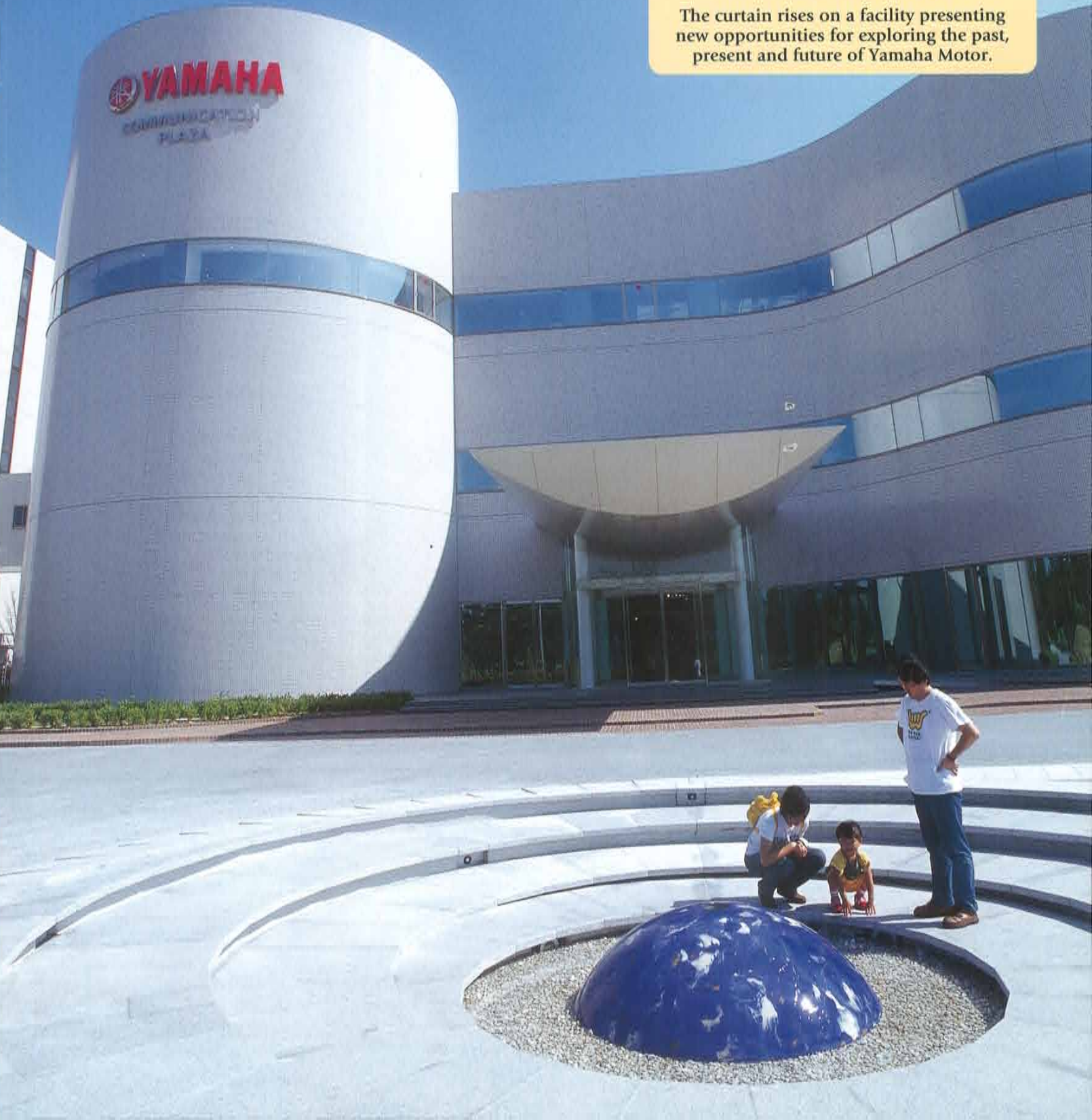


Yamaha News

No.4
BIMONTHLY

New stage for communication

The curtain rises on a facility presenting new opportunities for exploring the past, present and future of Yamaha Motor.



Communication is our key word

The new Communication Plaza that opened on July 1 on the grounds of Yamaha's head offices in Iwata is a live stage for communication and networking between employees of the worldwide Yamaha Motor group. Here's a report of what visitors saw on the first day it opened its doors to the public.

With its white tile exterior shining brightly in the mid-day sun, the new Communication Plaza building is defined most prominently by the cylindrical turret that rises above the rest of the three-story structure to the left of the main entrance and the smoothly curving line with which the main part of the building extends away from it.



Yamaha's first production motorcycle YA-1 is displayed symbolically in one corner of the second floor. This machine, which won representative events then like the Asama Highlands Race and the Mt. Fuji Ascent Race, embodies the origin of Yamaha Motor, a company which has always been dedicated to racing



Yamaha's epoch-making models like the YA-1, Toyota 2000GT and the HIFLEX-11 pleasure-use motorboat welcome visitors just inside the entrance

"In the building's design concept the cylindrical structure stands as a core symbolizing the spirit of challenge, from which the main part of the building extends out with the image of the company's ever-expanding fields of business," says Mr. Shigeru Yoshida, who will serve as the Communication Plaza's first General Manager.

Of the purpose of the facility he says, "We want the Communication Plaza to be a living stage where people working

in Yamaha group companies all over the world can meet and discuss and reflect on Yamaha Motor's corporate principles and the company's past, present and future. Considering the diversity of today's Yamaha employees and businesses, I believe a facility like this where people set their own agenda is exactly what we need to stimulate the kind of communication and networking that leads to the creation of new value."

Array of products says it all

Passing through the automatic sliding glass doors of the main entrance, you enter a bright atrium space flooded with natural light from the glass-paneled roof

above. Directly before us stand displays of four epoch-making Yamaha products: the company's very first motorcycle, the YA-1; Japan's first grand touring sports car, the Toyota 2000GT, developed and built by Yamaha in cooperation with Toyota Motor Co.; Yamaha's first outboard motor, the P-7; and the HIFLEX-11, one of the company's earliest pleasure-use motorboats and the model that more than any other established Yamaha's reputation in Japan as a pleasure boat maker. Let's move on to the right where we can see representative models of the full range of contemporary Yamaha products serving people around the world today. The first to catch our eye in the lineup of motorcycles is the new YZF-R1 supersport. Proceeding, we also



Internationally famous racing machines like the RD56 and RA31 and 30 representative models dating back to the company's founding are on display here



For the Plaza's opening, the Special Exhibition Space introduces Yamaha's latest technology from various divisions



Some groups of owners of vintage Yamaha bikes like the YA-1 visited Communication Plaza to celebrate its opening



The characters say: "To relax is to invite danger; to be prepared is to prevent it."

see models manufactured overseas like the MBK-built BW's Booster Rocket, the scooter that has won unprecedented popularity in Europe, and Southeast Asia's first 4-stroke moped, the Crypton, built by YIMM of Indonesia. Of course the displays are not limited to motorcycles. On the steel-gray stages stand an impressive lineup ranging from water vehicles, snowmobiles and racing karts to GHP air-conditioning units, industrial robots and much more.

YA-1 takes us back to origins

Returning to the main display area, we take the escalator up to the second floor. This escalator which runs only when its sensors detect people approaching to use it and the natural skylighting of the atrium are just two of the building's numerous energy-saving systems.

Coming off the escalator and rounding the atrium on the second floor we come to the History Space where we are impressed by the craftsmanship and nostalgic designs in a display of classic Yamaha production motorcycles and factory racers from the 1950s up to the '70s and ground-breaking vintage models such as Yamaha-built automobile

engines, snowmobiles, racing karts, snow throwers and more.

Our eyes are naturally drawn to the booth displaying Yamaha's original motorcycle, the YA-1, launched in 1955. Nicknamed the "Red Dragonfly," this model immediately dominated Japan's racing scene of the day, winning representative events like the Asama Highlands Race and the Mt. Fuji Ascent Race and establishing overnight a nationwide reputation for the upstart brand. In this model and its race legacy we sense the origins of Yamaha's 43 years of continuous challenge.

The vintage models we see here were faithfully restored by the same engineers who worked on them back in the company's early days, proud to once again have a place where they can be seen and appreciated.

A little farther around the atrium our eye is caught by the word "Technology." Entering the space we see an industrial robot that can draw pictures, we can pick up ultra-light parts from Yamaha's R1 sports bike and compare them with older conventional parts and see other examples of Yamaha's latest technologies. This area will be a space for rotating special exhibits in the future, where the com-

pany's various Operations can show off the newest fruits of their labors.

Toward the future and corporate dynamism

The third floor can handle a variety of events with its 400-person capacity Large Hall — complete with a simultaneous interpretation system for international conferences and seminars — the 100-person capacity Small Hall, meeting and reception rooms and the Plaza Cafe. This will be the floor where most of the real communication will take place. Other facilities include a Presentation Room on the first floor of the turret with seating for about 80 people before a big 150-inch screen showing a video introduction to Yamaha Motor. And in the Plaza Library on its second floor computer monitors are available to access all sorts of information and history like old Yamaha commercial films and race footage on the Video On Demand system.

Outside in the summer heat again we find a monument inscribed with the four Chinese characters, "Ju An Si Wei," an ancient saying found in a notebook of the company's founder, Genichi Kawakami, that means roughly "To relax is to invite danger, to be prepared is to prevent it."

The upward thrusting spiral of the monument on which these characters are inscribed is an expression of building toward the future and comprehensive corporate strength. These are the themes of the new Communication Plaza as it strives to be a live stage for communication that encourages continuing challenge and fosters the individuality and the unique talents of each and every employee in the worldwide Yamaha group while also placing importance on the bonds that bind them all into a dynamic whole.

Making history for a quarter of a century

■ Yamaha Motor Canada Ltd. ■ Toronto, Canada ■ Founded: 1973 ■ Employees: 146

On April 17, Yamaha Motor Canada (YMCA) proudly celebrated its 25th anniversary of selling Yamaha products to a market that spans a large part of the globe. To mark the occasion, staff from all across Canada gathered at the Toronto Head Office, joined by distinguished guests including YMC President, Mr. Hasegawa. Yamaha Motor Canada's quarter century has been a success story almost without precedent, but this is not a company content to rest on its laurels as the new millennium approaches.

Canada is the largest country in the world with just under 10 million square miles of land mass. Stretching 5,000 km from the Atlantic Ocean in the East to the Pacific Ocean in the West, it is so wide it has seven time zones within its borders. Yet for all its size, with just over 30 million people, Canada has one of the lowest population densities in the world.

Our natural beauty is admired throughout the world. From the majesty of the Rocky Mountains, to the ruggedness of our northern regions, from the beauty of Niagara Falls to the uniqueness of our maritime provinces, we truly live in an incredible country. Because of the natural beauty we live in, Canadians have always been active participants in outdoor activities.

Like any great success story, YMCA has stood the test of time. During the past 25 years, we have witnessed many changes. But regardless of the path we have taken, our goal has always remained the same, to provide the highest quality products to the people of Canada.

The story begins on April 12, 1973, with the opening of YMCA's Head Office in Vancouver, British Columbia and two branch offices in Toronto, Ontario and Montreal, Québec.

YMCA set out to address the needs of the Canadian market with a product lineup consisting of snowmobiles and motorcycles. During that first full year, the sales for the fledgling company topped \$25 million.

Charlie Wray, host of the popular television series, Fishful Thinking which is seen throughout Canada



YMCA's customer newsletter Horizons

As the 1970's progressed, the company's rapid expansion created a need for a new centrally located Head Office in Toronto, Ontario, to meet the needs of our widespread population base.

Over the years, there have been many changes to the Yamaha distribution network, but the path has always remained clear — the development of the strongest dealership network in the industry. As an example, in 1978, Newfoundland and northern Québec were served by only two distributors. Today there is a vast dealer network dedicated to serving the needs of isolated communities. As a testament to the strength of our dealers, there are 58 who have carried the Yamaha line for over 20 years, while some have been loyal to the Yamaha brand since our very first day of operation.

YMCA has always believed in a philosophy of taking the product to the people.

Over the years we have accomplished this in a variety of different ways. The most successful to date has been our annual Power Tour. The 1999 version of the Tour carried 20 different snowmobile models across the country over a 63 day period. Launched at Canada's National Snowmobile Dealer Conference in Toronto, on February 24, the tour lasted two months and covered 21,200 km (12,700 miles), and ended in Hawkes Bay Newfound-

ATVs are often used in Canada to access wilderness areas



A YMCA district Sales Manager touring in the Rocky Mountains of British Columbia





All employees of YMCA gathered together to celebrate our 25th anniversary in Canada. Following the ceremony, the staff mingled with other invited guests and enjoyed lunch at The Old Mill Restaurant, a Toronto heritage site which dates back to 1793

land. During the 1997 season we also supported nearly 60 different consumer shows or events with an estimated reach of 2.5 million customers, roughly 10% of all Canadians. We also get to the grass roots level through our commitment to sponsorships of various activities such as motorcycle, water vehicle and snowmobile racing, professional angling, club events and local community events. These activities continue to reinforce our commitment to not just selling product, but to being an integral part of our community.

Because many Yamaha staff are dedicated enthusiasts themselves, we have always had our finger on the pulse of the Canadian consumer. It is this connection to the product, and the people who use it, that has allowed us to introduce a constant flow of timely products and services. In order to ensure our customers are aware of new products and Yamaha events, we launched Horizons in 1990. This consumer newsletter is now distributed to over 150,000 consumers and can also be visited through YMCA's home page on the Internet.

More than just a distributor, YMCA is a proud corporate citizen contributing to the well being of communities across Canada. In 1986, we were the first non-North American company to sign an agreement with a native group, the Cree

Indians of Québec, who began producing Yamaha boats. As well, an internal committee of YMCA employees came together a few years ago with the aim of raising money for a variety of charitable causes. For the past ten years, we have also been working with the Canadian Mental Health Association on a variety of projects.

Our respect for our customers and the environment has propelled us to a leadership position in the Canadian recreational industry. Our aim has never been to merely satisfy our customers' needs, but to exceed their expectations.

Towards the Next Millennium

From our humble beginnings, YMCA has grown considerably over the years. With our Head Office, two Branch Offices, two regional parts warehouses, seven product warehouses, 146 employees, over 500 dealers, and 8 different product lines now including motorcycles, ATVs, outboards, snowmobiles, water vehicles, golf cars, kart engines and power products, we are poised for tremendous growth well into the next millennium.

In order to ensure our continued success, we have embarked on several exciting new paths. Recently, we introduced the revolutionary PowerLease and Power-Loan programs, a retail finance and insurance package so important to our

future success that some have referred to it as our 9th product group. This new finance system has played a significant role in the growth of our sales in the last two years and our accomplishment was recognized by our second place prize in the 1997 Yamaha Motor Co. Ltd. Marketing Award of Excellence.

Our internal and external communication networks have been greatly enhanced and will continue to be strengthened in order to ensure that our connection to our dealers and the marketplace remains strong and timely. And as part of the globalization of the entire Yamaha family of companies, we now purchase our products not only from Japan, but from countries all around the globe, including Brazil, the United States and France.

Finally, we could not speak about Yamaha Canada's future without mentioning our people. It is through the dedicated efforts of our dealers and employees that the company has expanded so dramatically over the past quarter century. Furthermore, for many people YMCA means good times, unforgettable dealer conferences and memorable events. Such moments have created a spirit of teamwork and a commitment that we will continue to nurture into the next millennium.

From Dwaine McKeen, Senior Vice President of YMCA

WORLD TOPICS

MOTORCYCLES

THAILAND

A 3-Country Magazine Test

Siam Yamaha invited staff from 12 motorcycle magazines on a trip to test the endurance of the Yamaha Rainbow and Touch motorcycles.

Some 10 Rainbow 4-stroke moped models and two Touch 2-stroke mini sport models were provided to prove their endurance under hard conditions by being the first motorcycle caravan in history to make a trip from Northern Thailand to Jinghong in China via Chaing Tong in Myanmar. Although the objective of the trip was the endurance test, all the places on the trip had the traditional Songkran festival (celebrating Thai New Year) during mid-April where people throw water to wish each other well and wear colorful new clothes, so the participants enjoyed some culture and tradition along the way.

Starting in Chiang Rai province, Thailand on April 13, 1998, the tour crossed the Myanmar border to Chieng Tong on a road under construction which was rocky, dusty, rough and winding. This was the hardest part of the ride and it took them 10 hours to make only 165 km. The motorcycles rode smoothly and there were no breakdowns to either engines or outer parts. In the next 6 days, the caravan went from Chieng



Siam Yamaha provided industry press staff with 10 Rainbow and two Touch motorcycles for the endurance test ride through Thailand, Myanmar and China and back

Tong to Mong La, into mainland China by way of Ta Lor and Monghai to Jinghong, and finally back to Chieng Tong. On April 20, the weather conditions were quite bad. It was rainy, making the road slippery and the test riders' job more tough. But, they were very satisfied overall with the performance results of this grand test, and had plenty of material to write about.

From Jintana U. of Siam Yamaha, Thailand

GERMANY

One new look for European workshops



The refurbished YMG workshop serves as a model for the new Eurowide Standard Workshop

While there is great interest in the progress of the unification of European economic blocks at present, there have also been some unifying developments within Yamaha's motorcycle service network in Europe.

A Eurowide Standard Workshop concept was developed by Yamaha Motor Europe N.V. (YMENV), with the aim of standardizing dealer workshops in 23 countries, which will in turn reinforce the Yamaha image and improve technology and service levels.

Accordingly, Yamaha Motor Deutschland GmbH (YMG) began implementing the policy in the German market in March this year at approx. 60 dealers. The aims of the concept cannot be totally fulfilled in the short term, but will be implemented as on-going activities as part of YMG's mid-term plans for service. For the launch, the YMG workshop was promptly refurbished, to serve as a model of the workshop's coloring, tool boards, and other basics for the dealers.

Up to now, the Yamaha service network in Europe retained the distinct flavor of each country, but it will now have a new, standardized look. In Germany, where

40% of the Yamaha dealerships handle Yamahas exclusively, thoroughly implementing the policy to all the shops could be a difficult task. But by providing a solid and unified service network, YMG will be supporting the dealers' marketing activities.

From the YMG Service Dept., Germany

THE NETHERLANDS

Color-changed XJ900S for airport security

A specially painted Yamaha XJ900 S has been delivered to a member of the royal family of The Netherlands, Prince Maurits. Mike Hama, Managing Director of YMNL, recently handed over the color-changed bike. Prince Maurits also happens to be in charge of security at Schiphol Airport, the Dutch national airport, where the bike will be used for traffic control around the airport.

From D. Hensbergen of YMNL, The Netherlands



(From left) A.G. Fraay, Traffic Officer, C. Manders, Secretary, Prince Maurits of the Dutch royal family, and from YMNL, H. Salomons, Marketing Manager, Mike Hama, Managing Director, and C. van der Hoeven, Sales Manager

NIGERIA

YB100 favored by UNDP

The United Nations Development Programme (UNDP) has chosen the sturdy YB100 motorcycle for all its projects in Nigeria. Yamaha delivered 1,000 units of the motorcycles to the UNDP at a presentation ceremony in April this



Mr. Alhaji Adebayo Jimoh, General Manager of Yamaha Manufacturing Nigeria delivered 1000 YB100 motorcycles for use in UNDP projects throughout Nigeria

year. General Manager of Yamaha Manufacturing Nigeria Ltd., Mr. Alhaji Adebayo Jimoh, handed over the keys to Mr. Charles Adegoke, the UNDP operations officer, with the assurance that the motorcycles were reliable, economical, and backed up with after sales service and genuine spare parts readily available in 15 key service centres in the country. According to Mr. Adegoke, the YB100 motorcycles will be distributed to all 35 states of the federation and the Federal Capital Territory for monitoring and evaluation of all UNDP projects. They will be used by the UNDP mass-literacy assisted programme being run under the aegis of the National Planning Commission. Explaining the rationale for the choice of these motorcycles for such jobs, Mr. Adegoke said that some terrains cannot be reached with cars, but can easily be reached by motorcycle. The motorcycles had been assembled within 6 months, and Mr. Adegoke thanked Yamaha Motor Nigeria management for the timely delivery. The UNDP has a long association with Yamaha, and he pointed out that UNDP has come to rely on Yamaha because of the high quality of its products. "This is not the first assignment we have taken and Yamaha products have not failed us," he said.

From Yuko Iida of YMC's OMDO, Japan

TURKEY

First Yamaha production in Turkey

Production of the first Yamaha to be manufactured in Turkey, the Yamaha RX-115 motorcycle, commenced at the Beldeyama Manufacturing Plant on

May 12. Beldeyama A.S. was established in 1997 as a joint venture company between YMENV and Koc Holding. A ceremony marking the launch was attended by Mr. Tanaka, President of YMENV, Mr. Subasi, President of the Board of Directors of Beldeyama A.S., Beldeyama President Mr. Suha Oguz and Beldeyama employees, as well as many members of the press.

In his speech at the ceremony, YMENV's Mr. Tanaka said customs integration with the EU will enable Turkey to become one of the most developing economies in 10 years time, and the increase in income will expand motorbike market demand substantially.

The Yamaha dealers and motorcycle riders in Turkey became acquainted with the RX-115 during the test runs in February. The bike attracted great interest with its modern technology, YEIS and powerful engine. With an annual production capacity is 15,000 units, Beldeyama A.S. is prepared to grow with domestic demand from an initial 1998 sales target of 2000 units.

From Osman Lav of Beldeyama, Turkey



The RX-115 assembly line at Beldeyama

CENTRAL & S. AMERICA

YMC President on business trip

YMC President, Mr. Hasegawa visited Mexico and the Dominican Republic for one week in early June. Due to the vital economies in Central and South America, motorcycle demand has grown dramatically, and Mexico and the Domini-



Mr. Miguel Barletta, President of Santo Domingo Motors talks with some of the many moto-taxi owners in the Dominican Republic



YMMEX President Mr. Odakura enjoyed Mexico's traditional Mariachi music at the party for dealers in Mexico

can Republic are no exception, both showing remarkable sales growth.

The trip provided the opportunity to hold a motivational meeting and party at the Hotel Nikko in Mexico City where about 30 dealerships were represented, and Yamaha Motor de Mexico (YMMEX) staff were in attendance. Mr. Hasegawa addressed the dealers, expressing his appreciation for the economic recovery and the remarkable growth in motorcycle sales, and gave the message that he wants the dealers to focus on customer satisfaction, and make more and more of a contribution to the industry. A performance of the unique Mexican Mariachi music followed, and the evening finished on a high note.

The next stop for Mr. Hasegawa was the Dominican Republic. After a rundown of the local market by the motorcycle dealer Santo Domingo Motors, the visitors took the company's small jet plane for a visit to Higüey, the largest market in the Dominican Republic.

Besides using motorcycles for personal use, a common use is as a mode of transportation called a "moto-taxi". On the day of the visit, an interview was conducted with moto-taxi owners at a moto-taxi rank. Yamaha motorcycles are highly regarded in the Dominican Republic where Yamaha has 70% market share, and one comment from a moto-taxi owner was that he longs to buy a Yamaha RX-S.

From H. Yamaji of YMC, Japan

WORLD TOPICS

SWEDEN

New buyers get raceway riding course

All new buyers of Yamaha motorcycles qualify for a free riding course at Anderstorp Raceway in southern Sweden, courtesy of Yamaha Motor Sweden. For two years, Yamaha Motor Sweden had been inviting all buyers of new supersport motorcycles to a free riding course. The program was so successful that this year we expanded it by inviting all buyers of all new motorcycles, whether they be an XV535 or an YZF-R1! More than 150 motorcycle riders from all over the country took the opportunity to participate in the course, keen to learn the finer points of motorcycle riding. It was satisfying to see so many different models at the track including XV535, Drag Star, XJR1200, XJ900, Fazer, YZF600, TRX850 and of course YZF-R1.

A bonus for the new buyers is that the instructors include well-known national roadracing champions Lasse Carlbark, Jerker Axelsson, Peter Engdahl, Jonas Bergström, Magnus Andersson, Per Eklund, and Yamaha Motor Sweden's rider Magnus Johansson. Participants and instructors alike are very pleased with the course. Yamaha Motor Sweden plans to continue the



Riders of all types of Yamaha motorcycles - custom, touring and supersport - have their go on the track

program next year, perhaps at several venues.

From Wera Andersson-Allo of Yamaha Motor Sweden

FINLAND

End-of-winter weekend



A weekend riding school was attended by about 50 Yamaha owners to practice their skills after the long Finnish winter

A motorcycle riding school for Yamaha owners was organized by the Finnish Yamaha importer Oy Arwidson Ab with the Zoo Motorcycle Club. The Yamaha weekend was held on May 30 - 31 this year, with about 50 riders practicing their skills. Participants had mainly custom bikes, but there were also some other models like the Thundercat and the FZS600.

After the Finnish winter, it is a good idea to practice braking and other functions, because during the winter it is impossible to ride a big motorcycle in Finland. Many ladies joined the weekend and found it good practice. They seemed to be particularly interested in the Virago XV250S and XV535DX.

The organizers also held a competition for all the participants. First they had to ride on a scooter, then the 10 best were quizzed. Finally, the five best had to dress in driving clothing as quickly as possible, and the first dressed was the winner!

In the evening, the party enjoyed singing by the famous Finnish singer/songwriter Pave Maijanen, who has a Yamaha Drag Star. The feeling throughout the weekend was very good, and we hope that these people will continue to enjoy being owners of Yamahas.

From Juha Harju of Oy Arwidson Ab, Finland

GERMANY

R1 bike in joint promotion

Yamaha Motor Germany has signed the Yamaha R1 motorcycle to a big joint promotion with a cigarette of the same name. Tobacco company Reemtsma's cigarette brand is also called R1.

In addition to the name, the unique promotion uses other analogies such as: the cigarette is very light, the Yamaha bike is very light; the cigarette is strong in taste, the bike is strong in performance; the cigarette's filter system is a high tech patent, the bike is a high tech product.

Reemtsma has a budget of 5 million DM (approx. US\$2.7 million) for the promotion, which is one of the biggest in Germany for Yamaha. The budget incorporates an advertising campaign in magazines, a billboard campaign all over Germany, deco-items for tobacco outlets and giveaways for customers. It will also finance promotion teams at big events with sampling activities on specially designed YZF-R1 and Yamaha's popular scooter Aerox.

A competition also gives customers the chance to win one of three Yamaha R1 motorcycles.

From Karlheinz Vetter of YMG, Germany



The specially designed R1 is part of one of the biggest promotions in Germany for Yamaha

POWER PRODUCTS

AUSTRALIA

Yamaha powers new pressure washer line

Yamaha engines have been chosen to power pump and high pressure water



YMA's Eiji Tada tests the new compact professional Aussie 2000psi water blaster while Craig Nichols and Martin Dwyer of YMA and Fred Fouracre of Australian Pumps look on

blaster products under marketing arrangements between Yamaha Motor Australia (YMA) and Australian Pump Industries Pty. Ltd. Australian Pump Industries is a leading manufacturer of high pressure water blasters, and has exported to Africa, Southeast Asia and South America.

The MZ Series Yamaha engines used range from 5.5hp through to 12hp and offer low-oil cut out and particularly quiet, smooth running, and provide all the advantages of overhead valve design fuel economy. Australian Pump's product manager Mike Rowley said, "We like the Yamaha engine because of its overhead valve technology and low noise level. It's one of the smoothest and quietest engines we have used so far."

The Yamaha-powered range of products to be initially offered will include high pressure fire fighting pumps, tanker and water transfer pumps and a

full range of 2, 3 and 4 inch heavy duty trash pumps suitable for construction site dewatering and piggery effluent pumping. Also included will be self-priming polyester pumps suitable for handling either diesel fuel, agricultural chemicals or even salt water.

Mike Rowley stated, "Our self-priming centrifugal engine pump range is the most comprehensive in the country. Coupled with Yamaha power we can offer price competitive, high performance products suitable for agricultural, industrial and construction applications."

From Craig Nichols of YMA, Australia

CANADA

YMCA snowmobile Power Tour

From February to April 1998, Yamaha Motor Canada's Power Tour travelled cross-country to introduce the '99 snowmobile line-up to Canadian customers. Many enthusiasts followed the journey of the Yamaha Power Tour, waiting anxiously for it to stop in their town, to find out which model they would buy for the next season. Many other brand owners were attracted by the event and the new models on display. (Potential Yamaha customers? Surely!)

The Power Tour carried about 20 models of sleds around the country for 63 days, with a line-up broad enough to

We are always looking for interesting stories.
Write to Chief Editor T. Omura of the PR Division.
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fulfil any snowmobiler's needs. Proud new SRX owners couldn't stop speaking in praise of their favourite sled to Yamaha representatives and to the other enthusiasts. Long time snowmobile fans were pleasantly surprised to discover the redesigned Phazer. The Power Tour was launched at Canada's National Snowmobile Dealer Conference in Toronto on February 24. It ended in Hawkes Bay Newfoundland after a two-month trip, 48 municipalities visited and 12,700 miles travelled.

The whole Tour was a success thanks to the cooperation of the YMCA staff, as well as all the Yamaha dealers who helped during the event.

From Edith Grondin of YMCA, Canada



20 Snowmobile models toured Canada, including the redesigned Phazer

Line-off ceremony for SPARTA's P.A.S. powered bicycle

THE NETHERLANDS

On February 14, 1998 an historical ceremony for all those involved in the Yamaha PAS operation took place in Apeldoorn, the Netherlands.

SPARTA, Yamaha's OEM (Original Equipment Manufacturing) maker in the Netherlands, hosted a line-off ceremony for its first electro-hybrid bicycle, PHAROS, which is mounted with Yamaha's P.A.S. (Power Assist System) drive unit.

At the line-off ceremony, SPARTA handed over a PHAROS to the Dutch Minister of Transport, Mrs. A. Jorritsma. In her speech, the Minister commended the new product, which would contribute to the solution of traffic congestion in cities in

the Netherlands. The Minister also took a short demo-ride and was impressed by the function of the smooth, clean and quiet P.A.S. system.

The government of the Netherlands is considering special incentives for people using bicycles to commute to work in an attempt to try to get people out of their cars. With the user- and environment-friendly PHAROS, there are no excuses any more not to use a bicycle. The Yamaha PAS has been launched in the European market for the 1998 season. Yamaha Motor Europe is selling the PAS in the European market on a CBU (Complete Build Up) basis and an OEM basis.



Dutch Minister of Transport Mrs. A. Jorritsma test rides the Yamaha P.A.S. powered PHAROS, which would ease traffic congestion

From Cees van Duin of YMENV, The Netherlands

New motorcycle joint venture for Pakistan and beyond

A new chapter in the long relationship between Yamaha Motor Co., Ltd. and Pakistan's Dawood Group as partners in the manufacture of Yamaha motorcycles began on June 25 with the signing of a joint venture agreement establishing the new company, Islamabad Automotive (IACL). Under the agreement, the Dawood Group will invest 74% and YMC the remaining 26% of the starting capital for the new company which will become the country's second Yamaha motorcycle factory. Since the establishment 25 years ago of the country's first Yamaha factory, Dawood Yamaha (DYL), the YB-100 model has been manufactured and sold consistently on a CKD basis at an annual rate of between 30,000 and 40,000 units.

The new joint venture company IACL will be located on the outskirts of the capital Islamabad and will be responsible for supplying Yamaha motorcycles to the northern state of Punjab and the states along the country's northwest borders which together make up 60% of the country's overall demand. In the future, besides supplying the domestic market, plans call for DYL and IACL to create an export production base for supplying Yamaha motorcycles to the neighboring Islamic countries and Central Asia while working to reduce production costs and further improve product quality.



Mr. Amin Dawood (right) Director of Dawood Group and YMC President Mr. Hasegawa (left) shake hands after the signing ceremony

Prize for Paris-Dakar promo video

On June 18, the awards ceremony for the 36th Japan Industrial Film, Video Contest organized by the Japan Industrial Film Association was held in Tokyo. Awards were given in seven categories to the best of some 124 video and film works submitted for the year and among the winners in the Sales Promotion category was Yamaha Motor's video production "1998 Paris-Granada-Dakar Rally — 4th straight Paris-Dakar win for Yamaha."



Judging of the 124 submissions was conducted in two stages, with 34 works first being chosen for the final competition in which the Association's panel of judges selected winners for seven prestigious awards from organizations like the Ministry of Education, the Ministry of International Trade and Industry and the Keidanren. In selecting Yamaha's entry for an award in the Sales Promotion category, the Association praised the video for "using powerful location footage to convey a strong impression of Yamaha products winning their 9th Paris-Dakar within the historical context of the company's 20 years of competition in the rally."

New role for tuning fork mark as corporate symbol

As of July 1, a new set of corporate Visual Identity (VI) standards went into effect for the Yamaha Motor group, the main changes in which involve a more prominent role for the traditional Yamaha triple tuning fork mark as Yamaha Motor's corporate symbol.

In order to create a clearer expression of the high quality image of the Yamaha brand, a new 3-dimension-effect version of the tuning fork mark has been created.

This new mark or the existing 2-D mark are to be used now in combination with the existing YAMAHA logo on all items bearing the Yamaha brand name. For the sake of recognition and establishment of the mark, however, it will not be used alone without the YAMAHA logo.

As an expression of Yamaha's new corporate philosophy, the three tuning forks of the newly revived mark will take on new meanings as well. Besides the three traditional meanings of "manufacturing," "marketing" and "technology," they will also stand for "the customers," "the individual" and "society." Respectively, these three are expressions of the company's goals of "surpassing customer expectations," "establishing a corporate environment that fosters self-esteem" and "fulfilling social responsibilities globally."



Type A (Standard)



Type B (Special)



Type C (Special)

Three configurations have been designated for the tuning fork mark to be used with the YAMAHA logo, a 2-D Configuration, 2-D Reverse Configuration and 3-D Configuration. Also, the above three configurations have been designated for the combination of the tuning fork mark and YAMAHA logo, the Standard Configuration Type A, Special Configurations Type B and Type C.

*The above three examples all show the 3-D Configuration tuning fork mark.

Mobility for volunteer rescuers

As the middle of July rolls around, swimming beaches along the coasts of Japan open one after another for the summer season in ceremonies called "opening of the sea." As a general rule in Japan, there is big concern for water safety and private citizens are discouraged from engaging in "ocean bathing" except at certain "ocean bathing beaches" designated suitable for swimming by the local prefectural governments.

And, with the exception of some areas of the country's southernmost prefecture, Okinawa, these designated beaches are officially open for swimming with lifeguards on duty only from sometime in mid-July to the end of August — although surfers may be seen there year-round.

The Japanese islands are situated in a corridor frequented by low-pressure systems that often make its coastal waters quite rough. This is why the sea has historically been more an object of fear than a place of recreation for the Japanese. It is also the reason why most annual "opening of the sea" ceremonies performed at beaches around the country include the setting up of a small shrine in lieu of prayer to the gods of the sea for the safety of the people who will use the beaches during that season.

Despite all these precautions, however, there are always people who want to swim outside the designated areas and season. And, since there are no lifeguards on duty then, a large number of the water fatalities occur just before and after the official season.

At the Ajigaura beach northeast of Tokyo which is visited by some 1.5 million swimmers annually during the swimming season, a year-round volunteer group named the Nakaminato Lifeguards Association was formed in 1988 by the owner of a local surfing shop, Mr. Koichi Yonekawa, to help combat this problem of out-of-season water accidents. And ever since its founding the group has depended on the Yamaha MJ-700VNR Water Vehicle as its rescue craft. Considering the fact that until now lifeguards have depended on a hand-paddled long surfboard as



The priest from the local shrine prays before a temporary shrine set up on the beach at Ajigaura's "opening of the sea" day on July 18

The volunteers of the Nakaminato Lifeguards Association and their Yamaha MJ-700VNR water vehicle contribute greatly to water safety at the Ajigaura beach where 1.5 million bathers will visit during a season

their rescue craft, this has been a major advance in mobility for the lifeguards. And it is certainly no coincidence that the fatality rate in water accidents at this beach has dropped sharply since the group was formed.

"Because the Yamaha MJs have an inner screw, there is no danger

of injuring the person being rescued with a propeller. And as long as the operator has the good riding skills we can go out with confidence in almost any conditions. Even if the craft is knocked over by a wave it is easily righted and running again in seconds," says Mr. Yonekawa.

He and his volunteers can often be seen running through their practice drills on the beach, because when emergencies do arise preparedness is everything.

Wheels of glory turn again



Former Yamaha racing stars (from left), Michelle (Mike) Duff on the RD56, Akiyasu Motohashi on the RA31A and Phil Read on the RD05A gathered to relive Yamaha triumphs of the past

Over three days from May 8 to 10, the Circuit van Drenthe Assen, world famous home of the Dutch GP, was transported back in time to the glory days of motorcycle racing in the 1950s, '60s and '70s with the running of the Centennial Classic TT. This ambitious event sought to recreate the legendary races of the past with completely restored machines of the day from the years between 1949, when Grand Prix racing resumed in Europe after World War II, and the year 1980. The response to the event was equally impressive, as 372 former race riders and 450 machines by 15 makers, some of which no longer exist, converged on "Motorcycle Town" Assen and some 50,000 fans came out to see the 3-day festival of classic racing.

In keeping with the custom of the old days, machine inspections were held in the square at the center of Assen on May 7, the day before the actual racing began. What's more, many of the riders were escorted in grand fashion by police motorcycles over the 3 km from the circuit to the square and back. The citizens of Assen showed their cooperation and tolerance by allowing many of the old machines from the days before silencers to run on the public roads as they were. Then on the 8th, official practice began

on the circuit for the participants and on the 9th and 10th a full schedule of races by period and displacement class were held along with special demonstrations by former greats Giacomo Agostini and Randy Mamola.

Representing Yamaha teams of the past were legendary riders Phil Read, Michelle Duff (who many fans will remember by the name Mike) and Akiyasu Motohashi riding the 250 cc RD05A, RD56 and the 125 cc RA31A respectively. Although all three had been away from competition for roughly 30 years, their smooth clutch-meet at the starts showed that they hadn't lost their touch. People were also impressed by the fact that the Yamaha team members responsible for restoring the three machines and setting them up during this event were the same Yamaha mechanics who actually worked on the GP race circuits back in the sixties. And, to make the scene complete, they had even recreated the same matching pit uniforms they had worn more than 30 years ago.

As for the races themselves, instead of being competed

for speed they were conducted in the "reliability run" style in which the riders competed for most consistent lap times, based on three laps out of seven. Of the Yamaha team riders, Motohashi and his RA31A were in top shape, winning consecutive races on day one and day two. Unfortunately, Phil Read who was running equally well in the free practice developed machine trouble and was eventually unable to start the actual races.

Among those who showed up for this historic gathering of the people who wrote the annals of motorcycle racing in the postwar era was former Yamaha GP team manager and present YMC Senior Managing Director Hitoshi Nagayasu, who was asked to serve as award presenter on the first day of competition. On the second day that role went

to Holland's Minister of Sport, Erica Terpstra.

Listing among its sponsors Arai Helmet Europe BV, Yamaha Motor Europe N.V., YMC, Honda Nederland BV and Castrol International Ltd., the Centennial Classic TT was a grand success by any standard. Proceeds from the three-day event were all donated for the promotion of motorcycle sports. As for the Yamaha RD05A, RD56 and RA31A machines, they will go on permanent display at the new Yamaha Communication Plaza opened July 1 at YMC's head office in Iwata.



As Yamaha's ace rider, Phil Read won the first titles for Yamaha in 1964 and 1965 on the RD56, and in 1968 he succeeded in winning double 250/125 titles on the RD05A (which he rode this time) and the RA31A