

Yamaha News

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YAMAHA MOTOR CO., LTD.

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Growing from the roots up

Yamaha started race promotion in Southeast Asia at the grassroots level, where the users are.
Today these races are giving birth to a new generation of heroes.



Charge of the local heroes



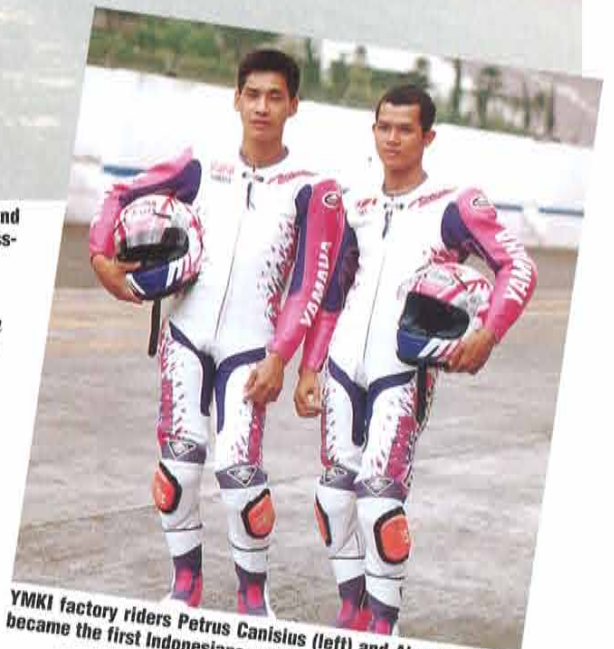
Indonesia's YCR races are competed in three categories, 100 and 110 cc underbone type mopeds and 135 cc sports type bikes. The moped categories consist of both standard production and modified classes. The above photo shows the start of the 110 cc class of a YCR event held in Samarinda

For many years, Yamaha Motor Co., Ltd. has been at work in cooperation with its distributors in the countries of Southeast Asia, building race promotion activities tailored to the special conditions and needs of each locality under a common theme of "creating local heroes." In the process, these races and the heroes they produce have steadily won Yamaha a growing legion of hard-core fans.

For more than ten years, in countries like Malaysia and Indonesia, YMC has not only shared its race systems and know-how but also sent instructors to take an active part in the education of riders and mechanics. Yamaha has also been the first maker to establish the one-make races for street-use production models that have won such avid support and allegiance from local riders and grown into status races in each country. To learn more about these successful programs we talked to Senior Engineer Kazunori Maekawa, the person

in charge of Southeast Asia race promotion at YMC's Motor Sports Promotion Division.

"It's almost impossible to talk in general terms about race promotion when you have seen how different the conditions are in different countries," says Maekawa. "Southeast Asia is one of the most dynamic motorcycle markets anywhere. Here, bikes are an irreplaceable means of transportation in the daily lives of its people. But most of the bikes sold are small and economical 100 to 130 cc types that fit the road



YMKI factory riders Petrus Canisius (left) and Ahmad Jayadie became the first Indonesians ever to compete in the World GP

conditions and tandem use that is common here. So you don't just bring in the same kind of race program they have in Europe or Japan and try to make it work here. We work to find styles of racing that fit the market and the national character of each country."

Promotion that answers real needs - Indonesia

Yamaha banners flutter in the wind along a roadside packed with spectators of all ages. They have come to watch the local Yamaha Cup Race (YCR), the immensely popular grassroots race series where participants bring their own bikes to compete against people just like themselves on the same class of Yamaha models over courses set up on public roads or open areas.

Now in its 6th year, the '96 YCR schedule includes 35 races around the country, each attracting over 350 entries. Numbers like that are solid proof that it has captured the hearts of Indonesia's bike lovers. In December, the winners of these local races gather to compete for the YCR national crown at the Sentul Circuit, site of the first-ever Indonesian round of the World GP series.

"Presently, the YCR series is organized by 27 main dealers around the country with the support of Yamaha Motor Kenca Indonesia (YMKI)," explains Maekawa. "By trying not simply to get people to come out to the race venues but actually taking the race itself to where the users are, we succeeded in making racing something the people could feel close to. Another reason for YCR's popularity is that we based our race categories around the underbone type mopeds that are prominent here in the Indonesian market," he adds.

This kind of grassroots YCR program has succeeded in discovering talent and raising strong Yamaha riders by building an ideal pyramid-type talent base. When a rider proves his ability at the YCR level he can win the support of one of the main dealers and join their team in competition against riders on other makers at joint races.

Two bright examples of riders who have climbed to the top of the pyramid from the YCR level are Petrus Canisius and Ahmad Jayadie, the two riders who competed for the first time this year in the Indonesian round of the World GP as members of YMKI's factory team. Despite being their first GP competition, both successfully completed the race, finishing 20th and 21st respectively among the 31 starters.

Race results translate directly into sales -Malaysia

In Malaysia, where demand in the motorcycle market has stabilized in recent years, interest in racing is so high that



The Yamaha Cub Prix Championship, organized by Hong Leong Yamaha Distributors, has contributed to building Yamaha's good product image and promoting motorsports in Malaysia for so many years

success or failure on the race track has a direct result on sales. For more than ten years, Yamaha distributor Hong Leong Yamaha Distributors Sdn. Bhd. (HLYD) has been organizing Yamaha Cub Prix Championship races for 100 and 110 cc mopeds at circuits around the country as part of its efforts to establish the Yamaha brand nationwide while at the same time contributing to the growth of motor sports. Many riders who first earned their stripes in Yamaha Cub Prix racing have moved up to national level competitions like the Marlboro Castrol Cub Prix Championship for moped models from the four Japanese makers and the Best of Malaysia Championship competed on 150 cc sports bikes like the TZM150.

Taking the first big step - Vietnam, Cambodia and beyond

The first motorcycle race ever held in the reunited Vietnam was last year's Yamaha BP Cup, jointly organized by YMC and the Ho Chi Minh City People's Committee. This year, four races between Yamaha and Suzuki brand 2-stroke machines on dirt tracks are scheduled to be held, two each in Ho Chi Minh City and Da Nang. In the August race in Da Nang, over 30,000 spectators turned out to see the race where Yamaha riders swept 1st and 2nd places. Yamaha riders have



The Yamaha BP Cup competition held in Da Nang, Vietnam on August 17, gathered numerous young and promising riders

scored eight straight victories since Yamaha BP Cup race began here in Vietnam, and already the image of Yamaha as the racing brand has taken root among young people.

Asked about the future, Maekawa says: "In the emerging markets of Cambodia and Myanmar (Burma) YMC has already begun supporting Supercross races. Eventually we plan to expand the circle of promotion to road racing. Our aim will be the same as it has always been ... helping to foster a new generation of local heroes."

ON THE COVER

Last December 10, the '95 Yamaha Cup finals were held at Sentul Circuit, site of this year's first-ever Indonesian round of the World GP.

Image maker

■ **Belgarda S.p.A.** ■ **Location: Gerno di Lesmo, Italy** ■ **Founded: 1980**
 ■ **Employees: 213**

Since its first Yamaha 125 cc motorcycle, the DT125, came off the factory line in 1986, Belgarda S.p.A. has been one of the main manufacturing and sales bases for Yamaha motorcycles in Europe.

During this past decade, Belgarda has not only supplied high quality products but also put enormous effort into promoting them on the market. In this issue we focus on the three monobrand races initiated by Belgarda which have been very successful in creating a strong brand image for their sports bike, motocross and scooter models.



The Belgarda office building

In 1996, we at Belgarda have organized three monobrand amateur race series, the Super Single Cup, Motocross Supercup and Scootertrophy, exclu-

sively for owners of the Yamaha SZR660, YZ125 and our Yamaha and MBK lines of scooters to build a solid and familiar brand image while promoting loyalty among Yamaha users throughout Italy.

By acquiring sponsorship from major companies such as Shell, Dunlop and BYE Helmet and providing free technical kits and superb technical assistance, we have been able to organize the races around a comprehensive philosophy of low participation fees, professional organizing staff and equal opportunity for all participants.

Yamaha SZR660 Super Single Cup

The Yamaha SZR660 Supersingle, released on the European market last year, was conceived, developed and produced in Italy as a dynamic dual-purpose model that delivers great all-round performance on public roads as well as on the race track. Since its release in June

1995, 2,507 units have been sold in Europe, as it has won an especially strong following among entry-level riders in the supersport class.



The Super Single Cup promotes the Yamaha Supersingle SZR660, which was born completely of Belgarda's own efforts, from thorough market surveys and creation of clear product and styling concepts to testing and production

To increase sales and promote a sporty image, this year we organized the new Yamaha Super Single Cup exclusively for all SZR660 owners. Well-known road racing circuits throughout the country are used as sites for five rounds of the Cup, and the first and third rounds at the Misano and Monza circuits coincided with the San Marino and Italian rounds of the World Superbike Championship. At Monza, the Cup was held right after

the World Superbike event, giving about 45 SZR660 participants, including two Italian motorcycle journalists to whom we leased bikes, a chance to show off their riding skills before more than 50,000 enthusiastic spectators.

At this point in time, four of the five races have been completed and 56 riders ranging in age from 16 to 50 years old, including two riders from Germany and



Switzerland, have taken part. With the last round on November 10 yet to be contested, this year's championship title has already been clinched by the talented 22 year-old Massimo Temporalì. As part of his title, Massimo has won the opportunity to testride the Yamaha YZF600R ThunderCat, the race machine for the '96 International 600 Supersport Championship, in preparation for the 1997 season.

Yamaha Motocross Supercup gathered more than 87 non-professional motocross enthusiasts at major off-road tracks



Yamaha Motocross Supercup

Yamaha boasts a 23% share in Italy's motocross market with popular models like the YZ125 and YZ250, which many riders rate among the most exciting off-road competition models in Italy. After the successful first edition of the Yamaha YZ125 Motocross Supercup which drew 77 participants, we decided to organize another Supercup exclusively for '96 YZ125 owners this year.

Thanks to the upgraded performance of the YZ125 and the large number of participants who swear by it, the Motocross Supercup is now considered one of the most exciting monobrand motocross races in Europe.

The Supercup is competed in two classes; the Cadetti class for riders under 21 years old and the Junior/Major class for 22 to 45 year-olds, and each race includes practice, two qualifying rounds and the final. In all five races, the Super Single Cup gathered a total of 87 participants. This year's lucky champions who won new '97 YZ125s were 17 year old Massimo Bianconcini in the Cadetti class and former World Championship contender Giuseppe Gaspardone in the Junior/Major class.

MBK-Yamaha Scootertrophy Top Performances

About 1,040,000 units of scooters are being sold annually in Europe and the strong Italian market claims nearly 50% of that total. Since Belgarda began selling



tracks around Italy to compete in these high level scooter races ran the full line of Yamaha and MBK brand scooters, including 26 Yamaha SPYs, 19 JOG-Zs, 3 AXISs, 13 MBK Booster Next Generations and 19 Fortes.

This year's highlight was certainly the 4th round, a 2-hour night-time endurance race held at Happy Valley kart track in Cervia - Ravenna that attracted 48 participants who raced as 24 pairs. At 9:00 PM, under



Entering its third year, each Scootertrophy race attracts some 80 entrees who love to enjoy their distinguished Yamaha and MBK brand scooters



Yamaha and MBK brand scooters in 1990, the variety of our line-up has kept us one of the three market leaders with consistent sales. Our best sellers are the MBK Booster series, including the MBK Booster Spirit, its predecessor the MBK Booster R and the Booster New Generation.

To strengthen the brand images of both the Yamaha and MBK makes, which are relative new-comers compared to the traditional Italian scooter brands, Belgarda organizes the MBK-Yamaha Scootertrophy with the cooperation of Top Performances, a manufacturer of special scooter kits. This is a unique and exclusive opportunity for us to promote two scooter brands at the same time.

Owners who showed up at major kart

the darkening sky on a summer night, 24 scooters gathered at the starting line to try their luck in this one-of-a-kind scooter endurance race.

These monobrand races that we promote at Belgarda have already succeeded in winning the hearts of many of our customers, while at the same time providing a stage to show off our products' high performance.

You might ask why we have chosen racing as our venue. Our answer is simple. Yamaha bikes are built to run, and performance is their pedigree. For us there is no better arena than racing to promote the true image of the Yamaha brand. And our customers seem to agree!

From Nicola Poggio of Belgarda S.p.A., Italy

WORLD TOPICS

GENERAL

U.S.A.

Olympic games come to town

The Atlanta Olympics were the world's biggest sporting event this year and it was also quite an experience for about 400 employees of Yamaha Motor Manufacturing Corporation of America (YMMC), who welcomed the Olympic-torch relay when it passed in front of their facility.

At 10 o'clock in the morning, thousands of people rushed to the street and waited for the torch. About 40 minutes later, the torch came by. On this leg of the relay, the torch "runner" was on the back of a motorcycle, so most of the crowd missed seeing the torch because it went by so fast. Also, the flame was small, with little smoke coming from it! Those who missed seeing it said in amazement "unbelievable" and "too fast", but still the magic of the Olympic spirit was felt by everyone.

From B. Kawakami of YMMC, U.S.A.



YMMC employees welcome the torch relay with a special banner

MOTORCYCLES

GERMANY

Skill up at GP track

On August 10 and 11, a special riding course was organized by the German

sports magazine 'PS' and the organization 'Moto Aktiv' at the Hockenheim GP track exclusively for the Yamaha sportbike riders. More than 100 riders with advanced riding skills participated in the two-day riding course, enjoying both the super training and fine weather. It was a great experience and motivation for all the riders to do some laps together with Yamaha's superbike champ Udo Mark, one of the instructors, and to see him demonstrate his winning technique.

From Karlheinz Vetter of Yamaha Motor Deutschland GmbH, Germany



It was a rare and valuable opportunity for the participants to ride the GP track

U.S.A.

Famous singer offers chance to race

Over the eight days from August 4 to 11, the '96 AMA Amateur National Motocross Championship was hosted for the 15th straight year by country singer Loretta Lynn, who opened her camping resort to the sport of AMA amateur racing.

Since 1982, the first week in August has seen a true national championship where America's best amateur racers compete for national crowns in 30 different classes. The program includes qualifying rounds for each region of the country, and this year more than six thousand men, women and youth racers attempted to win a spot in the final competition.

With approximately 800 riders and their families participating in the week-long event, there is plenty of free time to browse the product displays of each of the OEMs (Original Equipment Manufacturer). Yamaha's display consisted of the full line of '97 YZs, as well as models from each of the other



125cc B Stock and Modified class champion, Danny Smith and family

product lines.

After a week of racing, Yamaha riders came away with five overall victories. North County Yamaha's Danny Smith won both the Stock and Modified classes in the 125cc B class while his teammate Justin Buckelew clinched the 80 cc Modified class and finished second in the Stock class. Beach Sport Cycles Yamaha's Ernesto Fonseca of Costa Rica won the 125cc Youth Stock class and took second in the Modified class. Edgardo Rojas captured the 85 cc Stock class crown.

From Mike Guerra of YMUS, U.S.A.

AUSTRALIA

On the big bike again

Motorcycle lover John Crozier recently purchased a new XV1100 Virago from Paul Dempsey Motor Cycles in South Australia after winning AUSD\$40,000 (USD\$28,712) in a lottery.

John lost his left leg in a traffic accident



John's dream has come true with his new Virago and the sidecar

in 1968 when he was 26, and did not ride again up until around 1990, when he bought his first 50 cc, the JOG. Since then, he has updated it several times but always with a secret desire to buy a large capacity bike again someday. When he won the lottery, he knew right away what the windfall would go on.

Paul Dempsey has modified the bike to John's needs, changing to a right-side gear shift and shortening the foot brake lever to be operable with the heel, and also fitted a restored Australian-made sidecar, one of the requirements that enabled him to buy and operate the bike. John is extremely happy with his new outfit. His next goal is to fit it with air operated Jockey wheels which lower at low speeds so that he can once again ride solo.

From Paul Dempsey of Paul Dempsey Motor Cycles, Australia

U.K.

Salo receives a TDM850



Mika looks pleased to receive the TDM from Mr. Turner

Mika Salo, Tyrrell Yamaha Formula One driver, was at Brands Hatch during a weekend off to watch the seventh round of Superbike World Championship. The Finnish driver was invited by Yamaha Motor U.K. to receive a Yamaha TDM850 that he will be using for the rest of the F1 season.

On Saturday, Mr. Jeff Turner, Promotions Manager from Yamaha Motor U.K. handed over the keys saying: "We are delighted to present Mika with this bike. Two-wheels is the fastest and most convenient way to get around town these days and the TDM850, a versatile hybrid sports twin-cylinder bike, is perfect for town and touring and should suit Mika down to the ground.

We wish him all the best for the remainder of the F1 season."

Mika spends his days off in London and the loan of the TDM850 is sure to smooth out and speed up his journeys around town.

Mika explained his choice of bike: "Even though I work in the fast lane, I didn't really want a sport bike to drive around London. I will be trying out this TDM850, and have a feeling it will be perfect for me. I would like to thank Yamaha U.K. for the loan."

Salo also took the opportunity to talk racing with the two Yamaha riders, Colin Edwards II and Wataru Yoshikawa at the race track. As a keen biker, he enjoyed the exciting racing and was one of the first to congratulate Colin on his fourth and third position finishes.

From Veronique Beaujardin of Jardine PR., U.K.

THE PHILIPPINES

New era of solo bikes

Yamaha importer in the Philippines, Norkis Trading Inc., Co. organized a dealer meeting at Cebu on August 24 where three new models, the LB80, the Taiwan-made YA90 and CR50Z scooters were introduced.

As the Philippine economy has grown dynamically over the past few years, the motorcycle market has also expanded by 20 to 30 % each year. It is estimated that total sales of motorcycles will grow from 160,000 this year to 280,000 by the year of 2000. In addition to the typical taxi use, solo use is increasing rapidly.

In response to this market trend, Yamaha, Norkis Trading and all the dealers confirmed their future direction. YMC Managing Director Satoshi Watanabe and Vice Chairman John Quisumbing



Mr. John Quisumbing, Vice Chairman of Norkis Trading Inc., Co. addresses the meeting

from Norkis Trading attended the meeting and announced their commitment to the new era of solo bikes.

CHINA

Motocross training in Japan



Xu Peng (16) and Su Wen Min (18) showed their great ridings in the NA125 cc class of the Mie Prefecture Championships and finished first and third

Recently three riders and two officials of the Chinese national motocross team visited Japan on a training tour. YMC hosted them at the request of the Association of Motor Sports of the People's Republic of China (CMSA).

After watching the All Japan Motocross Championship at SUGO, the team moved to Trail Land Hamakita near YMC's home office for some intensive training under coach Toh of YMC's Motor Sports Promotion Division.

Besides this training, the Chinese team was in Japan to get some actual race experience before the upcoming Chinese National Motocross Championship. The race they entered was the NA125 cc class of the Mie Prefecture Championships.

Once the action started it didn't take long for the three Chinese riders to recover from a slow start and begin chasing the leaders. Soon Xu Peng riding a Yamaha YZ was in 2nd position putting pressure on the leader. When the young Honda rider in the lead faltered on the double jump, Xu went by him and on to victory. Xu was joined on winners' platform by his 17-year-old teammate Su Wen Min who finished 3rd.

After the team's successful Japan tour, YMC became the first foreign maker ever to be sent a Special Contribution Award from the CMSA since it joined the FIM in 1987.

WORLD TOPICS

FRANCE

'96 Bol d'Or in rough conditions

After last year's second place the Yamaha Motor France (YMF) racing team carried high hopes to the start line of the '96 Bol d'Or 24hr endurance race, one of France's biggest motorcycle events. What awaited, though, was the worst possible conditions for racing; a rain storm and repeated crashes that brought out the red flag three times and the pace car three times.

Despite these conditions, the two YMF teams raced on valiantly with their YZF750 machines. The first team of J. Witham, A. Morillas and J.M. Deletang had to race with only two riders after an early morning crash took Witham out of the action. Still, they managed to hold on to 2nd place until the team was penalized because of a disputed penalty and got two additional minutes, which dropped them to a final 4th place finish. The second team of E. Mahé, R. Nicotte and J.L. Battistini also overcame hard luck in the form of a broken gasket that cost them 17 minutes in the pit and dropped them to 63rd position. They fought back tenaciously for the rest of the race to finish a commendable 7th.

From PR Department of YMF, France



YMF's number one team pushes hard on the YZF750

MARINE

SWEDEN

Coastguard's strong back-up

Sweden is a country with only nine million inhabitants, but surprisingly, one out of every six people owns a pleasure boat. The country's coastline is 2,500 km (1,550 mi.) long, and if you include all the bays, promontories and islands, it stretches to 8,000 km (4,960 mi.), almost one fifth of the circumference of the earth!

That's why the coastguard needs a number of fast, reliable boats for rescue missions and other emergencies. Three years ago, the coastguard began to use four Flying Flippers powered by twin Yamaha Pro V 200s that can reach a top speed of 60 knots. In spite of the short summer in Sweden, each boat puts in approximately 600 running hours and 14,000 nautical miles (22,580 km) per year, plenty of time for the Yamaha Pro V 200 to prove its excellent durability.

From Bertil Wåhl of Yamaha Motor Sweden AB, Sweden



Twin Pro V 200 outboards power the Flying Flipper coastguard boats

PERU / VENEZUELA

Two campaigns for outboards

Yamaha's Peruvian marine distributor Mavila Hnos, S.A. took its service to the users this year in a nationwide free-inspection campaign directed at Yamaha outboard owners in Peru's coastal fishing industry.

Traveling in a fully-equipped service truck, the mechanic and sales manager from Mavila's home office in Lima were on the road for a month at a time visiting isolated fishing ports and offer-



In one day alone the Mavila team services 12 Yamaha outboards at the town of Parachique near the Ecuadorian border

ing free inspections, plug replacement and oil changes. Needless to say, the fishermen all along the Peruvian coast were very appreciative of the service.

Meanwhile in Venezuela, importer Mercantil Yamaha C.A. was undertaking a different sort of campaign. Making aggressive use of leaflets and radio advertisements, Mercantil Yamaha made a nationwide appeal for the benefits of using only genuine Yamaha spare parts on Yamaha outboard motors. Sales manager Moises Serfaty says the campaign's goal is to eliminate the use of non-genuine parts that can shorten the product life of these quality motors.

MOROCCO

Sponsoring first Water Vehicle race

The first official Water Vehicle competition in Morocco, the Morocco Motorized Nautical Vehicles Championship was held on August 10 and 11 in Marinasmir near Tetouan City. This event was organized by the Omnisport Motorbike North Club Africa in Tetouan and Mifa-Yamaha participated as a sponsor. Competition is in six categories including Scratch Jet, Scratch Scooter, Free Style, Veteran, Female and Hopes, a special class for young and promising pilots, with all the entrants taking part in the two races of slalom and free style.

A total of 14 Yamaha pilots participated in this big race and among them, Brice Aracil and Jonathan Pinto scored brilliant 1st and 2nd finishes on Yamahas in the Jet Ski class.

The winner Brice Aracil who is only 14 years old is the most promising young

pilot in Morocco who recently proved his great talent by winning the Sport Division Expert class of the World Cup '96 Jet Ski Championship in the U.S.A. after beating the 5-time American champ.

And Brice's talent is not limited to the water. He also has a marvelous career in other motor sports, having several times won the national motocross championship as well as winning the 80 cc and 125 cc classes of motorcycle enduro racing and kart racing. No matter what motor sports he engages in, he always chooses Yamaha as his partner.

From A. Bobos of Mifa, Morocco



Mifa-Yamaha sponsors the first official Water Vehicle race in Morocco

SURFACE MOUNTER

U.S.A.

YV100 wins IM award in USA

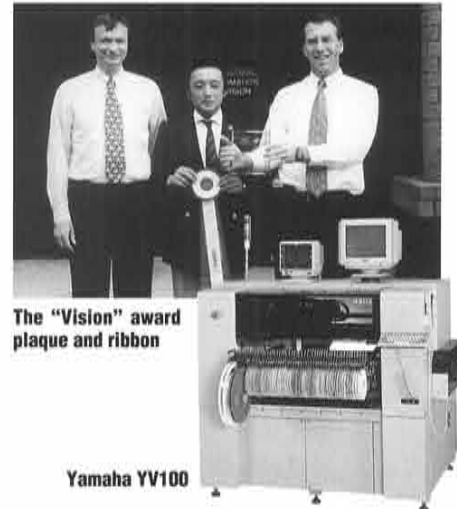
The Yamaha surface mouter YV100 recently won the coveted "Vision" award of the leading industry magazine SMT for most outstanding machine at the Surface Mouter International '96 trade show in San Jose, California, in the heart of the U.S.A.'s high-tech mecca, Silicon Valley.

Marketed in North America and Europe as an OEM product of the Philips brand bearing the "Orion" name, the full-vision, multi-function surface mouter YV100 has won an outstanding reputation in the mid-speed mouter category. This acclaim is due to its excellent cost performance and user-friendly flexibility in the job of high-precision mounting of multiple varieties of electronic components on printed circuit boards.

The "Vision" award recipient is selected based on impartial secret balloting by industry representatives who judge the products for technological advancement, design originality, reliability,

economy and market suitability, making it one of the most respected awards in the U.S. electronics industry. What better proof of Yamaha's technical excellence in the growing field of industrial machinery.

From Steve Shirasu of YMC, Japan



The "Vision" award plaque and ribbon

Yamaha YV100

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

INDONESIA

Water purifier for everyday use

On July 4 a launching ceremony was held for the new Yamaha Water Purifier model OH200 at a hotel in Jakarta before a host of dignified guests including YMC Director Keisuke Abe.

Since their 1992 release, the OH300 series Water Purifier models manufactured and sold by Indonesia's Yamaha companies Yamaha Indonesia Motor Manufacturing (YIMM) and Yamaha Motor Kencana Indonesia (YMKI) have won an excellent reputation and found a wide market in household and commercial use. This success soon led to calls from the marketplace for a general market model that would enable an even larger number of people to enjoy the benefits of cleaner water for everyday use. The OH200 was developed to



YMC Director Keisuke Abe makes a speech at the launching ceremony

answer this need.

In his speech before the dealers and guests at the ceremony, Director Abe said he was confident that the product concept behind the OH200 was one that would win the satisfaction of the people of Indonesia.

Less than a month after the release a contract was signed on August 1 to supply the Japanese Embassy in Indonesia with 53 units from the OH300 series for the homes of embassy staff, including the home of the Ambassador which is often the site of parties for important international dignitaries, and special care is taken in the quality of everything that is served.

From A. Ito of YMKI, Indonesia

Correction: We apologize for a mistaken place name in a topic from India in our January 1 issue (page 7). The place name Yamuna should be Yamuna Nagar.

■ P.A.S. technology for wheelchairs

On October 1, Yamaha Motor Co. Ltd. began nationwide domestic sales of two wheelchair power units, the JW-I and JW-II. Two weeks before its release date, the new Yamaha JW-II, a unique auxiliary electric power unit incorporating Yamaha's celebrated P.A.S. (Power Assist System) technology was unveiled



The JW-II unit introduced at the Home Care & Rehabilitation Exhibition wins high visitor acclaim

at the 23rd International Home Care & Rehabilitation Exhibition in Tokyo.

Working on the same principle as the PAS, Yamaha's world-first electro-hybrid bicycle, the JW-II power unit responds automatically to manual turning of the wheels with an equivalent amount of drive force to the wheels from a battery powered electric motor that basically halves the effort necessary to propel the chair. The result is a big boost in confidence and range of mobility for people with limited strength.

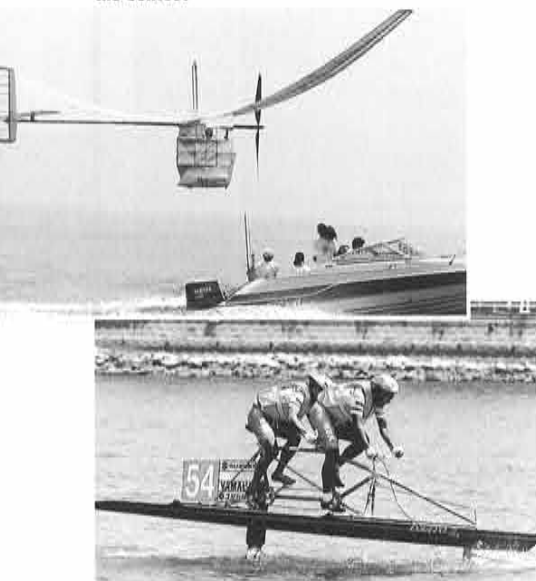
The JW-II joins the JW-I, a non-hybrid electric power unit that has been test-marketed around Japan since last November. Both are compact units weighing under 14kg (30.87 lb.) that fit on almost any existing manual wheelchair without sacrificing portability or foldability. Powered by a rechargeable battery, the JW-II can travel about 7km (4.34 mi.) of flat road on one charge.

■ Employees challenge new heights

Again this summer, Yamaha employee voluntary clubs put their dreams on the line in valiant efforts to stretch the performance limits of human-powered craft in the air and on the water.

In the 20th Birdman Contest of human-powered flight, held on the shores of Lake Biwa in central Japan on July 29, pilot/cyclist Hironori Nakayama of Yamaha's Club Aerocepsy, last year's winner in a meet record of 8.7 km (5.4

Gokuraku Tombo maintains stable flight in the contest



COGITO 3.5 pushing to the limit for "V"3

mi.), got his *Gokuraku Tombo* off to a perfect start and looked to be headed for another big record until head winds came up at the 5 km point, forcing him to settle for 2nd place with a respectable 7.9 km (4.9 mi.) flight.

Two weeks later another Yamaha team dashed to its third straight victory in the '96 Hamana-ko Solar and Human-powered Boat Races. The Yamaha team-designed hydrofoil *COGITO 3.5* clinched the overall victory in the human-powered boat category over 35 contestants by winning the 200m (218.8 yd.) sprint and finishing 2nd in the slalom race. Two other Yamaha teams finished 2nd and 3rd overall.

■ Yamaha to power TWR Arrows and Damon Hill in 1997

Yamaha is set to make a fresh start in F1 competition next season in a new alliance with Arrows of the TWR Group, a world leader in automotive design, engineering and manufacturing. The TWR Group has enjoyed a fine record of international success in Touring Cars, World Sports Cars and recently in F1 as partner to Benetton in 1991.

As drivers, the new team has signed non other than this year's world champion, Damon Hill and Brazilian Pedro Diniz. Hill is no stranger to working with Yamaha, as he started out in motorcycle racing on a Yamaha TZ350.

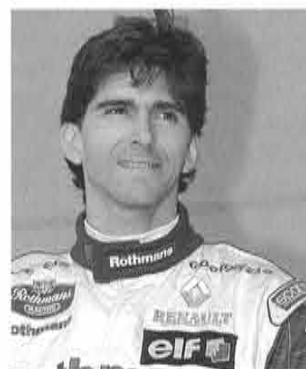
■ 21st President Awards



Proud smiles at the awards ceremony

The five groups whose outstanding contributions to the Yamaha group were recognized recently in the 21st edition of the biannual President Awards, represented an interesting cross-section of Yamaha's wide ranging corporate activities.

The awards went to (1) eight engineers involved in the development of the YACS Yamaha Attitude Control System for industrial-use Yamaha unmanned helicopters that greatly simplifies flight control, (2) 14 development staff who worked on the planning, design and engineering of the revolutionary new 250 cc luxury scooter YP250 Majesty, (3) six members of the production technology team at the 4th Iwata Factory for the development of a new automated method for welding together the inner and outer panels of fuel tanks, (4) the Yamaha group parts manufacturer, Taiwan IIC, for outstanding progress in improving competitiveness through corporate restructuring, original automation innovations and expanding business on a global basis, and (5) to the Yamaha Chubu sales company for maintaining an outstanding sales record throughout the drawn-out domestic market recession and thus contributing greatly to Yamaha's overall domestic business.



By signing on for next season, '96 F1 world champion Hill has shown his confidence in the new Arrows - Yamaha partnership

Venture Club Norway

Johan Cappelensvei 17
N-7033 Trondheim,
Norway
Tel: +47 73 94 00 36
Fax: +47 73 91 84 90



At our '95 spring meeting held in Støren, 24 Ventures gathered, including the first 1200 and one of the very last 1300s sold new in Norway

Venture touring with the midnight sun

Kåre Strand, Club leader

Venture Club Norway was founded in June 1993 and presently has 73 members, all proud owners of the great touring bikes Yamaha XVZ Venture 1200 and 1300. In terms of population, Norway is a small country, and since our members are spread over the full length of it, most of us have only one to four club members within an hour's riding distance, and the farthest members live 1,800 km (1,116 mi.) apart! So, although we have two annual meetings, one each in



On my way to a meeting in Hamar at the end of April, with temperatures under -4C and threatening snow

the northern and southern parts of the country where around 10-30 bikes and approx. 15 to 40 people attend, we often get together with closer members at regional meetings of many different bikes, such as the Viking Rally, a typical small meeting which gathered around 60 bikers and the medium-sized Torghatt-Treffetenen meeting.

The activity we enjoy most is of course touring. Because Norway is a cold country, especially in the north, our riding season is quite short, lasting really only from May to the end of September. So when the weather is good we like to put a lot of kilometers on our bikes.

The upside of being a biker in Norway is the marvelous roads, perfect for motorcycling on a bike like the Venture, winding up and down mountains, in and out along the scenic fjords for as far as you want to go. And, best of all, with the exception of a few weeks in summer there is very little traffic. You basically have the road to yourself for long distances.

The midnight sun in summer also adds special joy to those long evening rides that few people in the world can. It may be hard for many of you to believe, but 30% of our members actually live north of the Arctic Circle!

Our club also publishes a quarterly newsletter and keeps a club shop with badges, caps, pins and other items. The newsletter is the most important vehicle we have for getting information out to our members. It features technical tips, club shop information, news about new members and travel reports. We

are also active keeping in touch with other Venture clubs in Sweden, Germany, France, Switzerland, the Netherlands and the U.S.A. Especially with our neighboring country Sweden, we build good friendships by visiting each club's meetings.

At the end of August, one of our members, Stig-Jorn Nyrud, and I attended the 5th anniversary jubilee meeting of the Netherlands' Venture Club, which was probably the biggest gathering of Ventures ever in Europe. Some 134 bikes and 240 people came from all over Europe for an enjoyable late summer weekend in the Netherlands. My friend who lives north of the Arctic Circle got the prize for the longest distance traveled to the meeting, almost 3,000 km! We would like to thank the wonderful people we met there at that time.

Founded: June 1993
Members: 73
Main activities: Publishing quarterly newsletter, running a club shop, organizing meetings, etc.

It's all about the latest two-wheelers

The world's biggest international bicycle and motorcycle show, IFMA '96, was held at the Cologne Exhibition Center in Germany from October 2 to 6. A total of 235,000 visitors entered the gates during the five-day run to see the latest two-wheelers displayed by 2,000 exhibitors. Among the 70% foreign manufacturers, Yamaha introduced a powerful motorcycle line-up including three new models for '97, the XVS650 Drag Star, XV125 Virago and XJR1200SP.



YMC President Takehiko Hasegawa (right) visits IFMA '96 to commemorate the opening of the Yamaha booth on the press day

With a long & low profile and muscular torque, the XVS650 Drag Star is introduced in answer to the growing demand for American style motorcycles in Europe. Mounting a 649 cc air-cooled V-twin engine on a newly developed double cradle frame, this model boasts the longest wheelbase in class at 1,610 mm and dynamic torque that doesn't quit.

Newest entry in Yamaha's popular Virago line, the XV125 is smaller in displacement but not in riding pleasure. Mounting an easy to handle 125 cc engine on a full-size 250 cc class frame, this laid-back American-style model comes beautifully appointed with chrome finish on prominent parts from the rims and headlight right back to the muffler and rear suspension.



The XJR1200SP "King Replica" debuts for '97 as an upgraded version of the popular XJR1200, loved for its massive low- to mid-speed torque and classic motorcycle looks. Besides new features like adjustable rear shocks and brake and clutch levers, this model sports the yellow and black color scheme of the legendary race machine that dominated the World Championships from 1978 to 1980.