel.

Marcelo and his JOG took twelve days on the southbound trip and twenty five days on the way back, covering a total of 7,000 km (4,340 mi.) !

Now, with his passion for adventurous scooter touring in high gear, his next adventure will be a full crossing of South America, visiting the famous Machu Picchu ruins on the way.

From Marcelo Jose Feely, Argentina

MAURITANIA

FRP boats for a new industry

In Mauritania on Africa's West Coast, a fisheries development project got under way 15 years ago with grants from the ODA (Official Development Assistance) program.

The program, under which Yamaha BLC-40 canoe-type FRP fishing boats mounted with inboard diesel engines were supplied to coastal fishermen via Japanese ODA grants, has been so successful that successive orders have brought the total number of boats exported to Mauritania to 90. These boats are used to catch octopus, sea bream and grouper and other exportable fish that bring in valuable foreign exchange. Thanks to the popularity of these Yamaha BLC-40 boats among local fishermen, they are at the top of the priority list for the next project as well.



BLC-40s are checked over on arrival in Mauritania

U.K.

Yamaha U.K. go racing

In 1995 British Yamaha riders took 10 out of 12 possible overall British Championship titles. In the 1996 race season Yamaha Motor U.K. will be fielding their strongest possible team. Most of the team are British or European title holders.

In the Expert Ladies Solo they have Cathy O'Neil and Lucy Dimpleby on Yamaha SuperJets. Alex Parker will be on a WaveBlaster II in the Limited Class and a WaveRaider 785 in the Modified Class. Nigel Sheekey will



Last year's victorious team members

contest the 1100 Class on a WaveRaider 1100. Ray Purkiss will have two WaveBlasters in the Sports Class to contest Limited and Modified. Justin Bennett will ride a SuperJet in Mens Expert Solo Class. Mark Curtis completes the team as the freestyle champion.

Sponsorship is supplied by Yamaha U.K., Riva U.K., Riva U.S.A., Slippery When Wet, Elf Oils and Solas Props. We have a strong team and will try to beat last year's achievements.

From Fred Aspin of Yamaha Motor U.K.

THE NETHERLANDS

YAM-Inflatables, a strong partner

The new 'YAM-Inflatables,' a series of inflatable boats specially built to Yamaha specifications, have been successful in sales since Yamaha Motor Europe N.V. introduced them at the Genoa boat show last October. Nine models including the 'Tender' for smooth cruising, 'Sport' for sports cruising with speed, and the comfortable and spacious 'Family' types of YAM-Inflatables packaged with Yamaha outboard motors ranging from 2 hp to 25 hp are now being sold through the Yamaha exclusive marine dealer network in almost all European countries. These perfectly matched boat-outboard packages are offered at very reasonable prices to Yamaha outboard customers, making them very



The Yam 380F with Yamaha 25 hp outboard

competitive compared to other outboard and boat brands.

We expect to see many YAM-Inflatables soon out on the lakes and seas around Europe when the marine leisure season really kicks off.

From Jan Koopmans of YMENV, the Netherlands

POWER PRODUCTS

GERMANY

Incentive trip to the Caribbean

Over 9 days in early February, Mitsui Maschinen GmbH (MMG) held its first incentive trip to the Caribbean island of Curacao for the 50 leading lawn mower dealers throughout the country. The trip was a reward for outstanding sales achievements and a total of 83 members of the Yamaha family had a memorable opportunity to visit the beautiful island. The positive and enjoyable atmosphere on the trip helped make the dealers solid Yamaha believers and will surely spur even greater sales efforts this season.

At present there are 300 active Yamaha lawn mower dealers in Germany, dealing in lawn tractors, generators, water-pumps, brushcutters, snow throwers and other products for gardening besides the line of 28 lawn mower models. The next incentive trip is planned for MBK dealers at the end of this year.

From Paul Geominy of MMG, Germany



83 attendants enjoyed a warm sunshine escape from winter in Germany

We are always waiting for interesting stories. Write to Chief Editor K. Shimizu of the PR Division, Yamaha Motor Co., Ltd., 2500 Shingai, Iwata, Shizuoka 438 Japan.

■ Riders' contribution

The 'Nice Ride Charity,' one of Yamaha Earthly Sports System's (Y.E.S.S.) wide variety of activities, is a donation fund for the Japan Guide Dog Foundation to help train guide dogs for the visually impaired. This program, founded in 1989, has raised a total of 35.5 million yen (US\$ 328,700) over the past seven years, including this year's 3.76 million yen. The donation will contribute to the Foundation's building of a new training center this coming July and strengthen staff resources for training dogs.



At the '95 presentation ceremony

■ Yamaha's Environmental Plan - 2000

In 1990, Yamaha Motor Company adopted a new set of corporate principles to take it into the last decade of the century, and one of the top priorities was "Environment-Sensitive Management." In 1993 an "Action program for Environmental Conservation" was adopted to give clearer direction and goals for Yamaha's company-wide environmental programs. Now, as we enter the last four years of the century, Yamaha has set for itself an accelerated agenda for environment-oriented activities in the form of a new "Year 2000 Environmental Plan." The new plan defines clear and ambitious goals for the next four years, like reducing industrial waste in relation to produc-

tion volume to 65% of the 1990 level and the use of wood and foamed plastics in product packaging to 50% of 1990 levels by the year

2000. Other goals deal with new methods for used product disposal and recycling, reduction of CO₂ emissions and other pollutants in the manufacturing process as well as the ongoing quest for more environment-friendly products. This new plan will put Yamaha well on its way to making a clean start in the new millennium.



In harmony with nature

■ Maxi marinas launched

In April 1996, Japan's two biggest metropolitan mooring-type marinas opened, one in Tokyo Bay and the other in Osaka near the new Kansai International Airport. The former is called the Yokohama Bay Side Marina and boasts a water area of 28 hectares with mooring capacity for approx. 2,000 yachts. The latter is the

Izumisano Kanku Marina, which will expand its mooring facilities to accommodate 500 yachts in five years. As one of the major yacht manufacturers in Japan, Yamaha Motor is involved in the development and management of both marinas, which have been realized thanks to the joint sponsorship of local government, and local and nation-wide companies. The launch of these grand-scale marinas will help solve problems, like lack of yacht anchoring space that have long annoyed many city users, and should also stimulate further market demand.



The Yokohama Bay Side Marina opened on April 1

FROM THE PUBLISHER

In March I made a trip down to Australia to work on filming for the new corporate introduction film and booklet. Sometimes the locations were tough with high temperatures and wild weather. But the fantastic photos and footage we got made it all worth it. I want to take this opportunity to thank all the people in Australia who made our trip such a success. — Miki

RACING

■ Tyrrell points toward comeback

Opening in Australia on March 3, the '96 F1 Grand Prix returned to Europe after three rounds in the Southern Hemisphere. At the top of the hot topics list was certainly the performance of Jacques Villeneuve. But for Yamaha fans, it was good signs from Tyrrell-Yamaha's two drivers Mika and Ukyo. Particularly promising were the achievements of

Mika Salo, who came home with a promising 6th place finish in the opener and then an impressive 5th in the Brazil GP. This gives Salo four straight top-6 finishes beginning with last season's Japan GP. These finishes in themselves may not sound too sensational, but to Tyrrell who are looking to reclaim their position as one of the top teams in the sport and to Yamaha who have been steadily laying the groundwork for years, these performances represent a big step on the road to glory.

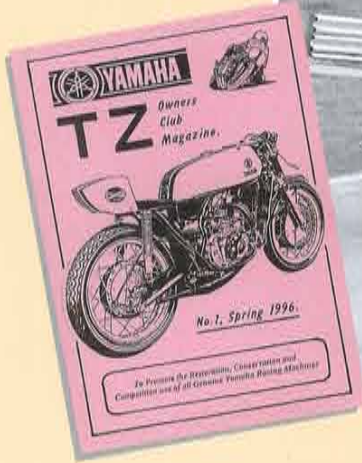
In the European rounds where the team's abundant experience and data can be put to full use, the possibility for a victor's platform is no dream, especially with the refinements made on the super compact OX11A engine, the well balanced new chassis designed to bring out its advantages to the fullest, and the much talked about new hydraulic suspension.



Mika Salo at the Argentina GP

TZ Owners Club

Mick Stokes
38 Derwent Ave., Mansfield,
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Many of the club members are still racing in forgotten era events with standard spec. machines up to 1981, using original steel frames and wire wheels.

Keeping the bikes and the history alive

Mick Stokes, Magazine Editor

The U.K. has always been a 'hot-bed' for road racing and most riders here have always favoured the 'open class' machines as opposed to the 'production' categories. Forgotten Era road racers like the Yamaha TZ350G, TZ500 and TZ750 are still very popular here even though these "genuine" racer classes are no longer catered to in official National level racing.

To keep these earlier bikes alive and get them back on the circuit is the primary reason why the TZ Owners Club was born. After seeing the big interest in the bikes at the Classic Motorcycle Show in Stafford last October, we decided it was time to form an organization that would bring owners of genuine Yamaha racing machines together from all around the world. Because we have members from all over the U.K. and indeed now from France, Norway, the U.S.A. and Holland (plus a recent enquiry from South Africa, too) it is difficult for us to actually 'meet.' Rather it is our idea to 'connect' people through club magazines which help them in exchanging parts and accurate mechanical information for racing and restoration.

Being an ex-road racer myself, and having spent many years working with the Yamaha TZ350 in particular and developing a good knowledge of the various machines and their parts, I was assigned to edit the club magazines. My own particular 'field' is the steel-framed, wire-wheeled models up to the TZ250N of 1985 but I also try to cover advanced TZ technology in order to make the magazine more equitable and interesting to everybody.



The TZ Owners Club is a good source for finding spares for rare but beautiful bikes like the TZ750.

A monthly smaller ads magazine provides a means for TZ spares just sitting around in respective workshops gathering dust to be generated into mutual profit for the members. In the actual informative magazine we plan to distribute at least three times during the year, I direct it to be a 50/50 mixture of both racing and restoration information.

By being put in contact with members around the world, all manner of friendships can and do develop. We get to know people like Todd Hen-

ning from the USA who has won several Daytona support races - against all the odds - on a Yamaha air-cooled TR3! Two years ago he also beat the likes of the MV Agusta that appeared once again! The TZ Owners Club welcomes any detailed literature on racing Yamahas including the air-cooled machines and even the earlier 125 and 250-4s, because people are still in awe of those superb machines. The next edition of our magazine will feature an in-depth study of the development of Yamaha's first 500-4 ridden, in turn, by Saarinen, Kanaya, Agostini and Lansivouri which will also be published in a major U.K. motorcycle magazine. We will continue to delve into the stories behind the men and machines that raced for Yamaha, the most successful name in road racing history.

Founded: November 1995
Members: Over 100
Main activities: Publishing club and parts-ad magazines, displaying restored and unrestored machine at shows, member racing world-wide.

Yamaha turns out 5-millionth outboard motor

On March 28, 1996, a grand ceremony was held to celebrate the line-off of Yamaha's 5-millionth outboard motor at Yamaha Motor Co., Ltd.'s outboard manufacturing company Sanshin Industries in Hamamatsu. Joining YMC President Takehiko Hasegawa and Sanshin's President and YMC's Senior General Manager of Marine Engine Operations Susumu Doi at the ceremony were distinguished guests from both inside and outside the Yamaha Group.

After a press introduction, everyone was ready for the tape cutting to celebrate the 5-millionth outboard by 10:45 a.m. In his speech after the tape cut, President Hasegawa expressed his gratitude to all involved and the company's commit-



Yamaha V6 outboards



The tape cutting at the line-off ceremony

ment to the future. He also mentioned that he himself had four years of experience in outboard development and manufacture in the past and had been present to witness the 3-millionth outboard.

Near the assembly line, a veiled outboard made a dramatic appearance on the factory's automatic transport system to take its place beside a flower-wreathed V6-250. The veil was removed to reveal the new 4-stroke F50 amidst appreciative applause from the guests.

A great milestone

This great milestone comes in the 36th year since Yamaha introduced its first outboard



Yamaha's first P-7 outboard

motor, the "P-7" (7 hp) back in 1960. The P-7K model developed the following year became the world's first kerosene-burning

outboard. Sanshin

Industries became a YMC subsidiary for outboard production in July of 1969. Expansion continued as Yamaha entered the world's largest outboard market, the U.S.A., in 1983. Another milestone was passed when France's MBK became the first overseas production base for Yamaha outboards in 1988.

In answer to the growing concern for the marine environment and the customer's wider variety of uses, Yamaha is also applying its technology to the development of 4-stroke engines. Beginning in 1993, a joint development project with America's Brunswick has already added a 50 hp 4-stroke model to the 9.9 hp, with more to come in the future.

Diversity in world needs

At present, Yamaha has a full line-up of outboard models ranging from 2 hp all the way up to 250 hp that are supplied to over 170 countries and regions around the globe. Yamaha is the largest outboard manufacturer in Japan in terms of both units produced and total sales and is counted among the largest brands in the world. The world demand for outboards today is between 800,000 and 900,000 per year. Yamaha outboards answer a wide variety of market needs, from pleasure use primarily in North America, Europe and Oceania to transport and fishery use in the markets like Asia, Africa and South America and other specialty uses like taxi boats and sightseeing launches.

As a manufacturer, Sanshin has continued to seek ever higher levels of product quality, productivity and cost reduction through a conscientious program of TPM activities that involve all the company's employees in the jobs of work rationalization and plant maintenance. In recognition of these outstanding efforts, the company was awarded the coveted TPM Prize for manufacturing excellence last year.