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We Love Yamaha

Being a Yamaha owner means being part of a family that knows how to have fun, and knows where the action is.

Coming Together, with Yamaha



The grand finale at Misano was the customer parade on the track (Yamaha Fest '99 in Italy)

Europeans have a love of motorcycles. And that love is unique for every bike owner. For Yamaha Motor Europe N.V. and the national Yamaha importers across the continent, planning exciting ways to foster that love has long been an important way of showing Yamaha's commitment to customers. Judging from the responses of users who participated in the 1999 Yamaha Festivals and other promotions held in various countries, that commitment is helping bring customers closer to the brand in unique and personal ways.

People love their motorcycles for many different reasons. During the weekend of August 28 and 29, Yamaha Motor Europe N.V. launched the first edition of a new program called the Yamaha Pan European Club Events, specifically targeted at a group of Yamaha customers for whom state-of-the-art performance is part of that passion. In this event 160 owners of Yamaha's ultimate-performance YZF-R series supersport models and 20 journalists from 13 countries were given a fabulous behind-the-scenes look at world championship racing. This event, aimed at "bringing Yamaha customers directly into contact with the brand," took place at Austria's

A1 Ring circuit at the same time the Austrian round of the World Superbike/Supersport Championships.

It is also the continuation of a long tradition of customer involved events like the "Spirit of Adventure" tours from the late '80s and early '90s and the advanced riding classes that YMENV sponsored at the Nurburging-Nordschleife circuit in Germany.

Front-row ticket to excitement

The 160 guests Yamaha hosted this time at the A1 Ring were treated to a once-in-a-lifetime VIP look at the action and the stars of World Superbike and Supersport racing. The exciting schedule of events



At A1 Ring, the customers had a chance to meet the Superbike and Supersport Championship riders and share a meal with them

began Saturday morning when they met the World Supersport and later the World Superbike riders at the VIP lounge and got autographs. After a walk through the pit area to see the action there, the guests got to ride their own bikes on the track that evening and participate in a customized YZF-R competition.

On Sunday the guests viewed the races from the VIP terrace and then were invit-



At Motopark Oschersleben, the spectacular acrobatic shows were held twice a day



Take your seat on one of Yamaha's sport models and start your engine. Every group is led by an experienced bike instructor Oschersleben, Germany



At Misano, in the custom area, a "Bike Wash" was organized to wash the bikes of the customers for free

ed to the riders' dinner and entertainment that evening at a mountain lodge.

From the comments of the participants, YMENV's representative for the event, Mr. Jim Gilroy, saw that the event had fulfilled its aim of giving a unique group of customers an exclusive experience. "... the guests spoke effusively of how much they enjoyed the rare opportunity to meet their racing idols, to receive true VIP treatment from Yamaha and to make some brand new biking friends," Gilroy said.

Promoting right on track

A different type of customer-friendly event took place in Germany this summer, in what may be the largest Yamaha Festival ever held in Europe. When Yamaha Motor Deutschland GmbH (YMG) invited Yamaha owners and fans to the Oschersleben circuit in eastern Germany to test-ride the full Yamaha line-up at the Yamaha Summer Festival '99 on July 3 and 4, some 14,000 visitors answered the call.

"The aim was to offer an event that was really attractive for the customers and to generate as many test rides as possible. Also, the word-of-mouth communication after the event was enormous. Many people were talking about Oschersleben afterwards, which created an added image boost for Yamaha," says Mr. Karlheinz Vetter, PR Manager of YMG.

Displayed in a big tent with YMG staff on hand to answer questions, the line-up available for test rides included some 45 different models ranging from the super-

sport and touring-cruising categories to the full line of Yamaha scooters, which had their own special test circuit on the paddock. Everyone who signed up for a test ride got to take a 20-minute ride on the track. In total 2,650 test-rides were held in the two days, including 900 "joy ride" participants on their own bikes, without a single accident or mishap.

Fun and thrills for all

Of course, customer satisfaction was the key word here too, and YMG seems to know how to please its Yamaha Family. One of the most popular attractions that drew a big crowd of spectators was a YZF-R6 cup race. Another popular crowd-pleaser was the twice-daily stunt show by Guinness Book record holder Frenchman Alain Bour, who performed on a custom-made YZF1000R Thunder-Ace and other Yamaha bikes on the track's home stretch.

A questionnaire passed out to several hundred of the visitors verified their satisfaction with the event. "Fantastic organization," "Nice program on a great track, exciting stunt show, good chance to test all Yamaha two-wheel products," were the types of comments the visitors left.

Different bikes for different folks

On that same weekend down in southern Europe, a diverse group of Yamaha customers and fans gathered at the Misano circuit for the two-day Yamaha Fest organized by Italian Yamaha importer Belgarda S.p.a.

Here too, the turnout was spectacular, with the total for both days reaching 3,800 people, of whom about 2,400 were

Yamaha owner/customers. Some 2,000 people received information about the event from Belgarda's Internet page. Besides the owners of the popular "YZF-R" series supersport models who were drawn by the irresistible chance to run their own bikes on the famous Misano circuit, other Yamaha aficionados showed up on a colorful array of bikes including many of Italy's top-selling Majesty 250 scooters, TDM850s and the popular Fazer.

Satisfaction was written on the faces of some 1,650 people who got to enjoy test-rides on the track, as well as many more who thrilled to exhibitions by Italy's top racing stars from 15 Yamaha-supported teams, including Superbike and Super-sport stars Vittoriano Guareschi, Piergiorgio Bontempi and Massimo Merregalli and off-road stars Federici, Camerlengo, Cherubini and Belometti, to mention just a few.

A chopper and custom bike show was organized in the "custom area," where people could also get their bikes washed for free by attractive young volunteers.

The big finale of the event was a "customer parade" where the full variety and color of Italy's Yamaha fans were on view as everyone showed off their proud bikes in a parade on the track. After all was over, the comments from the visitors were unanimous: they can't wait for the next edition!

Building to Lead the Market

■ Yamaha Motor Del Peru S.A. ■ Lima, the Republic of Peru ■ Founded: 1998 ■ Employees: 63

Birth of Yamaha Motor Del Peru

The Romero Group has been Yamaha's representative for the sales and service of motorcycles, generators, water pumps and parts in Peru since 1975. On March 1, 1998, Yamaha Motor Del Peru S.A. was born as a joint venture between Yamaha Motor Co., Ltd. of Japan, the Romero Group of Peru and Incolmotos, distributor and manufacturer of Yamaha products in Colombia.

Yamaha Motor Del Peru S.A. is the fifth joint venture company Yamaha Motor has founded in Latin America, following Yamaha Motor do Brasil in 1970, Incolmotos in 1986, YMMEX in Mexico in 1991, and Yamaha Motor Argentina in 1996.

The annual motorcycle demand in Peru is presently at about 12,000 units, making it one of Latin America's five largest markets, that together with Brazil, Mexico, Colombia and Argentina account for 90% of all motorcycle sales in the region.

Powerful Sales Network Alliance

The Peruvian motorcycle market is a constantly growing one where most of the demand is in the transport and work sectors, like the country's ubiquitous mototaxis. At Yamaha Motor Del Peru we are confident that we can meet the needs of this expanding market. One of the reasons is our dealer network. In a ceremony on November 19 of last year, Yamaha Motor Del Peru's President, Mr. Hisahiro Okawa, and General Manager, Mr. Aldo Parodi, signed a contract with Mr. Octavio Mavila, President of Mavila Hnos. S.A., making this company official dealers for the Yamaha line in Peru. This agreement immediately gave Yamaha Motor Del Peru a distribution network for motorcycles and power products in the country, with 35 sales locations. Of course, this also means better sales, parts and service coverage for our customers. Coincidentally, the day of the signing of this contract also marked the 47th

anniversary of Mavila Hnos. as specialists in motorcycle sales in Peru who offer their customers either cash sales or rental purchase terms through its own financing arrangements. The new commercial alliance between Yamaha Motor Del Peru and Mavila Hnos. is sure to bring us greater competitiveness in the Peruvian motorcycle market as well as abundant new benefits to our customers, present and future.

Moving into the Mototaxi Market

In Peru today, the mototaxis business is the single largest demand sector for commercial-use motorcycles. There are presently more than 45,000 of these taxis in use around the country, primarily in the major urban areas and their suburbs. The typical taxi attaches a rear-frame behind the motorcycle with seating to carry three passengers comfortably. As a means by which many people increase their income, the mototaxi business is not only creating new jobs but also helping relieve transportation problems.

At the beginning of 1999, Yamaha Motor Del Peru moved boldly into this vital market with the Yamaha SR-150. This model has a number of important advantages over the makes normally used, including an electric starter, more pulling power in the lower rpm range, better fuel economy, a larger fuel tank that increases the running distance per tank and less vibration. With competitive features like these Yamaha Motor Del Peru hopes to be in a strong position in the mototaxi market by the end of this year.



(From left) Mr. Alfredo Mavila, Mr. Roberto Escala, Mr. Aldo Parodi, Ms. Lorena Mavila, Mr. Octavio Mavila and Mr. Hisahiro Okawa after the signing ceremony

The mototaxi is one of most popular means of transportation in Peru, where more than 45,000 are in service in cities around the country



Big success in customer-oriented promotional events like the EMY riding school and Yamaha Festival certainly create more Yamaha fans in Peru



This newly opened YSP shop is an exclusive dealership where customers can see and buy all the Yamaha products displayed in the beautiful showroom



Stimulating the Retail Business with YSP

To match the image of Yamaha as the maker with cutting-edge technology, Yamaha Motor Del Peru is determined to be the innovator in the increasingly competitive retail sector as well.

We have introduced for the first time in the Peruvian market the exclusive YSP (Yamaha Sports Plaza) shop concept that has been so successful in other countries. Until now, the Peruvian market has not had shops with attractive YSP-style showrooms where customers can see and buy all the different models in demand in this market.

We have made careful studies of strategic locations for the placement of YSP shops that will be easily found by the customers and offer them plenty of parking space and other kinds of amenities they will appreciate.

Promoting for the Future

Of course, a strong sales network with good regional penetration is not all it takes to become the market leader. At Yamaha Motor Del Peru we are actively pursuing a schedule of promotional activities aimed at creating demand and building customer satisfaction. Some recent examples are the advanced-level riding seminars we have held for motorcycle police, the military and the President's guard, under the direction of Yamaha's special international instructor, Mr. Hidenobu Toh. We have also started a program to train our own local instructors to hold Yamaha Riding Schools around the country.

Another highly successful promotion was our recent Yamaha Festival, which gathered over 5,000 people for a family-oriented weekend of fun. Borrowing the Yamaha Festival concept that began in

Great Britain several years ago, we provided free bike inspections for any visitors who wished, while they and their families enjoyed a fun schedule of games, music — including Amazon ethnic music — and attractions like a stunt riding act. Visitors also saw full displays of Yamaha motorcycles and power products.

YMDP has also become an active supporter of motocross racing. This season our riders of Yamaha machines swept the top three places in the national 250cc class and the top two places at 125cc.

As we enter the new millennium, we at Yamaha Motor Del Peru are confident that we will continue to grow, as we aim to be the market leader in all the categories of our model lineup. To do this will take continued efforts in sales and promotions as well as actively introducing new models that fit the unique needs of the Peruvian market.

From Renzo Cecchi, YMDP, Peru

WORLD TOPICS

GENERAL

ARGENTINA

Incentive trip to Spain



YMARG ran an innovative competition over six months, where dealers who achieved purchase targets received a piece of a jigsaw puzzle that ultimately made up a map of their prize destination.

Of the dealers who participated in the Rumbo al Placer con Yamaha (Route to Pleasure with Yamaha) competition run by Yamaha Motor Argentina S.A. (YMARG), as many as 90 lucky winners were able to collect their special prize - a trip to Spain. The competition, held from October 1998 to March 1999, consisted of a purchase target set by YMARG, with those making the target becoming winners. Each month, successful dealers would be sent a piece of a jigsaw puzzle of 20 pieces which ultimately made up a map of the trip the winning dealers would take on June 6, 1999, accompanied by YMARG staff.

The group visited Barcelona first, and took a guided tour of the Yamaha Motor Espana S.A. factory. Participants were impressed by the facilities, and also by the bikes and scooters produced there that are so big a part of the Spanish market. The next stop for the dealers was the Club Med resort on the island of Ibiza in the Balears Islands.

The promise of the trip to Spain by achieving the purchase target served to motivate the dealers, and the experience

also served to strengthen the ties between Yamaha and our dealers.

From Maria Alejandra Mozzarelli of YMARG, Argentina

MOTORCYCLES

COLOMBIA

Round of regional conventions

The Yamaha importer in Colombia has this year introduced a new style of organizing conventions throughout the country. From June 18 to July 2, Incolmotos, S.A., held a round of conventions organized by region in seven principal Colombian cities - Medellin, Bogota, Cali, Bucaramanga, Ibague, Pereira and Cartagena. This style of convention planning has many advantages, including easy access for dealers and more opportunity to share knowledge and information about the zone.

The 137 participants represented every dealer in the country. The dealers focused on various sales and other strategies to improve the level of customer satisfaction, and were enthusiastic in their response to the two new motorcycles - the BWs100 and the XT 225. The conventions served to reconfirm dealer commitment to strengthen the Yamaha brand in Colombia and throughout Latin America.

From Maria Teresa Restrepo of Incolmotos, S.A., Colombia



Dealers throughout Colombia took part in Incolmotos' first round of conventions organised by region

Central & South America

Service forum

The First Central & South American Service Forum was held in São Paulo, Brazil for four days from June 21 to 24



YMDB President Mr. Watanabe and other Service staff join their special guests at the Service Forum in Brazil

this year, with representatives from 12 countries - Argentina, Bolivia, Chile, Colombia, Costa Rica, Guatemala, Mexico, Panama, Paraguay, Peru, Venezuela and Brazil. Mr. Hardjanto from the Quality Assurance Division of YIMM, Indonesia was invited to represent the cross trade model. Altogether, there were 14 countries represented by 25 persons, including representatives from Japan.

During the Forum's first two days, Mr. David, a special guest from YMMEX in Mexico, instructed the participants in the basic course in CCS (Customer and Community Satisfaction Service). A 45-minute session introducing each country's service activities brought some exciting exchanges of ideas. In the last two days, there was trouble shooting on a YZF-R1 using EGA (Exhaust Gas Analysis), and a service seminar was carried out on the XT225 exported by Brazil.

This Forum was led by YMDB (Yamaha Motor do Brasil Ltda.) as well as Incolmotos S.A. of Colombia, with the aim of making Yamaha number one in motorcycle service in Central and South America, and a sense of unity among the attending service staff from each country was achieved through the Forum. Furthermore, YMC will support each country with its CV (Commuter Vehicle), and assist Central and South American importers in working together as a team toward expanding Yamaha's markets.

From Hiraku Onishi of YMC, Japan

CHINA

YRS held jointly

Two Yamaha Motor joint companies in China, Chongqing Jianshe-Yamaha Motor Co., Ltd. (JYM) and Zhuzhou

Nanfeng Yamaha Motor Co., Ltd. (NYM) held a Yamaha Riding School (YRS) from July 31 to August 1 over two days at China's 4.3 km Zhuhai Circuit, attended by over 60 dealers and media representatives. The YRS was held jointly by both companies and is the first correct riding training program. Both companies are putting effort into products, sales networks and market development, especially alignment of market development plans. With the theme "Have fun riding bikes correctly," the program included new models from both companies, the SRV-1 and ZY125-2, and theory and practical studies.

The YRS riding activities were held during the midday break at the Third FIM Asian Road Race Championship, held in China for the first time. Some seven thousand people in the stand watched the race heats and finals before witnessing the various YRS activities.

From Shoji Kondo of YMC, Japan



YRS participants included dealer staff who have done a lot of riding, right through to members of the press who had less experience

POLAND

22,000 km round-trip across Siberia!

On Sept. 11, a lone rider on a Yamaha XT600E showed up at YMC's home offices in Iwata to be greeted by applause from Yamaha employees. The applause was in recognition of what the rider, Mr. Ireneusz Majewski, had been through to get there.

Starting out in late June from his home in Poland, Mr. Majewski had crossed 11,000 km of Russia and Siberia on his faithful XT600E without a single breakdown—though he did suffer a couple of

broken ribs and had part of his money stolen along the way. "I had heard that there is no tougher machine than the XT600E, and its true!" he said.

What's truly amazing is that he set off again a week later for the 11,000 km ride home!

Mr. Majewski, warmly welcomed by Yamaha staff at the Yamaha Communication Plaza



SWEDEN

200 owners at riding course

For the third year, Yamaha Motor Sweden AB (YMS) invited all owners of new motorcycles to a free riding course in June. As the course has been such a great success, the number of tracks this year was increased from one to three, with nearly 200 riders participating from all over Sweden. The R Series were in the majority, but even custom bikes such as the XVS650 Drag Star were represented.

Two of the courses have had the famous Superbike rider Christer Lindholm as instructor, joining other talented instructors - national road racing champions Lasse Carlbark, Jerker Axelsson, Peter Engdahl, Fredrik Jansson, Par Johansson, and Yamaha Motor Sweden's rider Magnus Johansson. These riders, who took the first four places in the Swedish Supersport Championship the day before the course started, are probably the best in Sweden.

Participants and instructors alike were very pleased with the course, and YMS will continue the event next year.

From Wera Andersson-Allo of YMS, Sweden



Superbike rider Christer Lindholm instructs some of the new Yamaha buyers at the free riding course

EUROPE

2WD prototype wins Sardinia Rally

Italy's Belgarda, along with Yamaha Motor Europe N.V. (YMENV) and Ohlins, has produced two Two Wheel Drive prototypes, the TT600R 2WD, to take part in the Sardinia Rally in June 1999. The riders were experienced off-road riders Antonio Colombo and Angelo Signorelli.

Colombo won the race and Signorelli finished 6th, which is a great result, proving that the 2WD system, an hydraulic system, is effective. At present, the plan is not to develop the system for a production model, but the project will be developed for racing purposes. Belgarda also plan to contest the Dubai Rally in November with the same riders.

From Andrea Cittadini of Belgarda S.p.a



Belgarda is planning to contest the Dubai Rally held in November with the TT600R 2WD also

WORLD TOPICS

MARINE

U.S.A.

HPDI Wins IMTEC Innovation Award

Yamaha's revolutionary High Pressure Direct Injection system for 2-stroke outboard motors has been awarded the prestigious IMTEC Innovation Award of the USA's National Marine Manufacturers Association in an annual competition at the IMTEC conference.

The IMTEC Innovation Awards are judged on criteria that include innovative distinction from other products, benefit to industry, practicality, and cost-effectiveness. Yamaha was the only outboard maker selected for this year's awards presented on August 19. The highly combustion-efficient HPDI technology, which meets the USA's EPA requirements for the year 2006, is so revolutionary that Yamaha developed an all-new 2.6-liter 76-degree V6 engine just to mount it. In the US-market year 2000 line-up HPDI is featured on seven all-new motors in the 150 and 200 horsepower classes.

From Mike Walker of Walker Agency, U.S.A.



Mr. David Grigsby, U.S. product manager for Yamaha Outboards received the award

U.S.A.

Yamaha pro angler meets astronaut

The Bass Masters Classic, often called the Super Bowl of fishing, attracts many celebrities, and the 37,000 spectator-strong tournament in New Orleans on July 31 was no different. Yamaha pro angler Zell Rowland, one of six Team Yamaha anglers in the Classic, met with Japan's second astronaut, Dr. Chiaki Mukai, who first flew into space on the U.S. Space Shuttle in July 1994. Dr. Mukai is a heart surgeon and her work on the Shuttle was related to cardiovascular and nervous systems.

Dr. Mukai told competitors that she wished she could catch large bass as well as the pro anglers. Zell Rowland told her that he would jump at the chance to fly on the Shuttle, even if it meant he had to give up bass fishing for a few days!

From Mike Walker of Walker Agency, U.S.A.



Yamaha pro angler Zell Rowland met Japanese astronaut Dr. Chiaki Mukai at the recent Bass Masters Classic fishing tournament in New Orleans

POWER PRODUCTS

MONGOLIA

Live broadcast from Mongolia

On July 10 and 11, 1999, Japanese Prime Minister Obuchi paid a visit to Mongolia and his official appearances were broadcast. The venue chosen for the broadcast was the garage of Yamaha's importer in Mongolia, Meridian, which was a suitable spot to set up the parabola antenna for the satellite communication equipment.

The satellite broadcast used NHK's (Japan Broadcasting Corporation) latest



Yamaha generator helped the broadcast, and Yamaha Ulanbaatar office staff in Meridian's garage

satellite communication equipment, and was powered by a Yamaha EDL5500E diesel generator.

From Yutaka Kakimoto of YMC, Japan

NEW ZEALAND

ATV dealers enjoy new Kodiak

On July 10 and 11, 1999, Yamaha Motor Australia (YMA) and New Zealand's Moller Yamaha held an ATV dealer meeting in beautiful Queenstown on New Zealand's South Island.

Sixty-six participants from 33 Australian dealers, winners of an April to June sales competition, joined New Zealand's four main dealers.

Adventure sports took up the first morning, including jet boating down rapids, helicopter tours and even bungy jumping. The afternoon was set aside for a meeting and speeches from YMC's Recreational Vehicle Operation Senior General Manager Mr. Yoshida and Managing Director of YMA, Mr. Yoshino. Mr. Yoshida spoke of the growth in ATV demand globally, and YMMC's production expansion to cope with this increased demand. He also introduced the new model ATV, the Kodiak Ultramatic. YMA's Mr. Yoshi-



The ATV test ride area with a view of New Zealand's Southern Alps

no spoke of the expectation that the Automatic would become mainstream in the Oceania market, and explained that this model had been designed with consideration for the needs of customers in the Oceania area.

On the second day, participants took the opportunity to test ride the new model at a deer farm, with views of the snow-covered Southern Alps and beautiful Lake Wakatip. After putting the ATV to the test, dealers were generous with their praise, and left the dealer meeting with incentive to increase ATV sales even more next season.

From Eiji Tada of YMA, Australia

FINLAND

Snowmobile dealers win U.S. trip



A fantastic program of ATV riding in the Rocky Mountains, white water river-rafting and horse riding in Colorado was the prize for winners of a Finnish dealer sales competition this year

Finish Yamaha importer Oy Arwidson Ab ran a sales competition for Yamaha snowmobile and ATV dealers last winter as a special incentive, and presented the top dealers with a remarkable activity-jammed trip to Colorado, U.S.A.

The trip was made in May 1999 with the help of local Yamaha dealer All Seasons Yamaha, Westcliffe which put together a tight schedule of "survival" activities. The experienced Finnish team gave the Grizzlys, Kodiaks and Big Bears a hard time in the Rocky Mountains up to 13,500 ft (approx. 3,900m). Two days of sand, dust and mud on ATVs was followed by twenty miles of whitewater river-rafting in the Arkansas River to wash away the dust. The survival tour finished with horseback riding, probably the winning dealers' most challenging experience, as the dealers are used to dealing with several

horsepowers rather than just one!

In Finland, where the market is limited and the number of dealers few, most are multibrand dealers. Communication between the importer and the dealer is essential in order to survive in the competition for market share. To activate and inspire dealers, Oy Arwidson came up with something new, and as a result of the sales competition, dealers were involved and committed with this special incentive.

From Anssi Lillberg of Oy Arwidson Ab, Finland

EUROPE

ATV distributors meet near Pyrenees

The 1999 European ATV Distributors Meeting took place one hour north of Barcelona, Spain near the Pyrenees Mountains. A highlight of the meeting was the introduction of a very exciting new utility ATV, the Kodiak Ultramatic, that has been developed and manufactured by YMC.

Representatives from the European ATV markets attended the two-day meeting. YMC was represented by Mr. Ueoka, General Manager of the Sales Division, Recreational Vehicle Operations, and Mr. Ono, Senior Engineer, Recreational Vehicle Operations.

In addition to business presentations,

We are always looking for interesting stories.

Write to Chief Editor T. Sato of the PR Division.

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ATV distributors line up for the trail ride, one of the activities at their meeting in Spain this year

the program included an evaluation test on a private circuit owned by one of the top selling Spanish ATV dealers. The distributors then enjoyed testing the machines over longer distances on a two-hour mountain trail ride.

All participants agreed that the new Kodiak Ultramatic would be unbeatable next season, and concluded that next year Yamaha can look forward to excellent sales and being market leader in Europe again.

From Dunya Cancuk of YMENV, The Netherlands

Support for earthquake disasters

TURKEY/GREECE

In the wake of the earthquake disaster in northwest Turkey, Yamaha Motor Europe N.V. (YMENV) has contributed EF1600A portable generators manufactured at Belgarda in Italy to the relief effort. 163 generators were sent to Turkey on August 23.

The generators are for distribution by the Koc Earthquake Coordination Center (KECC) led by Beldeyama A.S. in Istanbul, and a company associated with them, the Koc Group. The generators were sent to the disaster area through KECC for the relief effort, and are to be used in the KECC tent cities.

Furthermore, Beldeyama-manufactured RX115 motorcycles, BW's100 scooters, mopeds and bicycles are also to be provided as required for transportation in the disaster area.

Meanwhile, in response to the recent earthquake that struck Athens, Greece, YMC donated 10 units of the versatile off-road motorcycle TT600R for disaster relief service via the Greek importer, Yamaha Motor Hellas S.A. On Sept. 10, YMC President Hasegawa told visiting YMH President Kyriapolis that delivery will be made soon from YMENV.



163 of EF1600A portable generators were sent to Turkey

Long-term Collaboration with Philips EMT

Yamaha Motor Co., Ltd. and Holland's Philips EMT have decided to further strengthen their collaboration in the surface mounter field and extend their present contract another six years. The two companies have been involved in a tie-up since 1988, during which time over 2,000 Yamaha-built surface mounters have been supplied to Philips on an OEM basis for marketing in Europe and the Americans.

A fully owned subsidiary of Holland's Royal Philips Electronics, Philips EMT has long been a leader in the field of printed circuit board surface mounters, specializing in super-high speed mounters. Yamaha Motor, on the other hand, has specialized in versatile mid-speed surface mounters that it first marketed in 1987.

Philips EMT's need for mid-speed surface mounters to complement its high-speed mounters led to the initial supply agreement in 1988. The newly extended contract contains agreements for

further expansion of the cooperative relationship to include strengthening of the tie-up in the areas of product development, software development and strengthening of sales networks in Europe and the Americans.

The signing of the new contract was conducted by Philips EMT's President Mr. Scholten and YMC's Senior General Manager of IM Operations Mr. Togami



24th President's Awards

An awards ceremony for the 24th President's Awards was held at the home office's Communication Plaza on July 1. These awards are presented to groups or individuals who have made exceptional contributions to the company or society.

This year's awards went to the engineering group that developed the high-performance 4-stroke motocrosser (YZ400F) that has stimulated the competition model market; a production group that developed and implemented a new highly versatile "module line" production method for crankcase processing; and to Mr. Kenji Takeuchi for 30 years of volunteer service as leader of a group involved in the editing and production of Braille books and friendship activities with the handicapped.

In his address to the award recipients and employees gathered for the ceremony, YMC President Hasegawa stressed the vital need for each and every employee to work individually and in unison to create new value that contributes to the company's collective resources.



Another three distinguished efforts were chosen for this year's President's Award

New YMC Environmental Action Plan

Yamaha Motor has recently announced the adoption of a new set of corporate guidelines called the "Year 2010 Environmental Action Plan - Eco-Cite Yamaha" aimed at taking the company into the 21st century as a fully environment-conscious corporate group. The name Eco-Cite is a combination of the words Ecology and Excite and symbolizes YMC's corporate goal of achieving a new high-level integration of ecological measures to preserve the world environment and providing the customers the excitement (*Kando*) they expect from Yamaha.

The new plan, which represents a major intensification of the company's "Environment Plan 2000" established in 1996, is structured around the following three principles: promoting environmental preservation measures concerning products, technologies and manufacturing processes; implementing environmental management systems; and fostering environmental consciousness among the company's employees in ways that actually change lifestyles.

The specific goals include reducing the fuel consumption of the company's main products, including motorcycles, scooters and marine engines, by more than 30%, implementing "closed loop" type manufacturing processes that reduce energy consumption and eliminate waste production through recycling and elimination of non-reusable or toxic materials.

The overall goal of the plan is an ambitious reduction by over 30% of the total CO₂ emissions and their equivalents resulting from all YMC's corporate activities.

Solar-powered vs Human-powered Boats

Yamaha employees' teams swept 4 categories of the '99 Japan Solar- and Human-power Boat Contest, which was held in Shizuoka Prefecture on August 28 and 29, gathering 45 boats from around the country. In this year's contest, solar and man-powered boats



The new hybrid boat COGITO Classic left all the prestigious solar boats behind and won the 1 hour Endurance Race with a brilliant 12-lap run

competed in the same races for the first time. As a result, "which is faster?" became the big question and these races drew special attention from the spectators.

In the 30-minute Endurance race, the Yamaha employee team COGITO '99 won with a 7-lap stable planing run thanks to its hydro foil. Other Yamaha teams, Super Phoenix and Imagiri '99, won the Human-powered and Solar-powered categories in the Short-course races respectively. Another new regulation governed the test launch of a new Hybrid Class from which COGITO, running with 100W solar panels and manpower along with Yamaha PAS electric power-assist won the 1-hour Endurance Lap race.

The victory for the first battle between solar and human-powered boats went to solar after the human-powered COGITO '99 and solar-powered Soland battled it out in a tight nose-to-tail race.

The Best just got Better

The New YZF-R1 stars at the 1999 Milan Show



At the Yamaha stand, some 90 motorcycles, scooters and bicycles are displayed



The New YZF-R1 drew the attention of visitors

From Sept. 16th ~ 20th, Yamaha launched its new European market models for the year 2000 at the two-wheeler industry's flagship show held at the Fiera Exhibition Centre in Milan, Italy.

On the evening prior to the show's opening day, some 600 guests were invited to a grand scale Yamaha press conference at the nearby Lido Di Milano leisure park, exclusively reserved for the event. A large screen was built on an island in the middle of

the park's huge pool, with space in front of it for an orchestra. The first item guests were given when they entered the park was an historic Yamaha scrapbook in which they had to stick pictures of Yamaha motorcycles, won at gaming stalls in the purpose-built fun fair, beginning with the YA-1 and finishing with today's line-up. The guest who was able to collect the largest number of seals during the allotted time was the lucky winner of a new Yamaha YZF-R1!

After the conclusion of the game, race stars, Max Biaggi, Carlos Checa, Shinya Nakano, Vitto Guareschi and this year's MX500 World Champion Andrea Bartolini, entered riding the new 2000 models. Finally, a presentation introducing the new YZF-R1 was projected on the screen, which ended with Biaggi riding the new machine off the island and "across" the pool towards the waiting world press and pho-



A lucky winner got a new Yamaha YZF-R1 at the press conference

motorcycles, including one of the greatest of all, the R1," said Mr. Jim Gilroy of Yamaha Racing PR.

In all, this year's Milano Show could be called a show of supersport and big scooter models, with each of the manufacturers presenting a strong lineup in these two hot categories. At the Yamaha stand, visitors saw some 90 motorcycles, scooters and bicycles including the new-for-2000 YZF-R1, YZ426F motocrosser, Drag Star 125 entry-level cruiser, Majesty 250, Drag Star 1100 Classic, the Slider stunt-style scooter and the Neo's and Aerox 100 versions. Particular visitor and press attention focused on the R1, prominently displayed along with the R6 and R7 in the full-cowl bike corner. The MBK corner also drew much visitor attention with its display of the Skyliner 250, the MBK brand version of the top-selling Majesty.

Yamaha YZ400F and Bartolini Win '99 Season Title

Motocross World Championship 500cc Class

Riding a Yamaha 4-stroke YZ400F machine in the fiercely contested 500cc class of the Motocross World Championships, Italian Andrea Bartolini clinched the season crown in round 12, the Finish GP on August 28 with one round still remaining in the season. Bartolini came on strong in mid-season to build up a big point lead over 2nd-place P. Johansson (KTM). In heat one of round 12 he finish 4th, one place ahead of Johansson, giving him a 61-point lead in the ranking, enough to clinched the title.

Jubilant and relieved of the pressure now that the title was under his belt, Andrea came back in the 2nd heat and scored a run-away victory.

Afterward, he shared his excitement: "The course condition was not so good, so I just went for the points I needed to clinch the championship in the 1st heat. In the 2nd heat the pressure was off, and I wanted to show how a champion rides. I also wanted to win as many points as possible for Yamaha, which is going for the maker's championship. It was



On August 25, the 99 world champ Bartolini signed to ride a Yamaha again next year

a great race on the greatest bike, the YZ400F. This is the greatest day of my life!"

This marks the second big championship title for the YZ400F, following last year's AMA National title in the U.S.

The YZF-R6 is Strong Around the World

Yamaha YZF-R6 scores consistent wins on circuits around the world



Thousands of spectators at the track and many more watching on TV enjoyed the thrilling victory by Suleyman Memnun and his YZF-R6 in Pleven, Bulgaria

Nashua Yamaha Racing Team's successful riders (from left: Trevor Crookes, Arushen Moodley and Russell Wood) on the R6 in South Africa



In its debut year, the Yamaha YZF-R6 has shown its "no compromise" performance on racetracks around the world. The ultra-compact middleweight continues to score remarkable results in races, ranging from the major international ones such as the Supersport World Championship and the US's AMA Supersport Series to national races in places like South Africa, Turkey and elsewhere.

In the Supersport World Championship, Italian star Piergiorgio Bontempi finished the season in 3rd after an unfortunate accident at the end of the season took him out of the final race for the title. Yamaha Racing rider Tommy Hayden was crowned 2nd in the AMA Supersport series.

Meanwhile, in Turkey, Suleyman Memnun riding the R6 for Yamaha Racing Team won the Balcenic Cup Supersport class held in Pleven against riders from Bulgaria, Yugoslavia, Romania and Turkey. Russell Wood of Nashua Yamaha Racing Team in South Africa is also one who proved the awesome capability of the R6 by leading the National Championship, sweeping five consecutive rounds.