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New face of the Phazer

The '99 PZ500 takes a giant leap forward in technology and styling, adding even sportier performance and fun to the 15-year run of the popular fan-cooled Phazer.



Trail-blazing sleds for '99



(Clock-wise from upper left) 1) The high performance trail machine Vmax 500 SX, 2) a total of 22 models were available for riding, 3) the new sport Phazer 500, and 4) checking over the new sleds at the test-site

The annual "Snow Shoot" is the event where Yamaha unveils its new snowmobiles for the international media. This year's event was held in the tourist town of St. Donat, about 1.5 hours north of Montreal in Canada's Quebec Province. There, many of the journalists had their eyes on Yamaha's powered-up 500cc category, including the all-new PZ500, boasting sporty, high-tech performance plus ease of handling, and the VX500SX, which adds a new class to the premium Vmax SX series of front-running trail performance sleds.

New spice for the 500cc class

Every year, the international snowmobile press comes to "Snow Shoot" expecting to see something new and exciting from Yamaha. And again this year they weren't disappointed with its 22 premium machine lineup highlighted by the top performance SRX700/600 with its long travel suspension, a wide range of industry-leading Vmax series models, the all new Phazer

and much more.

What's new among the 1999 models is in the popular 500cc category, namely the Phazer 500 and the Vmax 500 SX. The Phazer 500 is an all-new model that packs exciting new performance and design touches into the very popular Phazer 485. With a new hood design and completely new engine mounted on Yamaha's current high tech chassis, the Phazer 500 will surely be a great seller this year in the market for fan-cooled machines.

In the liquid-cooled category, the Vmax 500 SX is the big news for the '99 models. Following in the market-leading tracks of the Vmax 700 and 600 SX, this new 500 is an excitement-packed entry level sled in the trail performance category. Sporting the blue and white color scheme of Yamaha's factory racing machines, the 500 SX will tempt snowmobile fans with its competitive sticker price as well.

Also for 1999, the Yamaha line gets a new three-cylinder engine design with a single pipe in three of the liquid-cooled sleds. This new engine increases the power band across the entire rpm range,

putting smooth, seamless power in the riders' hands.

Cool venue, warm hospitality

From late February into mid-March, members of the media from Canada, Finland, Sweden, Switzerland and the U.S., converged on the small French Canadian city of St. Donat, where the main industry is tourism thanks to the popular skiing and snowmobiling venues in the area. Organized into three groups, each lasting four days, the journalists arrived to a welcome ceremony hosted by Quebec's Minister of Tourism. Each session began with introductions of the journalists and magazines they represent, local resident hosts and Yamaha staff, followed by detailed information about local trails. Afterwards, the journalists enjoyed four days of riding on a variety of terrain including lakes, high-speed and tight twisting trails, ski slopes for climbing, and ungroomed areas for suspension testing. Those areas provided plenty of opportunities to gather impressions and do their photo shooting of all the 1999 Yamaha sleds for the coming season's editorial coverage.

Thanks to the help of Annie Hendersen of the St. Donat Chamber of Commerce and several local residents, this year's Snow Shoot was a tremendous success. Also, the local snowmobile club worked hard on the trail grooming each night so that the trails were in the best condition for the next day's riding. In the evenings, the magazine editors and Yamaha staff got together for fantastic food and friendly conversation with local townspeople.

From the mouths of journalists

Representing the U.S. snowmobile press at the event were American Snowmobiler,

Ehlert's Snow Week, Snow Goer and Snowmobile, Sno West, Snow Tech and Supertrax (U.S. and Canada), while teams from Snow Goer Canada, Hot Sled, Montoneige Quebec and Snowmobilers Television represented the Canadian media. Also attending were freelance reporters Eric Putter and Mary Sorrenson, Jim Gorant and Kevin Wing from Popular Mechanics and Larry Kaduce from Snow Connection.

From the European press came journalists for Snowmobile Scandinavia, Skoter Magazine, Moottorikelkka and Snow Rider.

The success of the event was very apparent from comments like, "This was one of the best prepared events I've seen for hospitality, trail conditions and sled performance," from Lane Lindstrom, editor for Sno West Magazine. Lane went on to say, "Everyone we met really went out of their way to make us feel welcome and help us get our work done."

As for the new 500cc models, there was high praise for their technological and economical features. According to John T. Prusak, editor of the Ehlert publications Snow Goer, Snow Week and Snowmobile, "Yamaha's impressive climb in technology appears to be continuing. From the exciting and agile new Vmax 500 SX to the renewed Phazer, Yamaha had a lot to offer at the 1999 event. And aside from the equipment, the Yamahas of today are also much more price-competitive as well."



Two new powerful 500cc sleds are coming to the '99 snowmobile market

About the new PZ500 he added, "The Phazer was an especially impressive package. Yamaha gave the Phazer its new chassis — complete with the ProAction Plus rear and trailing arm front suspension systems and a hydraulic brake — while cutting the price of the sled considerably." Prusak went on to talk about details of the Ehlert Publishing 1999 Rode Reports conducted in conjunction with the Snow Shoot.

"The extensive snowmobile trail system in the greater St. Donat area proved to be a very good testing ground for our team of editors and consumer guest riders. Combined, we tallied more than 11,000 miles (17,700 km) on the prototype and pre-production sleds in our four days of testing. We shot more than 5,000 color action photos and 19 hours of video tape. All of this will be the backbone for much of our editorial coverage for the entire year." It certainly looks like Yamaha's '99 snowmobile season is off to a dashing start.

From Scott Heath of YMUS

What makes the PZ500 new

Keeping its highly-reputed features of engine durability, lightweight body and its economic advantage, the Phazer was reborn for '99 as the PZ500 under the concept of a "basic model featuring full sport components."

In order to offer a full array of sportier components, the new Phazer 500 was developed around many advanced Vmax technologies, such as a lightweight frame, hydraulic disk brakes and Yamaha's original ProAction System front and ProAction Plus rear suspensions.

The 2-stroke fan-cooled twin cylinder engine is more powerful than ever with further improvements in low to mid range power output. Also, a convenient electric starter and reverse gear are available as options for greater ease of use.

The newly designed lightweight but rigid hood in solid white delivers excellent air flow to improve engine, brake and clutch cooling.

For anyone from beginners to veteran drivers, the '99 PZ500 offers great flexibility to fit in a wide range of riding scenes.



The Phazer's powerful fan-cooled 2 cylinder engine shows further maturity with improvements in the intake/exhaust systems, throttle response and low to middle range power output

Taking the changes in stride

■ Yamaha Distributors ■ Durban, South Africa ■ Founded: 1962 ■ Employees: 80

From humble beginnings in 1962, the Yamaha story in South Africa, with its population renowned for being outdoor and sporting enthusiasts, has developed into a fairy tale success story. The authors of this story, Yamaha Distributors, started out as a three person operation distributing only motorcycles, adding the marine franchise to its business in 1971 and Power Products in 1975. Headed today by Mr. John Robertson, a passionate promoter of the Yamaha brand, Yamaha Distributors is now a nationwide organization employing 80 people and supporting a dealer network in excess of 500 service dealers.



Our reporter, Ms. Laura Kidd, Public Relations Officer of Yamaha Distributors

South Africa is a country that has undergone enormous political and social change in the last five years and, despite the difficult trading conditions during the transition period, which placed tremendous pressure on the South African currency and hence the cost of imported products, Yamaha Distributors has remained committed to promoting the Yamaha brand. This commitment is now paying dividends as the period of economic isolation has lifted and Yamaha is well placed to meet the challenge of competitors that have flooded into the market. Based in South Africa's east coast city of Durban, which is home to Africa's largest port, Yamaha Distributors is well placed to distribute Yamaha products to the rest of South Africa and to provide a depot service to other African Yamaha distributors.

Ever since the days of the original company's founder, the avid motorcyclist Charles Young, the motorcycle division has remained Yamaha Distributors' strongest area of business and the brand

today commands a 35% share of the national motorcycle market. Most of our Yamaha motorcycle dealers here sell only Yamaha motorcycles and are supported by our technical and marketing team, based in the Durban Head Office and assisted by area technical and marketing staff who regularly visit the dealerships and assist dealers in supplying customers with the service support they expect from Yamaha.

Breaking 4-wheeled ground

Amongst our recent success stories is that of the ATV market, which has shown tremendous growth in the last few years. Yamaha Distributors stocks a comprehensive range of vehicles suitable for the leisure, agricultural and utility markets. New models are actively promoted through advertising campaigns and press launches and a "Quad Club", established by a Yamaha dealer in Johannesburg, organizes regular outings for ATV owners. These vehicles are very well suited for enjoying the rugged and beautiful countryside that is South Africa's natural heritage. At a recent press launch journalists were treated to a special experience when they were able to test the Yamaha Big Bear while riding through a private game reserve viewing game under the supervision of trained game rangers.

Vicus Van Deventer, is a South African ATV competitor who recently stole the headlines by winning the ATV class of the Paris-Dakar race on a YFZ350 Banshee.

Agricultural and commercial-use motor-

cycles also account for a substantial segment of the market. The Yamaha TW200, AG200 and SR250 are favorites in these sectors for their reliability and ability to withstand punishing conditions. The Yamaha XT350 is also a long standing favorite and has been the motorcycle preferred for some years to patrol the country's borders. These motorcycles have also recently been used in a social responsibility initiative, funded by businesses, to combat crime. The vehicles were selected for their speed and maneuverability in busy areas.

Yamaha Distributors fields superbike, motocross, off road and enduro racing teams to support their marketing efforts and keep the Yamaha brand high in the public eye.

Serious about fun on the water

The Marine industry in South Africa is largely a leisure market with Yamaha commanding about 44% of the total outboard market. Yamaha has earned its popularity with its reliability and superior anti-corrosion system, which is especially appreciated by the coastal customers. Marketing efforts are concentrated on classical above-the-line advertising campaigns as well as the sponsorship of high profile Ski Boat Fishing, Inflatable Boat Racing and Bass Fishing competitions. Personal Watercraft are a growing market with year on year sales in the last two years showing a 300% growth. Happily, Yamaha accounts for approximately 30% of this market. The most popular models are the GP1200 and the WB760, which is preferred by families. Yamaha is encour-



Out in the African bushveld with the Yamaha Big Bear



Early morning fishing in the Indian Ocean. South African fishermen appreciate the reliability and performance of Yamaha outboards

aging sales of WB700s by establishing rider training clinics throughout the country to coach the prospective customer through the first few hours of learning to ride the Wave-Blaster so that they are able to appreciate the capabilities of this exciting craft.

Yamaha and South Africa have produced five Watercraft World Champions in the persons of Lisa Wosick - Ladies Expert World Champion 1993; Ricky Sneddon - Expert Ski Modified World Champion 1994; Dustin Motzouris - Expert Ski Modified World Champion 1996; Tracey Lathwood - Ladies Expert World Champion 1995; and Justin Windsor Expert Ski Super Stock 1997.

Ingenuity in the face of market change

The Power Products marketing team has perhaps been the most directly affected by changes within the country and has had to display ingenuity to achieve sales targets. The primary challenge comes from the massive public electrification program currently underway in South Africa. This has impacted greatly on sales of generators previously used for



Yamaha supported the South African Crane Foundation by donating a generator to be used for the incubators of the endangered Wattled Crane. There are currently only 500 wattled cranes remaining in the wild in South Africa

basic domestic power requirements in rural areas.

Kelvin Thomas, the Director in charge of this division came up with the idea of coupling Yamaha multi-purpose engines with other equipment such as welders, hammermills for grinding maize, block making machines for housing projects, lawn mowers for turf care and other light industry tools. This not only provided a whole new marketing opportunity for Yamaha Distributors, but also gave unemployed people of South Africa the opportunity to earn a living providing a service with portable power. This initiative was well received by many government organizations who are encouraging self-entrepreneurship to address the unemployment problem in South Africa. In other areas, demand for Golf Cars has



Specially adapted Yamaha golf cars are used for beach front patrols

increased with the tourist trade and large golfing resorts have started to run fleets of Golf Cars to satisfy their international and local guests. Golfing housing estates have become increasingly popular, opening a market for privately owned Golf Cars used as estate 'run-arounds.' Special adaptations for other utility applications include the addition of a dog box on the back of the car for police patrol in malls and beach front boulevards, and four-seater Golf Cars with weather proofing for factories and airports.

South Africa is in many ways a unique market, using Yamaha products in ways that may surprise many Western countries. However, in accordance with Yamaha's philosophy, Yamaha Distributors aims to ensure that Yamaha products provide "Kando" (Simultaneous feelings of satisfaction and excitement) to our customers in South Africa just as they do in every other country where they are sold.

WORLD TOPICS

GENERAL

CANADA

New display the envy of competitors

Yamaha Motor Canada Ltd. (YMCA) recently launched its new corporate display in Toronto. The sophisticated display is expected to serve as a centerpiece at shows for years to come.

At recent shows, the display attracted the attention of customers with its innovative design, making it the envy of competitors. In fact, the only things that attracted more admiring glances at the shows were the amazing new Yamaha products like the high performance snowmobile series SRX, the new generation automatic ATV Grizzly, the newest supersport motorcycle YZF-R1 and the V-Star street bike.

The overall effect of the new display has so far been very positive. It combines Yamaha's high quality look with a hint of sophistication and an eye to the future, and is the ideal platform to demonstrate to YMCA customers the superior features of Yamaha's growing list of outstanding new products.

From Brian McCreery of YMCA, Canada



YMCA's new corporate display is expected to be a showpiece for years to come

MOTORCYCLES

VIETNAM

Trail bike for conservation work

As part of Yamaha's continuing commitment to the growing market in Vietnam, the Yamaha Representative Office in Hanoi has recently donated a DT 175 trail bike to a conservation NGO conducting ecological monitoring, conservation education and training in the Hoang Lien Mountains Nature Reserve in northern Vietnam.



The Yamaha DT 175 trail bike is the ideal work horse for Frontier-Vietnam's conservation efforts in remote areas

The NGO, called Frontier-Vietnam, will use the DT to gain access to remote areas of the mountain reserve which includes the highest peak in Vietnam, Fan Si Pan.

In addition, the DT will be used for the Frontier-Vietnam Environmental Extension program which is providing conservation education to schools and local community groups that border the reserve. Over 7,700 people live within the reserve boundaries, and the population is mainly composed of ethnic minority groups including the Hmong and Dao minorities.

Over the past decade, over 50% of the forest cover of the reserve has been lost due to encroachment by farmers, and many species are facing extinction in the area due to hunting practices. Frontier-Vietnam aims to promote community awareness of these problems and will provide technical support for villages to enhance the sustainable utilisation of the resources of the reserve. In particular, attention will focus on the training of Hmong guides, the establishment of a reference collection on medicinal plants and endangered species, and ways in which sensitive-tourism development can improve the standard of living of local communities.

Frontier-Vietnam expresses its gratitude for the generous assistance provided by Yamaha Motor in Vietnam.

From Toshio Miyazaki of YMC Hanoi Office, Vietnam

CHINA

'98 JYM dealer meeting

On January 16, 1998, 200 delegates from 197 dealerships gathered for the Chongqing Jianshe Yamaha Motorcycle Co., Ltd. (JYM) '98 dealer meeting at a hotel in Haikou City, Hainan.

YMC Managing Director Hironori Ogura began the meeting with a speech, and JYM's General Manager (then) Giichi Sakiyama welcomed the delegates and expressed appreciation on behalf of the company for the dealers' consistent cooperation. Mr. Sakiyama stressed that although he is leaving shortly to be replaced by Mr. Hiroshi Horai, he wants to offer his continuing support toward the prosperity of JYM.



The Most Outstanding Dealer and Outstanding Dealer awards were presented at the dealer meeting

JYM Vice General Manager Zhang Bao Ping presented the '98 Business Policy based on last year's motorcycle market trends and JYM's sales performance. He predicted that competition in 1998 would be stiff, with an oversupply of motorcycles and the emergence of new motorcycle manufacturers. He said, "At JYM, we will continue to carry out thorough market management by integrating a 3-way team effort comprising JYM, main dealers and sub dealers. At the same time, we will be striving for the improvement of service by providing shops that incorporate sales, service and parts."

The dealer meeting was also the occasion for electing the six Most Outstanding Dealers and 32 Outstanding Dealers, and the distinguished representatives received award plaques and prizes

from YMC's Mr. Ogura and JYM's Mr. Zhang Bao Ping.

From Guo Jian Xin of JYM, China

VENEZUELA

Strong hold on police bike bids

At the end of 1997, Yamaha's distributor in Venezuela, Distribuidora Venemotos C.A., was successful in procuring a 562-bike order from the National Police. The XT600E and SR250 join the main model, the XJ600P to complete the selection.

Venemotos sells the most bikes in Latin America under government order. This accounts for over 1400 units, almost all of which are larger models over 500cc. Major clients include police units, public offices, the National Police, city offices, and government.

The Yamaha brand has without a doubt a positive image because Yamaha bikes are used by these organizations in Venezuela's major cities. In the case of the XJ600P, which represents a large number of the bikes sold, an even better image is created by them being ridden with such prominence by police.

Because the Yamaha image is so exceptional, and also because the organizations that use Yamaha bikes in their police escort and patrol work are



In Latin America, Yamaha distributor Venemotos is the leading supplier of government-order bikes which include the high profile police bikes

increasing in number every day, we believe we have an excellent chance to win new bids in 1998.

From Aristóbulo Rojas M. of Distribuidora Venemotos C.A., Venezuela

FRANCE / ITALY

MBK Nitro Scooter of Scooters '97

MBK's Nitro has been voted Scooter of the Year for 1997 by two of France's most popular scooter magazines and by an eminent Italian magazine. The distinctive 50cc supersports scooter was developed exclusively for the European market and released there in Spring 1997.

The French magazines, Scoot'n Scoot and Scoot Look, have a circulation of 50,000 each, and have a major influence on the French 50cc market. The choice

of Nitro was made in the case of both magazines by reader voting. Forty-four percent of Scoot'n Scoot readers, for instance, voted Nitro number one. This is the best result ever obtained by a scooter in this voting since it began in 1995.

Scoot'n Scoot readers also chose the Yamaha Aerox, MBK Ovetto, and Yamaha Neo's in its top 15.

A prestigious panel of judges for La Moto Junior, an Italian monthly magazine, also chose the bold and stylish Nitro as their Scooter of the Year. The VIP panel included Valentino Rossi, '97 World 125cc Road Race Champion, Mr. Paolo Sesti, President of the Italian Motorcycle Federation, and some of the most prominent journalists from motorcycle magazines and newspapers in Italy.

From Catherine Hauet of YMENV, The Netherlands



Exclusively developed for the European market, MBK's Nitro was voted way ahead of the pack by influential magazines in France and Italy

Production models win big in Las Vegas

EUROPE

Seventy-five journalists and guests flew in from Europe to glittering Las Vegas for Yamaha Motor Europe N.V.'s final press test of the season - the YZ400F and WR400F. The event spread over three weeks and consisted of four groups of journalists and guests, each staying four days. With 28 bikes and numerous locations to prepare, it took Yamaha staff from all over Europe, the USA and Japan to provide the technical and logistical support to make it all happen. YME factory rider Andrea Bartolini, YMF rider Davide Vuillemin, plus Paul Malin, Carl Nunn and Neil Shepherd from Great Britain were there to show everyone how it should be done.

What's new about both the YZ400F and the WR400F is a revolutionary new 400cc 4-stroke engine that puts out a huge 55hp in the YZ and 45hp in the WR. Unlike conventional larger capacity 4-stroke engines, it is as light, compact and tractable as a comparable 250cc 2-stroke motor. Fitting this new engine in a 250-size frame gives us something that has eluded motorcycle manufacturers for so long — a motocross bike with 4-stroke power and 2-stroke agility.

Many were effusive with their praise of the bikes, and those who had



Accessed by helicopter, the trail for the WR ride on Day 2 consisted of 22km of fast open ridges, tight technical gullies and photogenic views over the Mojave Desert and Boulder City



YMENV testing of the YZ400F was carried out on Day 1 at the specially prepared motocross track which forms part of the Las Vegas Speedway complex

previously been sceptical whether high output production versions could be manufactured were silenced. One journalist from the UK summed up his feelings that perhaps best describe the whole event: "Awesome, man!"

From Jim Gilroy of YMENV, The Netherlands

WORLD TOPICS

MOROCCO

'97 a big racing year

For motorcycle racing fans all over Morocco, 1997 was a year full of exciting events. Mifa-Yamaha has made it their business in the last two years to actively develop motorsports in the country, and in 1997 they became the official sponsor of the Royal Moroccan Federation of Motorcycles.

Competitions were organized around the country in Casablanca, Marrakech, Kenitra and Mohammedia, and through each race, fun and excitement came to be associated with the Mifa-Yamaha name. The major competitions for the second half of the year were the Prairie Race in Mohammedia, the Enduro Race of Takerkoust Lake in Marrakech, and the year finale, a motocross race in Marrakech in December. These races fulfilled the fans' greatest expectations with beautiful weather, courageous riding, music, folk shows and animation. Hundreds of spectators helped make each race a tremendous success, and they got to admire the top riders in action, including Reda Boukhari, Djaidi Mohcine, Frederic Doersch, Manuel Ozores and Saadouni Said, known all over Morocco and always associated with the Yamaha name.



The season finale was the 900m circuit motocross race, held against a backdrop of snow-topped mountains under clear blue skies



Children enjoyed reading copies of Yamaha News at one of the event sites in Kenitra, Morocco

Novelties during the year included motorcycle and ATV mini-competitions for kids, and young fans were made to feel that they too could become a part of the magic world of Yamaha. Some of them are the children of championship riders hoping that one day they will become stars like their fathers.

The '97 competition season has closed, and beautiful memories will keep us company until the start of next season.

From Adriana Bobos of Mifa, Morocco

CANADA

YZ400FK a winner in first outing on ice

Marcel Fournier, Canada's top-plate motorcycle ice racer, is now on Yamaha, and on his YZ400FK's very first outing on January 25, 1998, he had no trouble taking out his class. Incredibly, the bike was uncrated just prior to the race, and Marcel just had time to put on his studded tires.

Ice Racing is the winter version of motorcycle racing. Races are held usually on 1/4 to 1/2 mile (approx. 400m to 800m) oval tracks. The sport is well-established in Canada, and often motorcycle road racers will ice race in winter to keep sharp for the warmer road racing season.

In the Open class, the preferred machines are 500cc 2-stroke motocross bikes. 250cc 2-strokes are also used, and the 80cc class is also becoming quite popular. Races usually draw as many as 40 to 65 riders, and there are up to 4,000 spectators coming to each event.

The main series is the Canada Cup based in Quebec, which is televised. The Canadian Motorcycle Association also sanctions a smaller western ice race series in Alberta. One unique ice race held in northern Alberta is run on a cir-

cuit type race track rather than the usual oval track. In fact, it is a 24 hour endurance event called the Numb Bum 24 hour!

In Marcel's winning YZ400FK debut, fans were suitably impressed with the motorcycle which had no problems pulling away from the 2-strokes in the corners as well as the straights. The exciting exhaust noise of the 4-stroke also made Marcel stand out during the practices and races, held in his home town of Val D'or.

"This bike is fantastic with great handling. I now consider my old 2-stroke a piece of malarkey," quipped Marcel. "I am anxious to go and get the '98 No.1 plate with this bike."

From John Bayliss of YMCA, Canada



Marcel Fournier - Canadian Ice Racing Champion more than 10 times in a career spanning 15 years

INDIA

Auto Expo '98

Indian motorcycle joint venture Escorts Yamaha Motor Ltd. (EYML) put up an impressive display of its two-wheeler range at Auto Expo '98, from January 15 to 21 at Pragati Maidan in New Delhi. Reflecting the growing importance of the Indian automotive market and the building attention of foreign auto giants to its future potential, this show was slated the largest in Asia. Planned around the theme "Born to Lead," the EYML booth projected the company's leadership in technology, product range, customer care and exports, using attractive wall panels and displays of the most sought-after bikes in the motorcycle world today: the brand new 1000cc 4-stroke supersport YZF R1, the 650cc Dragstar Classic and the 250cc off-road TT Raid. Also debuting at the show were two new EYML models, the Yamaha RX 135 and the Yamaha RX Tiger, both to be released in the first quarter of this year.



Visitors were keen on the bike engineered to excite: the Yamaha RXZ

Lots of positive visitor response and inquiries were prompted by these and the recently released Escorts ACE, Yamaha RXZ and Toro ROSA. Besides the star attraction YZF R1 on a suspended turntable at the hub of the wheel-shaped booth, EYML kept their display the center of attention with other attractions like a riding simulator, popular give-aways and mime performances.

From Vivek Gulati and Deepak Mahendru of EYML, India

POWER PRODUCTS

SOUTH AFRICA

East African ATV odyssey

In December last year, an intrepid traveller took a Yamaha four wheel Timberwolf on a 3,904 km trek across five countries in East Africa from Kenya to Botswana, carrying a load of 120kgs!

Massy Swynnerton purchased the new Timberwolf in Tanzania and fitted it with a brake light, horn, indicator lamps and front and rear number plates. After registering and insuring the ATV, he took it on a test ride up to friends in Naivasha, Kenya.

Satisfied with its performance, the astute adventurer loaded the ATV's racks with tools, camping equipment, food, water, spare parts and petrol and set off on his exciting journey to Botswana. The route he chose through Tanzania was via Arusha, Dodoma, Iringa and Mbeya. He went into Malawi to Lilongwe, then into Zambia at Mchinji/Chipata to Lusaka and Livingstone, and finally down into Botswana over the river by ferry to Kazungula/Kasane, Nata and Francistown, where his trip ended. Massy recalls, "I did about 552km on pounding dirt roads, and did

the balance on tar roads ranging from good to even more pounding than the dirt roads."

The Yamaha Timberwolf performed faultlessly for the entire journey, and Massy took the precaution of parking it under a tree to cool off when he stopped to rehydrate. "One gets really dehydrated on such a trip on an ATV and should carry as much water as possible," says Massy.

Apart from the petrol in the 9.5 litre fuel tank, Massy carried 15 litres of spare petrol and filled up whenever the opportunity presented itself. "I did not record fuel consumption for the whole trip, but at various points I was consistently doing 22km/litre."

On completion of his journey, which he claims was far more comfortable on the ATV than in a car, Massy noticed that the tyres were worn and says he will be fitting new tyres for the next trip!

Massy Swynnerton has perhaps inherited his pioneering spirit from his grandfather, the British naturalist Charles Swynnerton who, at the turn of the century, studied and recorded many of the mammals, birds and insects in Chirida Forest Reserve in Zimbabwe and has several named after him, including the Swynnerton Robin.

From Laura Kidd of Yamaha Distributors, South Africa



Massy chose an ATV for his journey because he loves going places that most other people would never go

U.S.A.

YMMC expansion top in state

A building expansion project at YMMC in Georgia has been honored by the Construction Industry of Georgia as the most successful in achieving both architectural and structural goals set by the customer. The project team was award-

We are always looking for interesting stories.
Write to Chief Editor K. Shimizu of the PR Division.
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ed first place for 1997 in the state's Industrial Building category.

The 100,000 square foot (9,259 square meters) addition to the YMMC facility was begun in 1996 to allow the production start-up of the new ATV product line in Newnan. The project team's goals included ensuring the new addition harmonized with the existing building, had potential for further expansion in the future and minimized investment cost. The design of the facility reflects the consideration for employees, with the inclusion of windows for direct sunlight in every room, improved employee break rooms, well-designed employee entrances, and brighter employee work areas. Separate road entrances for car and truck traffic were also included.

The project was completed on schedule in the summer of 1997. The new facility was operational by August 1997, and preparation is underway for production launch of the ATV product line in the spring of 1998.

From Jim MacBean of YMMC, U.S.A.



The project team honored with Georgia's highest award in Industrial Building



The new employee entrance is one of the features designed with employees in mind

Domestic sales companies consolidated

In a major move aimed at strengthening the domestic sales network for Yamaha products, YMC has consolidated its five existing domestic sales companies into one. As of April 1, the new 100% YMC subsidiary Yamaha Motor Marketing Japan Co., Ltd. (YMMJ) will begin operations from offices in

the ACT City complex in Hamamatsu City. Besides consolidating the operations of the five regional sales companies, marketing/sales divisions from YMC's Motorcycle, PAS, Marine and Parts Operations will also be moved to the new company. The aim of this consolidation is of course increased marketing competitiveness resulting from such merits as greater integration with product planning, greater speed in decision-making and higher levels of office automation to enable the latest marketing methods and better support to the dealers.

YMC's President Hasegawa spoke of Yamaha's new aims for domestic sales, before 250 representatives who gathered for the YMMJ launch meeting on February 17th



Sea Breeze in Tokyo

Over the five days from February 11 to 15, some 160,000 marine enthusiasts flocked to the 37th Tokyo International Boat Show for an exciting preview of marine products for the '98 season including some 286 boats and other products in displays by 171 manufacturers, the largest number ever for this event.

At the press conference held on the day before the show opened to the public, over 100 members of the press gathered at the Yamaha booth to hear YMC's President Takehiko Hasegawa speak about Yamaha's determination as the top Japanese marine maker to devote itself to the "sound development of marine leisure" while working to "reach ever higher levels of customer satisfaction."

Boasting the largest floor space in the show creatively designed around the theme "A Life with the Sea" — Yamaha, Navigator to Your Heart, YMC's booth displayed an impressive range of 35 boats, led by the sports fishing model "PC-41SF" and the flagship salon cruiser "SC-36" flanked by diverse models like the popular "Exciter" jet boat series and the UF-331/B with its innovative floating bridge design. Also displayed were 20 models of Yamaha's renowned outboard motors, among which the V-MAX series so popular on the U.S. bass fishing scene and a special exhibition model "F-100" 4-stroke drew especially keen visitor attention.

Powered by a water jet, the new Exciter 1430TR jet boat, which is trailable, won special acclaim during the show



New business center for Asian market

In April operations begin at the newly established YMC subsidiary Yamaha Motor Asia Pte Ltd. (YMAP). The company's ultimate role is to function as a business center for coordinating financing, administration and development for Yamaha's manufacturing bases in the Asian region, with the exception of China.

With offices located in Singapore, the new company with its initial staff of about ten, engages in export/import of motorcycles manufactured at the various Yamaha production bases in the region on a cross-trade basis that benefits all the countries involved, namely India, Indonesia, Malaysia, Pakistan, the Philippines, Taiwan and Thailand. Another function of the company is supporting their manufacturing operations by working to achieve standardization and complementary use of motorcycle parts, support in the development of new models, purchasing and supply of basic materials like resins and support in financing for all aspects of the region's motorcycle-related business operations.

Although it is a tough time economically with the monetary crisis in the Asian countries, the new company should be able to play an important role in boosting the international competitiveness of the region's Yamaha production bases.

Motorcycle joint venture in Vietnam

A new motorcycle manufacturing company, named Yamaha Motor Vietnam Co., Ltd., has been established as a joint venture between Yamaha Motor Co., Ltd., Vietnam Forest Corporation, or VINAFOR, the Co Do Mechanical Factory, a VINAFOR subsidiary and Hong Leong Industries Berhad, investment company for Yamaha's Malaysian motorcycle manufacturing joint venture.

The new company is scheduled to begin manufacturing operations in the summer of 1999 at its factory site in Soc Son District, 45 km north of Hanoi. Initially the company will have 50 employees and a production goal for the first year (1999) of 8,000 units of primarily 100 and 110 cc moped type motorcycles, with plans to increase production capacity to a level of 100,000 units by the year 2005. As the Vietnamese economy has grown dynamic in recent years thanks to economic reform policies and foreign investment, its people have come to depend increasingly on motorcycles as a versatile form of transportation. As a result the motorcycle market has been growing steadily, with demand totaling 200,000 units in 1997 and expected to reach 500,000 by the year 2000. With the founding of this new company, YMC will soon have the means to manufacture and supply high quality motorcycles that fit the needs of the expanding Vietnamese market.

Yamaha “power skis” for Olympics



A total of 69 Yamaha snowmobiles including the VK450EII were busy at various jobs during the Winter Olympics held in Nagano

For two weeks in February the eyes of all Japan and much of the worldwide television audience were riveted on the city of Nagano and its surrounding mountains and snow fields in the Japan Alps, as drama after drama unfolded in the XVIII Winter Olympic Games.

Every Olympics gives birth to its own human dramas of victory and defeat, as the best athletes in the world struggle and strive for sport's greatest prize, the Gold Medal. As the biggest Winter Olympics ever, with the largest number of participating countries, 72, and athletes, 2,302, competing in the largest number of events ever, 68, Nagano was certainly no exception, offering more than its share of thrilling and emotional moments.

For the home crowd at Nagano, Olympic drama reached its peak in the ski jump team competition where, after falling sadly short on his first jump, Japan's ace Masahiko "Smiley" Harada — the same man who had dashed his country's hopes for Olympic Gold four years earlier with a failed last jump — sailed to the longest jump in Olympic history on his second jump, bringing Japan the Gold and himself to tears of relief and joy.

There were plenty of other historic moments, as Austrian superskier Hermann Maier returned from a terrible fall in the downhill to win two Gold Medals, Dutch men and women slap-skated their way to one Olympic speed record after another and women's ice hockey teams from Canada and the U.S. slap-shotted their way to the first-ever Olympic medals in that sport.

But there were also a lot of Olympic efforts going on backstage at Nagano that TV audiences never saw. The logistics of holding the largest Winter Games in history were also daunting and Yamaha Motor was there to help the ranks of officials and vol-

unteers who helped make the whole show run smoothly. Certainly many

of the more than 1.2 million spectators who flocked to the Olympic venues during those memorable two weeks saw those officials and volunteers riding the surest form of transportation around Nagano's snowy Alpen and Nordic competition sites, the fleet of Yamaha snowmobiles.

To be a part of this great sporting event, Yamaha Motor Co., Ltd. stepped forward in its role as the sole domestic snowmobile manufacturer to lend 69 units of three snowmobile models, the VK450EII, ET410PT and ET410TR along with 53 tow sleds to the Nagano Olympic Committee.

"It was an honor to have our snowmobiles providing the power and mobility at the seven outdoor venues to move people and equipment for the work of officiating and maintaining the courses and doing their part to make the Games as exciting as they were," says YMC's Recreational Vehicle Operation's Mr. Toshihiro Higashihara. That same reliable mobility also made the Yamaha snowmobiles ideal for carrying the TV cameras that brought the action to the global audience.

To make sure that the Olympic volunteers assigned to operate the snowmobiles were fully prepared, YMC also offered pre-Olympic riding and operation classes in December and January. Nagano was also the site of the Paralympics, which opened on March 5. And once again YMC was there to lend 11 more snowmobiles for official use.



Russell takes fifth Daytona 200 win

Yamaha YZF750 rider Scott Russell extended his Daytona 200 winning record with his fifth victory. Russell, who dominated the race after starting from pole position had everything under control, dictating the pace at will and taking the chequered flag in a record-breaking time.

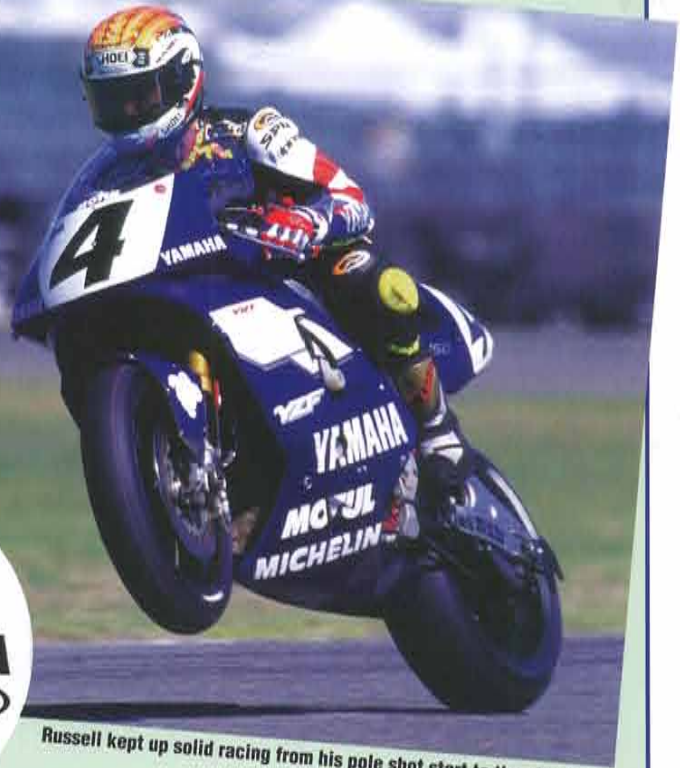
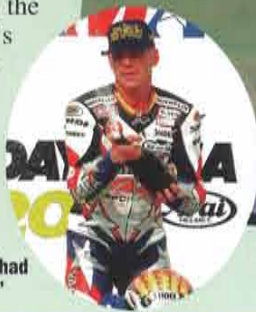
"I hope this win can give us some momentum going into Europe," the colorful Georgian said. "I was more worried about the 200 this year than I ever was before. The tire test didn't go so well because of the rain, but the guys got the bike working great right from the first day and Michelin got a great tire together. I want to win this race seven times now and equal Richard Petty's NASCAR record at Daytona," the jubilant Russell said.

Head of Yamaha's racing division, Mr. Iio, comments; "I am delighted to have this 200 victory - Yamaha have now won this race 18 times. With Peterhansel's victory in the first off-road race of the year, the Dakar, and Scott's victory in our first road race, I am hoping this will be a big signal of Yamaha's intentions for 1998."

Fellow Team Yamaha rider Jamie Hacking finished third, becoming the first ever Superbike rookie to finish on the podium in the Daytona 200.

From Paul Hennin of Jardine PR, U.K.

Mr. Daytona is delighted with his 5th win, saying, "I've had a great time here and all my victories have been sweet."



Russell kept up solid racing from his pole shot start to the checkered

Yamahas hot in AMA Supercross

The competition is always hot at this time of year in the USA's Supercross series, as crowds exceeding 30,000 pack stadiums around the country to see some of the most

exciting motorcycle skills and race action anywhere. And this season it is Yamaha riders and machines that are providing most of the hot

topics around the circuit. With two Yamaha riders topping the point standings in the 250cc class as of the end of round ten of the 16-round season, Yamaha leads the manufacturers' competition with 234 points, a 39 point advantage over 2nd place.

Since the start of the season all eyes have been focused on the Yamaha USA factory team's 19-year-old sensation, Kevin Windham, and also on Yamaha's new 4-stroke production motocrosser ridden by Doug Henry, who last season made his YZM400F the first 4-stroke ever to win a Supercross event. Kevin, the two-time Western series 125cc champ, is living up to expectations in his first season at 250cc, presently running in 2nd place with 168 points, behind Chaparral Yamaha Racing team's Jeremy McGrath. With top finishes like a 5th at the recent Daytona round, Henry has been proving the Yamaha 4-stroke's potential again this year. The third Yamaha factory rider, John Dowd, now leads the 125cc Western Region series with 112 points.

Yamaha factory riders like Kevin Windham (left) are heating up U.S.A. Supercross this season

