

YAMAHA MOTOR CO., LTD.

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Yamaha News

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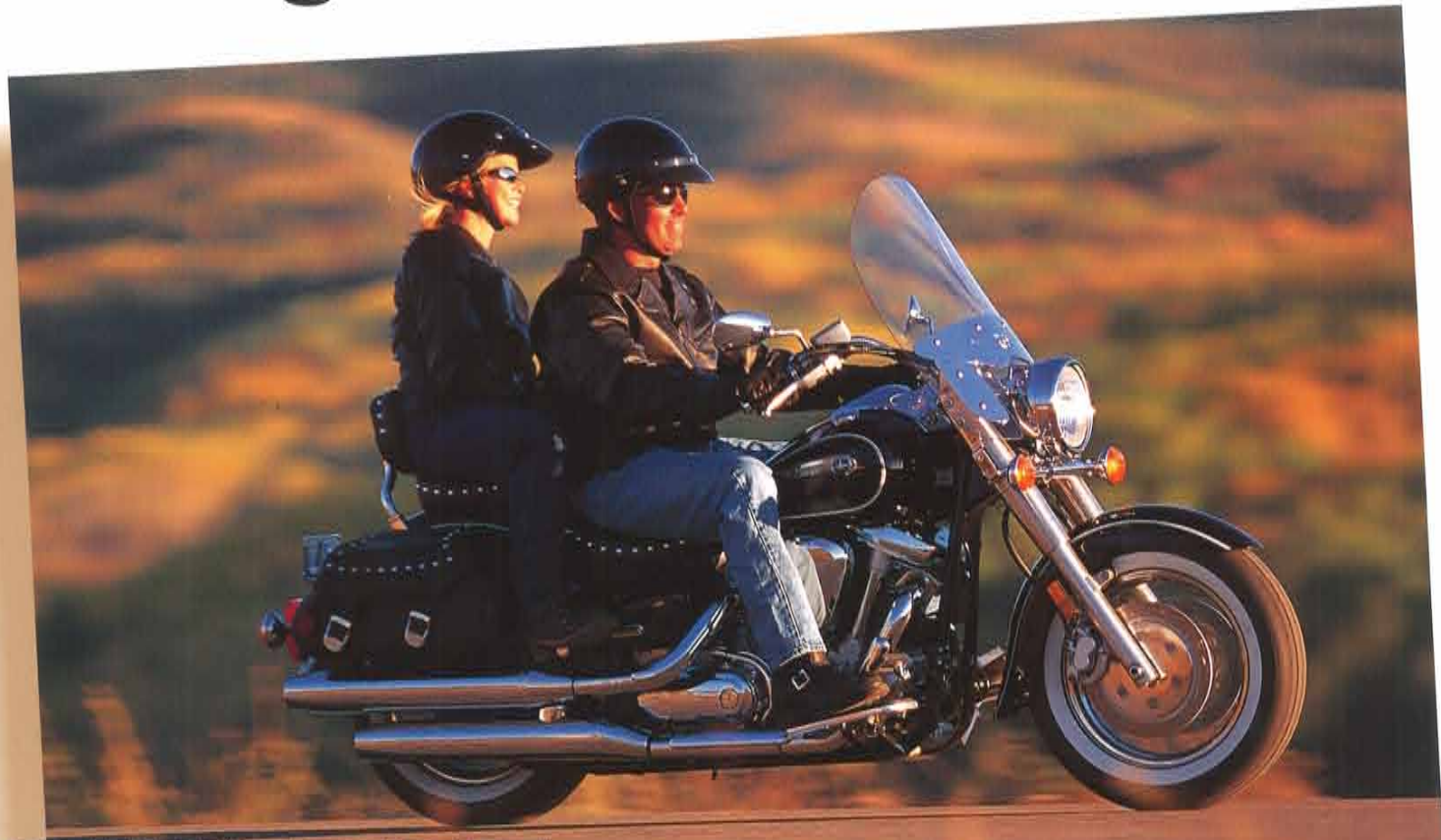
BIMONTHLY

Gutsy "Natural Pulse" V-twin

Yamaha rolls out the 1600cc Road Star with the biggest displacement ever for relaxed cruising with massive low- to mid-range torque.



Making of the American Stars



Yamaha's growing line of Star series American-style cruisers has a big new flagship model in the V-twin "Road Star" (Wild Star in Europe) for '99 embodying the ultimate in "long and low" styling



Along with a wide range of modifications to the V4 engine and chassis, the new XVZ1300TF Royal Star Venture comes packed with standard-equipment amenities that make this the ultimate 2-wheeled luxury tourer

It's no coincidence that three out of the five main new motorcycles Yamaha Motor unveiled at this autumn's motor shows are American-style cruisers. From North America, where cruisers make up roughly half the demand, to major markets from Europe to Japan, cruisers like Yamaha's Drag Star (V-Star in the U.S.), Royal Star and the all new Road Star (Wild Star in Europe) are on a roll, leading a revival in classic American-inspired bikes. Here is a quick review of Yamaha's "American History" with introductions of the new models for '99.

Americans have never had a monopoly on the American Dream. From the first dauntless pioneers who crossed the wide open spaces of the American West in covered wagons to those who followed later on "iron horses" down fabled threads of pavement like Route 66, the people who chased the American Dream came from all over the world. Yamaha Motor was the first non-American motorcycle maker to take up the

challenge of creating its own unique American-style dream machines with the release of its 1979 models XS750/650 Special. The elements that defined "American" back then were fairly simple: a two-tiered seat, a teardrop fuel tank and the stretched back handlebars that let you sit back in a horseback-riding posture. It was not until the release of the first "Virago" models two years later, however, that Yamaha really caught the imagination of large numbers of riders from all over the world. Today the Virago is a classic long-seller with devoted owners from Amsterdam to Zhanjiang.

A Star Concept is Born

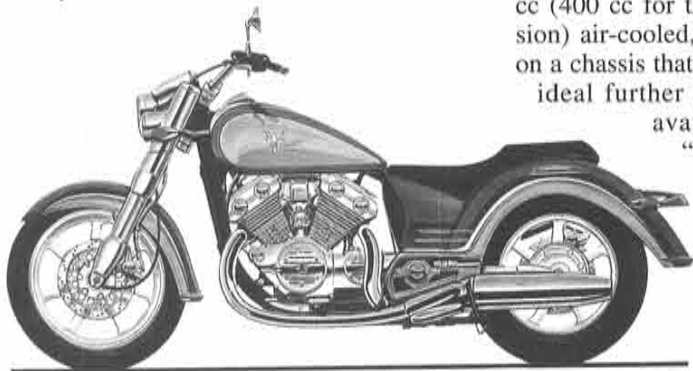
By the early '90s, the motorcycle market had changed drastically, in America as well as other markets. The big-demand years of the '70s were long gone and customers were looking for greater value for their money. There was a different type of bike user emerging: baby-boomers pushing fifty, relatively affluent now and finished with their child-rearing years, were returning to motorcycling as a weekend avocation. A cooperative effort between YMC and Yamaha Motor Corp., U.S.A. produced a vision for a new generation of cruisers, dubbed the "Star Strategy." The goal was

to create a series of cruisers with the "long and low" profile of the classic American-style bikes and embodying all the quality and charisma the word "Star" invokes, along with classic good looks and the added-value features and lasting quality that instill pride of ownership.

From Image to Reality

"When we started on the Star project it was nearly 15 years since the Virago, so we were basically starting from zero," says Masayuki Hashimoto, project leader first for the Royal Star released in 1995 and then the Road Star that debuted this November at the U.S. Dealer Meeting. Riding conditions in America had changed a lot in the interim, as he and the team of Yamaha engineers learned when they spent two weeks biking across the deserts of Nevada, the mountain roads of Arizona and the freeways of California, collecting images for the machines. High-performance for freeway riding was

The desire to create a completely new American-style cruiser produced early design drawings like this for the V4 Royal Star, from which the first structural blueprints were drafted



a top priority from the start, and once a V4, 1300 cc format was chosen for the Royal Star power unit, a lot of time was spent perfecting the sound of the engine. "The key word was an 'emotional engine,' one that you felt you were interacting with, as if the machine under you were alive; a companion on those long miles out on the open road, but also a spirited stallion when 'short chugging' away from a traffic light in town," he explains. They also knew from the beginning that simplicity of design and component independence were essential elements. For the new users of the '90s, a cruiser represents a long-term investment, a machine they can spend time customizing and personalize into their own dream machine.

Building a Lineup of Stars

Shortly after the Royal Star was released in the autumn of 1995, another Star series model was unveiled at the Tokyo Motor Show. Named the Drag Star (V-Star), this model was powered by a 650 cc (400 cc for the Japanese market version) air-cooled, 4-stroke V-twin engine on a chassis that took the "long and low" ideal further than ever before. Now available in "Custom" and "Classic" variations, this model has propelled Yamaha to the top of the American-style cruiser category in both Japan, where it has been named Bike of the Year in its cate-



The release of the V-twin V-Star (Drag Star) in 1997 was a sell-out success that proved Yamaha's long-term commitment to the growing cruiser market

gory three years running, as well as in Europe.

For '99 Yamaha is out to build on the Drag Star's popularity by unleashing a new 1100 cc version that debuted to rave reviews hailing it as the first "sports American." Also, as a follow-up to the Royal Star, '99 sees the release of the deluxe Royal Star Venture with added features to increase the comfort and enjoyment of long-distance cruising.

As the latest addition to the constellation of Yamaha Stars, the all new XV1600 Road Star was rolled out at the recent U.S. Dealer Meeting. The big 1600 cc displacement V-twin engine on this new top-of-the-line model is the biggest ever mounted on two wheels. But true to its pedigree, the aim of the added displacement isn't more speed but lower rpm when cruising along the freeway at 70 mph.

Today, more and more people around the world are choosing the Stars of Yamaha's distinctive cruiser series as the wheels for their own American dreams.

1999 US DEALER MEETING

This year's U.S. National dealer meeting was full of new product introductions, demo rides, seminars and an abundance of entertainment. A record-setting 1,059 dealers were represented at the 4-day event, with more than 3,300 total attendees. Dealers were welcomed with a spectacular main presentation hosted by members from the US hit show Saturday Night Live.

In addition to learning the features and benefits of the new products, dealers were overwhelmed with the introduction of eight new motorcycles, the '99 Grizzly ATV and several new watercraft and jet powered boats.

Two event highlights were the motorcycle and water vehicle demo areas in which dealers had a chance to ride on a ten-mile course through the streets and highways of Las Vegas and several courses on Lake Mead. Demo bikes included the all new Royal Star Venture, the Road Star 1600 and V-Star 1100.

Dealer reactions included Dennis Kaszycki from Johnstown

Cycle: "The Road Star 1600 has good handling with a very nice ride and the transmission is silky smooth with good power delivery; overall a very good motorcycle." Glenn Brown from Kenosha, Wisconsin felt that "the V-Star 1100 will be a hit with its great handling, suspension and good power." His wife said this about the 1999 Venture; "The seating is better than a Wing!" Lenora Turco from North Clarendon, Vermont was a passenger on the Venture and felt that it was an "excellent ride; very smooth and comfortable."

From Lisa Delaney, Marketing Coordinator of YMUS



Kick Starting the Dream

Escorts Yamaha Motor Limited. Faridabad, India
 Founded: 1995 Employees: 4,784

The Force Behind the Dream

Escorts Yamaha Motor Limited (EYML) is a joint venture company formed by an alliance in November, 1995, between Escorts Limited and Yamaha Motor Co., Ltd. Escorts Limited is the flagship company of the Escorts Group, a major force in the engineering industry in India with 19 plants employing 20,000 people. With experience in the two-wheeler business dating back over three decades, and having the distinction of putting over 2.5 million two-wheelers on the roads of India, EYML presently has two state-of-the-art

plants at Faridabad in Haryana and Surajpur in Uttar Pradesh for manufacturing our Rajdoot, Yamaha and Escorts range of motorcycles and Toro range of mopeds.

With our ongoing investments in world-class manufacturing facilities and technology through our R&D efforts, EYML is on the fast track to make its presence felt in all the segments of the two-wheeler industry, offering exciting machines not only to Indian customers but to those in overseas countries as well, as we continue to expand our export business.

EYML's strength also lies in being a customer-driven company. With the industry's largest network of about 500 dealers we keep the customers within close reach of quality sales and service outlets and spare parts supplies and customer finance. This widespread network is an important part of EYML's commitment to giving the customer maximum utility from the bikes it makes and sells.



The EYML head office

Responding to Market Trends

To realize this corporate goal of giving our customers maximum utility from the motorcycles we build and sell, EYML keeps close to its customers by understanding their needs properly. It is with this view that EYML keeps close track of the Indian two-wheeler market, which has witnessed bullish growth since 1993. There has also been a remarkable growth in the 4-stroke bike market, represented by a considerable 38% increase in demand from the previous year.

The reasons for this phenomenal growth can be accredited to the changing market scenario, where the power of the rupee is

A popular pop singer "Anamika" entertains dealers at the YBX 125 launch site



Dealers of the North/East regions and Escorts Yamaha officials gathered for the convention in Delhi on August 29, 1998



The Annual Dealer Convention was opened with the traditional lamp lighting by the guest of honor, (from left) Mr. Bharat Caprihan, Executive Director of EYML, Mr. Takashi Kanamori, Director of YMC, Mr. S. K. Faneja, Executive Director, Mr. Kent Minami, EYML Director, Marketing.



YMC Director Mr. Tadayoshi Suganuma (left) and EYML Joint Managing Director Nikhil Nanada release the first YBX motorcycle produced in the Surajpur Plant

High performance and economical 4-stroke model YBX 125, having inherited Yamaha's sporty design has won high acclaim in India

fast declining and user aspirations are ever rising. When it comes to two-wheelers, mileage means stretching those precious rupees by squeezing as many kilometers as possible out of a tank of fuel. Yet, the sheer pleasure of feeling that pulsing power every motorbike rider craves for also can't be ignored. But until now, no motorcycle maker tried to satisfy the customers' need for fuel efficiency and their desire for power both at the same time. The customer either got fuel economy sans power or the power minus mileage. In other words, they had to compromise one way or the other.

It was considering these market trends and customers' increasing demands for performance without forsaking economy that EYML unleashed its first 4-stroke model in India, the Yamaha YBX 125.

YBX 125, the Best of Both Worlds

Thanks to the latest generation 4-stroke technology, the shackles of compromise have been broken for Indian customers. Their dream of having the optimum balance of performance and fuel economy in one bike has come true for the first time in India. A unique product of Yamaha's exclusive 4-stroke technology tailor-made for Indian conditions and require-

ments, the Yamaha YBX 125 is a gem of a bike. A technological marvel aimed at satisfying the dormant need of a majority of 4-stroke customers, it delivers an astounding 11 BHP of power and incredible fuel economy at 75 km per litre (EYML test figure).

The YBX 125 is not just fun to ride, above all it has the unmistakable personality and legendary muscle people expect from a Yamaha — with the unexpected bonus of being a great value for money at a very affordable price. The performance comes from the typically compact and lightweight Yamaha engine delivered through a 4-speed transmission with added features like an automatic chain tensioner.

In its styling, too, the YBX 125 is designed to leave the competition behind with classic good looks highlighted by big gleaming Cerrani struts and generous touches of chrome.

The Dream Launch

The grand launch of the Yamaha YBX 125 came in August at EYML's Annual Dealer Conventions held this year at two locations, the Hotel Taj Residency in Bangalore for the West and South regions on August 24th and at the Hotel Maruryu Sheraton in Delhi for the North

and East regions on the 29th. In all, representatives from some 450 dealerships gathered for the conventions, where they heard a video address by Joint Managing Director Nikhil Nanada stating the company's resolve to become No. 1. Another address was by guest of honor Mr. Takashi Kanamori, Director of YMC, who reiterated YMC's full support in the introduction of new models and stressed the importance of the dealers as, "the key to EYML's success."

After an audio-visual presentation of the history of EYML and its products and a technical seminar on the new YBX 125, the dealers finally got their chance to try out the new 4-stroke's performance for themselves at the test rides.

The praise was unanimous for the revolutionary YBX 125 both among the dealers and the press at the ensuing press introduction drawing journalists from some 100 media companies. General customers also swarmed to three test ride sites in Bangalore, Delhi and Chandigarh.

After the stupendous success of the YBX 125's launch, EYML can only look forward to a bright future. The company is determined to work constantly towards its goal of meeting the diverse needs of customers with millions of bikes across millions of miles.

From Vivek Gulati of EYML, India

WORLD TOPICS

GENERAL

FRANCE

Highest French honor for Mr. Eguchi

Former Chairman (currently Adviser) of YMC Mr. Hideto Eguchi has been awarded the highest decoration possible by the government of France - the *Legion d'honneur*.

Mr. Eguchi was made *Chevalier de la legion d'honneur* in recognition of his role in saving the region of Picardie, in the mid-north of France, from economic hardship.

Mr. Eguchi, then YMC President, was responsible for signing the contract to buy the French bicycle/moped company Motobecane in the 1980's, and in turn saving 1,400 employees from unemployment. Mr. Eguchi's decision allowed the creation of MBK Industrie, which has gone on to achieve growing production and export of mopeds, bicycles, outboards and especially scooters, and help the region of Picardie to prosper.

The *Legion d'honneur* was created by Bonaparte in 1802 to honor any person, private or military, who served the French nation, by declaring them a national hero.

Mr. Eguchi received the award from Mr. Serge Renaud, President of the

Chamber of Commerce of Picardie on September 29, 1998 in Saint-Quentin, Aisne. The newly decorated Mr. Eguchi said, "It is an honor, but it is an award shared by all those in both France and Japan who have put in so much effort. I accept this award on their behalf."

From Catherine Hauet of YMENV, The Netherlands

CHINA

Double honor in Beijing



The plaques awarded to Ikuo Murai for his services to Chinese business

A Yamaha Motor employee posted in China has the two-fold honor of winning two awards for his contribution to Chinese business. Mr. Ikuo Murai, President of Zhuzhou Nanfang Yamaha Motor Co. Ltd. (NYM) has won the National Friendship Award from the People's Republic of China Experts Appraisal Committee, and the Aviation Friendship Award from Aviation Industries of China (AVIC).

Award ceremonies were held in Beijing, with Mr. Qian Qichen, Vice Prime Minister of China presenting the Friendship Award at the Great Hall of the People on September 29, and Mr. Zhu Yuli, President of the Aviation Industries of China presenting the Aviation Friendship Award on September 25 at the CATIC Plaza.

The Friendship Award, initiated in 1992, is an award for foreign specialists who make a contribution to Chinese business, and so far approximately 300 persons have received the award. This year there were 46 recipients, of whom 11 are Japanese.

The Aviation Friendship Award is presented to foreign specialists who make a contribution to corporations in the avia-

tion industry, and to date there have been 31 recipients. Until now, there were no Japanese recipients, making Mr. Murai the first Japanese to be honored.

From Akihiko Ijima of YMC, Japan

MOTORCYCLES

GERMANY

GP circuit popular training venue

Yamaha motorcycle owners in Germany enjoyed the chance on September 7 and 8 to hone their riding skills at a very special training venue - the Hockenheim GP Circuit. For the third time, the Yamaha Sports Riding Training Event took over the Hockenheim Circuit for two days, allowing its participants to use the large, highly-coveted GP course that is usually not open to the general rider.

The event was sponsored by Yamaha Motor Germany and supported by PS, the supersports specialist magazine, and Michelin Tires. Participants were joined by two well-known riders — Yamaha Germany Racing Team SB rider C. Lindholm, who was last year's champion but slipped to 3rd this year overall due to injury, and J. Teuchert, this year's supersports 600cc class champion for the second year in a row on a YZF600R.

With the R1 enticing many enthusiasts, this year the course was sold out soon after its announcement through dealers. Hopefuls continued to flood in requests, but the organisers were forced to turn many away.

There were 140 participants in the hugely successful event, of whom 80 were R1 owners and others YZF1000R, YZF750R or YZF600R owners.

The riders were divided into groups of 5



Lucky Yamaha owners can do their motorcycle training where the champions run, on the GP circuit, one of a number of circuits at Hockenheim in Germany



Mr. Eguchi receiving the award from Mr. Serge Renaud, President of the Chamber of Commerce of Picardie

to 7 according to their riding level, and each group was led by a Marshal. Only bikes conforming to authorised standards ran, and there were no bikes with unauthorised modifications. Participants paid a fee which included the two days' training, breakfast, lunch and dinner.

The 4th Yamaha Sports Rider Training Event will also be held at Hockenheim, but next year the new YZF-R6 is expected to lure even more riders, so they intend to use other GP circuits and increase training capacity.

From Hiromi Kuroi and H. Winter of YMG, Germany

CENTRAL & SOUTH AMERICA

Latin American distributors convene in Europe



Europe was the 1998 venue for Yamaha's 5th Latin America Distributor's Convention

Forty people from 18 motorcycle distributors in 18 Latin American countries made the trip to Europe for Yamaha's 1998 5th Latin American Distributor's Convention. The group gathered over September 12~18 in Munich, Germany before moving on to France for what was a highly successful convention.

Finding themselves amidst the tradition and history of the European motorcycle market, and stimulated by the power and punch of Yamaha's performance in the market in recent years, the participants were highly impressed with the convention, saying it was a good opportunity to broaden their perspective.

The trip included a visit to the Munich motorcycle show Intermot Munchen 98 and a press conference. At Yamaha Motor France (YMF), there was a presentation by Mr. J. C. Olivier, President of YMF about its marketing philosophy, and a lively question and answer session

about marketing techniques aroused interest. They also toured the MBK factory in France, and expressed surprise at the grand scale of the facilities.

All in all, the convention provided plenty of ideas and motivation concerning its main theme: promoting sales of big bikes in Latin America.

From T. Tanaka of YMC, Japan

CHINA

New models to "change your life"

As preparations for the '99 motorcycle season reached full swing worldwide, China's southern trade and industrial capital Guangzhou was the site of the 1998 Guangzhou International Motorcycle Exhibition from November 7 to 12. Popular for the wide range of motorcycle models to be seen, this biennial show attracted 93 domestic and foreign joint-venture makers this year to present their products in the 10,000 sq. m. exhibition space.

The Yamaha booth organized around the theme of "Change Your Life" reflected the recent shift in the role of motorcycles in the China away from purely utility-use toward that of vehicles that enrich people's lifestyles.

The "lifestyle machines" Yamaha offered the public ranged from the hot '99 CBU models YZF-R1, Royal Star Venture and Majesty 250ABS to the Jin Long JYM250 that debuted this year from Chongqing Jianshe-Yamaha Motor Co., Ltd. and the big-hit model Future ZY125 from Zhuzhou Nanfang Yamaha Motor Co., Ltd. that has sold 130,000 units since its '96 release. Other new models included the Majesty 125 and the "Glide 100" scooters from Yamaha Motor Taiwan Co., Ltd. Yamaha also invited 62 journalists including



Visitors flocked to the Yamaha booth at the Guangzhou International Motorcycle Exhibition

five TV stations to the press introduction on the first day and made an appeal for Yamaha's strong line-up for 1999.

SPAIN

Big event for Majesty 125



Mr. Subirà tries out the feel of the Majesty 125, the first Yamaha 125cc model ever manufactured in Europe. Next to him is Mr. Hasegawa (right) and Mr. Pomés

On July 9, Yamaha Motor Espana (YMES) celebrated the release of the Yamaha Majesty 125 at a special event attended by 500 people. Organized at the YMES premises in Barcelona, the event was honored with the presence of Member of the Catalan Council, Mr. Pomés, and the Catalan Councillor for Industry, Mr. Subirà, on behalf of the President of the Catalan Autonomous Government, as well as YMC's President, Mr. Takehiko Hasegawa.

The event provided the opportunity to present the history of Yamaha in Spain, beginning with Sanglas and Sanglas Yamaha, the first motorcycle produced at YMES. The presentation commemorated an important milestone in the history of the company - the rebuilding of the factory just one year after a devastating fire destroyed the whole facility in 1991.

After speeches from all the representatives, including Mr. Lasheras, Vice President of YMES, the event proceeded with a presentation to the Fire Brigade of the Generalitat of a series of Majesty 125s and ATVs in appreciation of their work in extinguishing the fire.

Today, with the production of the NEO's and Majesty 125, YMES has become one of the key factories in Yamaha's globalization strategy.

From Jordi Bracons of YMES, Spain

WORLD TOPICS

TURKEY

Big RX115 picnic in Turkey

The Turkish region of southeast Anatolia has become the country's strongest Yamaha RX115 retail region in the short time that Beldeyama has been producing the bike, since May 12 this year. On September 27, Beldeyama organized a big picnic for all RX115 owners in one of the biggest cities in southeast Anatolia, Gaziantep, and 250 riders took advantage of the fun on the Sunday morning. They were joined by Mr. Nakano of YMC and celebrated Castrol-Yamaha rider Süleyman Memnun, who rode out in front, leading the police-escorted group all the way to the picnic area.

After lunch, Memnun gave a speech, sharing his advice about correct riding, and Mr. Nakano fielded suggestions and comments from the RX115 owners about the RX115 and other Yamaha models.

At the end of the day, some lucky riders received prizes from Beldeyama and dealers, and everyone went home very proud and pleased, having been part of the biggest motorcycle picnic ever organized in Turkey.

From Osman Lav of Beldeyama, Turkey



Owners of RX115s turned out in force at Turkey's biggest ever motorcycle picnic

AUSTRALIA

Crafar visits a new dealer

Sunbury Yamaha, a recently opened Yamaha dealership owned by Darren Storage in Victoria, Australia got a visit from Yamaha GP rider Simon Crafar three days before the Australian 500cc motorcycle Grand Prix at Phillip Island. His fans who turned up at the shop were thrilled with an autograph and photo session by the popular Kiwi Red Bull Yamaha superstar rider.

After the impressive 2nd place finish in the Australian GP, Simon wrote to the proprietor commenting on his new shop, as it is one of the best presented dealerships that he has seen, and he especially liked the Service Department idea.

Also, an article introducing his visit appeared in Australian Motorcycle News, Australia's premier motorcycle magazine.

From Darren Storage, Sunbury Yamaha, Australia



The Australian Motorcycle News article

COLOMBIA

Dealers witness Crypton launch

From September 2 to 4 Incolmotos launched the new Crypton motorcycle at the Incolmotos-Yamaha National Dealers Convention in Medellin, home of Colombia's Yamaha factory.

The Crypton, the first 4-stroke Yamaha model assembled in Colombia, was well received by the 120 dealers at the convention who came from all across Colombia, and who were joined by special guests Mr. Suzuki and Mr. Wakuta of Yamaha Indonesia Motor Manufacturing (YIMM), where the Crypton is originally manufactured, and Mr. Yamaguchi and Mr. Kisou of YMC.



Dealer Convention delegates gear up for a test ride in Medellin

Also introduced at the convention was the new 1998-99 sports wear collection, made exclusively in Colombia and approved by YMC. The range includes caps, T-shirts and jackets.

At the convention, the dealers took in the entire production process of the Crypton on a tour of the Yamaha factory, and also took part in the "Emycito" scooter driving school.

The convention was a great success, and Incolmotos has no doubts that Crypton is going to make Yamaha the leader in 4-stroke models in Colombia.

From Veronica Mejia De B. of Incolmotos, Colombia

FRANCE

Diversion 900 on the beat in France

Yamaha Motor France (YMF) has successfully modified the Yamaha XJ900 Diversion for police work, and in July this year delivered 10 bikes to the French Police.

Changes to the original characteristics of the Diversion 900, Yamaha's highly



With a few modifications, the XJ900 Diversion is the newest recruit in the French police force

popular touring model in Europe, include modification of the cowling, an increase in the battery's capacity, and modifications in its road-holding qualities.

This agile Yamaha bike combines excellent performance in sport touring, commuting, and even long-distance traveling, making it suitable for various police assignments.

Specific equipment for police work, such as a blue light, radio and siren, have also been integrated, and YMF expects many more of the bikes to be on duty in the near future around France.

From Jean-Claude Olivier, President of YMF, France

MARINE

U.S.A.

New developments at IMTEC



The new High Pressure Direct Injection (HPDI) technology, a center of attention at the show

This year marks the 40th holding of the International Marine Trades Exhibit & Conference (IMTEC), a trade show for marine products. Held in Chicago, Illinois from October 1 to 3, and sponsored by the National Marine Manufacturers' Association, the show provided the opportunity for over 1,000 companies to display their marine products to 40,000 dealers and distributors from 74 countries around the world.

Yamaha again made an impression with their outboard motors. The new release for 1999 in the 4-strokes is the 80 horsepower model F80, which joins the existing 4, 40 and 100 hp models, and members of the press also enjoyed a test run of the just released F100A. These 4-strokes take Yamaha's outboard lineup to

10 models, in 7 different hp categories.

In the 2-stroke models, EFI has been added to both the 150 hp and the 200 hp in the Saltwater Series, and to the VMAX Series 150 hp and 150 TRP models.

IMTEC was also the venue for the release of the High Pressure Direct Injection (HPDI) system, a new technology currently being developed, which outperforms standard DI in terms of fuel delivery and efficiency. Naturally, it passes the 2006 EPA Standard. At the show, the new fuel system was exhibited on two V6 150 hp outboard motors, one showing the inner workings in cross section.

Of all the Water Vehicle displays, the one that attracted the most attention was Yamaha's SUV. Compared with the water vehicles currently on the market, this impressive model is almost 2ft. longer at 3.85m, has a width of 1.51m and is still powered by a 1131cc engine. The new 7-seater jet boat model on display, the LS2000, also carries a 1311cc engine.

ARGENTINA

First marine show participation



Yamaha Motor Argentina's booth featured the latest outboard lineup

From September 4 to 13, 1998, the 11th National Marine Show was held at Olivos in Buenos Aires province. Some 25,440 visitors enjoyed the displays by more than 100 makers over the week. Participating for the first time ever with a 120 sq. m. booth, Yamaha Motor Argentina S. A. (YMARG) got a positive response from visitors from far and wide. Its displays included the 15.25 hp and 50 hp 4-stroke outboard motors, while the 2-stroke lineup was represented by the "Little Great Malta" and the

We are always looking for interesting stories. Write to Chief Editor T. Omura of the PR Division. Yamaha Motor Co., Ltd. 2500 Shingai, Iwata, Shizuoka 438-8501 Japan.

popular 40X. For YMARG the show had further special meaning as it came just days after the company's first-ever nationwide marine dealer meeting.

From Daniel Verduras of YMARG, Argentina

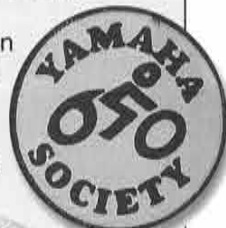
OWNERS CLUB UPDATE

U.S.A./The NETHERLANDS

Clubs ride on XS650 glory

Two owners clubs established out of love for the Yamaha XS650 twin bike, celebrate respective milestones in their club history this year. The Yamaha 650 Society in the U.S.A. celebrates its 20th anniversary this year by organizing a big weekend rally in Peoria, Illinois, where participants enjoyed a TT track ride and parade to downtown Peoria. The other club, the Yamaha XS650 Twin Klub Nederland (<http://www.xs4all.nl/~xs650/fram00/e.htm>) proudly announced its 10th year. Some 400 people including members from other countries like Belgium, Germany and England gathered in Someren in the south of the Netherlands to celebrate the Klub's 10th birthday.

A variety of original fun events like these and thorough maintenance and spare parts service keep the clubs going stronger than ever.



New PAS Technology Highlighted

Yamaha Motor's latest technical breakthrough for the PAS, the "nickel-hydrogen battery system," was unveiled at the '98 IFMA International Cycle Show, held in Cologne, Germany, from September 30 to October 4. This new battery system, developed with SANYO Electric Co., Ltd., makes it possible to extend the power-assisted running distance by 30% compared to the existing nickel-cadmium battery.

Along with a newly introduced drive unit featuring an "Economy Mode," that enables more energy-efficient operation, Yamaha has greatly expanded the possibilities of the electro-hybrid bicycle.

Just the day before the opening of IFMA, the first distributor meeting for the PAS was organized by Yamaha Motor Europe, in which distributors from nine European countries exchanged information about respective marketing strategies and efforts to answer the growing demand for the PAS in Europe.



Animated discussion took place at the first PAS Distributor Meeting in Europe

2000 Surface Mounters for Philips

Yamaha Motor Co.'s IM Operations has supplied its landmark 2000th surface mounter to Holland's Philips EMT (Electronic Manufacturing Technology). YMC has been supplying mid-speed multi-purpose surface mounters to Philips EMT on an OEM (Original Equipment Manufacturing) basis for the European and American markets since 1988. The high-speed surface mounter manufacturer Philips EMT is a wholly-owned subsidiary of Dutch giant Royal Philips Electronics.

On October 20 this year, a line-off ceremony for the 2000th model, the TOPAZ, which is equivalent to Yamaha's YV100II model, was held at Yamaha's Soude factory, attended by Philips EMT's President Mr. Cor Scholten and IM Operations Senior General Manager Mr. Tsuneji Togami. This 2000th unit is earmarked for use in Milano, Italy.

Philips EMT has long been a leader in the field of surface mounters, and has the most technically advanced high-speed machinery for mass production. Likewise, YMC has been developing industrial robots since 1974, and on this basis, developed mid-speed surface mounters, which they have produced and marketed since 1987. In the 10 years since the beginning of their cooperation, the two companies have forged a solid relationship, reliant not just on the supply of OEM products, but also encouraged by the mutual exchange of technology, and product planning and collaborative development based on market demand.



The line-off ceremony at Yamaha's Soude factory for the 2000th surface mounter for Philips

Sights Set on World's Top Rank

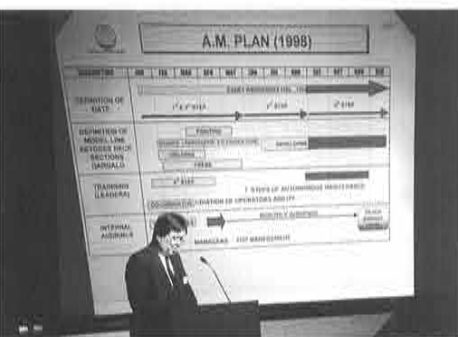
On October 13, the 11th Yamaha TPM Joint Meeting was held at the YMC Head Office's Communication Plaza. This annual meeting seeks to promote greater understanding of the scope and potential of Total Production Management activities and ways to improve their quality through presentations and seminars. This year's meeting, the first held at the new Communication Plaza was attended by seventy-five representatives from 24 factories in 15 countries.

Following the opening address by YMC's President Hasegawa, the participants heard presentations on the status and results of TPM activities at factories from Brazil, Malaysia, Pakistan, Spain, Taiwan and the U.S.A. These were followed by a talk by YMC Director Makio Oshio in which he encouraged the representatives to formulate working images of how to improve their factories to make them better environments for producing quality products with high cost efficiency. That message was further driven home by Senior Managing Director Hitoshi Nagayasu, who stressed that it was the responsibility of top management at each

factory to push for specific plans to prove their world-class standards of operation by attaining the TPM excellence prize within three years.

On the second day of the conference the participants toured three local Yamaha factories.

The annual TPM Joint Meeting offers an opportunity for Yamaha group factories to exchange valuable information and results on their respective TPM activities



Jubilo's momentum should carry the proud Yamaha logo on their uniforms all the way to the Asian club championship finals next April

Jubilo's next goal, Asia!

After winning the first stage of the '98 Japanese pro J. League season and a spot in the December season title match, Yamaha's home team Jubilo Iwata are on their way to yet another challenge, becoming the club champs of all of Asia!

As reigning Japanese champs they are participating in the 18th Asian Club Championship '98/'99, a tournament contested by the best club team from each of 30 Asian countries. After trouncing Instant Dict of Hong Kong in the first round and then club Finance Revenue of Myanmar in round two on Nov. 11, Jubilo enters the final playoffs of eight teams for the title of Asian Champs.

Big Debuts on the Land and Water

Yamaha Motor Europe N.V. (YMENV) recently organized two major test ride events: one for the newly introduced supersport YZF-R6 and the other for the new F100A, the flagship model for Yamaha's 4-stroke outboard line-up.



Over a 3-week event, from October 16 to November 5, YMENV hosted five groups of motorcycle journalists totaling more than 130 people from 21 countries around the world for a 4-day experience of the R6 in Australia.



▲ On the first day the journalists had the opportunity to test ride the R6 on the international race circuit at Phillip Island, where some of the participants topped 260 km/h on the new bike.

▶ The next day was for road riding over more than 100 km along the scenic Great Ocean Road, west from Geelong to Apollo Bay. The journalists came back full of praise about the feeling of the R6 in the high rpm range and the ease of handling due to the bike's lightness and compact dimensions.

F100A

The European introduction of the F100A was a 5-day event from September 21 to 25 coinciding with a boat show at Friedrigshafen on Lake Boden. Yamaha distributors and the press from 12 countries tested this world's first outboard motor powered by a 16-valve DOHC engine.



▲ Eight boats mounting the F100A lined the pier for the test rides.



▲ At the test rides the journalists themselves took the controls. As they pulled away toward mid-lake you could hear comments like, "What acceleration!" and, "I've never seen top speed like this from a 4-stroke," above the quiet purr of the F100A's engine.



◀ The compactness and slim, tilted-up profile of the F100A defy the image of 4-strokes up until now as bulkier, heavier engines. But the real surprise is the power packed inside.

Complete dominance!

Shinya Nakano grabs All Japan 250 cc title

Entering the All Japan Championship this season on a YZR250 for the BP Yamaha Racing Team, 21-year-old Shinya Nakano blew away the competition, winning eight of nine rounds in the series to take the title.

Nakano first raced as a Yamaha works rider last season, when he won two rounds to rank 5th. This year, only his 2nd as a 250 cc works rider, the pole position became Nakano's "reserved seat," from which he raced to run-away victories round after round. Round six at Suzuka stopped his new record for consecutive victories at five when he placed 4th in wet conditions, where most of the works machines failed to finish. But in round seven, Nakano returned to clinch the series title. "I have been racing since I



In round seven at Tsukuba, Nakano's pole-to-finish victory clinched the series title for him with two rounds still remaining

started out on pocket bikes at age five, but this phenomenal season is the one I will remember most," Nakano said.

Off to Australia for a spot entry in the World GP on Oct. 4, he finished 4th after leading the race for the first two laps.

"Being able to run with the world's best was a big confidence booster for me. The YZR is a well-balanced machine compared to the others and especially strong in handling," said Nakano. Returning to Japan, Nakano went on to win the 8th and 9th rounds of the All Japan championship and prove that he is the man to watch in the future.

Goodbye Wayne

Wayne Rainey retires from GP scene

Wayne Rainey bid an emotional farewell to the Grand Prix paddock at the Argentinian Grand Prix on October 25. His retirement was officially announced at the Assen Grand Prix earlier this year at a specially organized press conference. The former Yamaha GP 500 rider and triple-world champion has ruled the Yamaha GP factory team since 1995 after a tragic accident stopped his career as a rider. Yamaha marked the occasion with a dinner for Rainey before the racing began for the last round of the 1998 season, where many of the press and his team were present.



Wayne Rainey next to his old YZR500 world champion machine and Yamaha team members

Commenting on his decision, Rainey said: "I made this decision in the off-season but we had everything in place

for the year so I decided to stay. It's very sad in a way, but I've enjoyed my two lives in Grand Prix racing and I think now is the time to leave. I'm looking forward to going home now but I'll see everyone next year because I'll be back for sure. I'm leaving behind a good team and a good philosophy and I think it's going to be successful next year. There's no doubt Yamaha has a good bike and it will get even better."

Though Rainey leaves GP, he will keep collaborating with his longtime partner Yamaha as a Grand Prix consultant.

From Paul Hennin of Jardine PR, U.K.