

YAMAHA MOTOR NEWS 1987 No.7

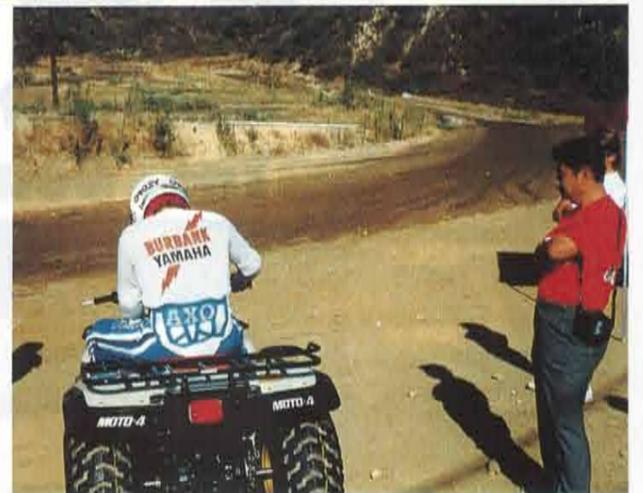
YAMAHA Yamaha Motor Co., Ltd. PUBLIC RELATIONS DIVISION., 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1145 Telex: Iwata 4263-751 Yamaha J Fax: 05383 (7) 4250

Highly localized meetings prove effective

Between the dates of August 14 and 31, Mini-meetings dealing with the '88 sales season were held for ATV dealers at thirty-one locations around the U.S.A.

First held last year, these highly localized Mini-meetings have proved very effective as means to expand business and encourage a deeper understanding of the products, and, to emphasize that the direction of the two '88 new models is our commitment to the ATV business in the future. One is the "Terrapro" which is the world's first ATV with P.T.O., a real breakthrough in this industry. As its name suggests the Terrapro is designed for the utility segment of the market. The other is the "Blaster", which will be introduced in early January 1988, targeted for the entry segment of ATV customers with an acces-

US ATV DEALERS MINI-MEETINGS



sible and reasonable price that will give customers the opportunity to enjoy both a sport and a recreational feeling.

At each Mini-meeting sales and support programs were introduced and the new feature models for the '88 season, the Terrapro and the Blaster were given an especially enthusiastic reception by dealers everywhere.

In addition, the meetings included a presentation

of the results of a Terrapro owners analysis study and dealer education by means of promotional video. At the demo-ride sessions, many dealers got a chance to actually try out their '88 models.

F3000 JAPANESE NATIONAL CAR RACE CHAMPIONSHIP SERIES



Cosworth/Yamaha OX77 victorious in its debut season

At the 7th round of the F3000 Japanese National Championship Series, the Fuji Formula Champions Race held at the Fuji Speedway on August 9, Jan Lammers piloted his Dunlop Formula 87B machine powered by a Cosworth/Yamaha OX77 engine to victory, making the new Cosworth/Yamaha engine a winner in only its second appearance in F3000 racing.

Due to accidents that interrupted the race, the winners were decided based on the combined times of 7 laps in the first half and 16 laps in the second half, and Lammers' outstanding performance over these sections gave him the victory.

Also, the 8th round held on Sept. 13 at Suzuka circuit saw a start to finish victory by the OX77 driven by A. Suzuki.

In its debut race, the 6th round held on July 27, as well, an OX77 powered machine driven by R. Cheever had a firm hold on second position throughout the race, and it looked as if he would place among the winners until he was sent off the track while trying to lap another car and ended up in a mud hole. From the results of these first three races, it can be said that the Cosworth/Yamaha OX77 is having a great debut season.

"Business of the Year" award for YMUS

U.S.A. Yamaha Motor Corporation, U.S.A. was recently recognized by the Cypress, California Chamber of Commerce as the Corporate Business of the Year. The City of Cypress also issued a Proclamation honoring the company for its many efforts and contributions to and for the community in which it is located. YMUS has supported the community in many ways, including involvement with the local high school, police force, Boys & Girls Club,

Chamber of Commerce and the city's annual festival, just to name a few. Yamaha Motor recognizes the importance of being a good corporate neighbor and has, in turn, been recognized and thanked for its active role in Cypress. In fact, Yamaha has a very high profile in Cypress, and is frequently referred to as the City's "best corporate neighbor". The company's efforts are greatly appreciated by the community at large.



President Ben Watanabe (left) displays Corporate Business of the Year plaque; Phil Wendel, Personnel Manager, displays Proclamation by the City of Cypress.

New motorcycle at Thai Dealers Meet



Front row, from left; Mrs. Khunying Phornthip Narongdej, Mr. & Mrs. Eguchi, Dr. Thaworn Phornprapha and Mr. Arai. Back row, 5th from right is Mr. K. Narongdej.

THAILAND In July 22, Siam Yamaha's 9th Dealer Convention was held at the Hyatt Central Plaza Hotel. President Mr. H. Eguchi, Mrs. Eguchi and Mr. S. Arai, Director were in attendance for YMC to mark the introduction of a new model, "Mate Nang Phaya" at the Nasa Spaceadreme. Siam Yamaha's Chairman, Dr. Thaworn Phornprapha, their President, Mr. Kasem Narongdej and Vice President Mrs. Khunying Phornthip Narongdej tried out the new bike at the meeting site. The "Mate Nang Phaya" was well received by all in attendance.

Top racing school uses Yamaha RD350

BRAZIL Produced by Yamaha Motor da Amazônia, the new Yamaha RD350LC sales were launched only at the end of last year. Nevertheless, RD350s were chosen for use by Brazil's first-rate BIRIGUI RACING SCHOOL in São Paulo. The school was founded last June by José Xavier Soares Neto, popularly known by his nickname, Birigui in Brazil. A past national motorcycle champion of Brazil and 1985 world champion for the 250cc class, he serves as the school's senior instructor. He explained his selection of the RD350

for use in their courses "because it is completely adaptable to both tracks and normal roads. The school uses 15 RD350s in courses based on the same pattern as used in Japanese, U.S. and European racing schools.

An incredible RD350 racing debut

BRAZIL In other fronts, the Yamaha RD350LC is proving itself in Brazilian competition. The opportunity came on June 7 and 8 at the Brazilian Endurance Championship "Twelve Hours of Interlagos". Five teams entered the new RD350 in competition against other factory teams with far more powerful machines. All five were private racers without official help from the factory. Yamaha only provided some assistance of mechanics and spare parts. At the end of a very competitive twelve hours with a driving rain, the RD350 once again proved how it can succeed in virtually any place under any conditions without reservation. Three of the private teams swept the first three places as they passed under the chequered flag in a show of complete domination. Best of all, the three motorcycles raced without any special preparation - no racing kits, no anything! After such an incredible debut, four more teams have selected the RD350 as their first choice for competition.



Press observers see for themselves on the Marne.

YMF's Tryout Centers for big outboard engines

FRANCE Yamaha Marine France has literally launched its public test centers for their big outboard engines - anyone looking for big thrills on water can try out anything from 90 to 225 HP models. Press observers, invited June 12 to the landing at Lagny on the banks of the Marne, must have discovered no shortage of thrills just by starting one of these big models. Organized by PLAISANCE LOISIRS, this opening day presentation introduced the four latest of Yamaha's big outboard engines. They round out Yamaha's complete line that ranges from 2 to 225 HP and were given a trial at the tryout centers anytime until the end of September.

Car and bike have a good go



WEST GERMANY Imagine, what would happen in a drag race between an FZR and a Zakspeed Formula 1 car. Such an event took place recently at the opening day of the Mendig/Eifel airport. Both car and bike took off from out of a big army transport helicopter. Even Mr. Zakspeed, racing team manager, was surprised by the bike's performance - the car finally caught the bike at the end of the runway.

Thanks for all your letters. We're receiving wonderful letters with interesting topics for Yamaha Motor News from all over the world and every letter we get helps us bring you a more informative and more useful Yamaha Motor News.

So, please keep the letters coming.



Letters from readers

World yacht tour nears completion

GREECE The following postcard comes to us from a Greek sailor, Mr. Georges Gritsis who stopped in Japan last year mid-way through world yacht tour.

"Hello, After Bermuda, we went to the Azores in 22 days of cold sailing in the North Atlantic. From there we proceeded to Gibraltar, entering our home Mediterranean waters - our yacht Jason's world tour is almost finished: 28,200 miles in 282 days at sea. We plan to arrive in Greece in the near future. Thank you again for your kindness. Georges Gritsis

By now we expect Mr. Gritsis will have fulfilled his quest so we propose a toast to his success; "Kampai!" - the Editors

CAMPO DE GIBRALTAR

GENERATORS in traffic control

JAPAN Sometime after 1 o'clock in the afternoon of July 23, Tokyo and four neighboring prefectures experienced a major power failure. With temperatures soaring past 30° C (90°F), a sudden increase in power demand for cooling and the like caused the failure and disorder until 4:40 when most of the power could be restored.

While the power failure affected approximately 2.8 million homes and stopped the railroads, too, there was little panic in the metropolitan circle.

The conditions for panic were relieved in part by Yamaha generators: which served as power supply units for the interrupted traffic control signals as shown in the picture.



Introducing "WATER SLIDER"

JAPAN From May of this year, Yamaha Motor has started distributing the "Water Slider" imported from the major Canadian water slide manufacture, Big Country Water Slides, Ltd. The first equipment was installed at the Water Park which opened July 25 at the popular Tsumagoi recreational facility in Kakegawashi, Shizuoka Pref.

The "Water Slider" is a new piece of recreational equipment that consists of a large fiberglass reinforced plastic slide with a constant flow of water maintained to en-

sure a thrilling sensation of speed and free motion. Already, pools throughout the United States and Canada are equipped with such sliders, providing water recreation fun for the young and old alike. Yamaha decided to import water slides from Big Country because of their know-how and years of providing fiberglass reinforced pool products. Besides providing for everyone's enjoyment it also seemed an appropriate response to government demands to help rectify trade imbalances.

New warehousing for greater efficiency

CANADA In July 7, this year, Mr. Mark Aoba, president of Yamaha Motor



Canada Ltd., first broke the sod in the ground breaking ceremony that commenced the construction of a 43,000 sq. ft. addition to the Head Office Parts Warehouse in Toronto, Ontario.

The existing warehouse built in 1979 consists of approximately 36,000 sq. ft. with an 18-ft. ceiling. The addition of 43,000 sq. ft. will have a 27 ft. ceiling and will utilize all of the latest materials-handling technology and equipment available to best utilize this vast increase in cubic storage space. This expansion will make it possible for Yamaha Motor Canada to serve all Canadian dealers with far greater efficiency.

Practical uses of ATVs

U.S.A. Among the great variety of uses for All-Terrain Vehicles in work and play, we here see a couple of excellent work applications.

PLM Railcar Maintenance Company uses Yamaha YFM225S to facilitate inspections, maintenance and repairs of damaged railcars at the firm's 181-acre site in Alliance, Nebraska.

RMC, a division of PLM Co., is the leading company in privately-owned coal car maintenance with more than 11,500 coal cars under long-term contract nationwide, and that they mainly repair and service high-mileage unit-trains and some covered-hopper coal cars at Alliance.

Inspection crews had a serious problem getting out to the mile-long trains as they arrive at the 181-acre site. That was before RMC bought two standard Moto-4s from YMUS. Now as many as 450-500 railcars which may be on-site for servicing can be reached directly for their initial inspection instead of the old practice which was to park on access roads and then walk to the train. Yamaha has helped to eliminate a task that really used to be a bother for workmen.

Now that ATVs travel right next to the train, inspections and the making up new train lists are much easier. Since the ATVs can follow the long bar pit adjacent to the tracks, a lot of time is saved, not to mention saved energy and improved morale. The YFM225S has a special high-range



PLM discovers the ATV



The story about PLM's ATVs introduced in "Railway Age"

lock-out device which keeps the four-wheelers operating in their five low-range gears. Keeping maximum speed under 20 mph was foremost in the minds of RMC management.

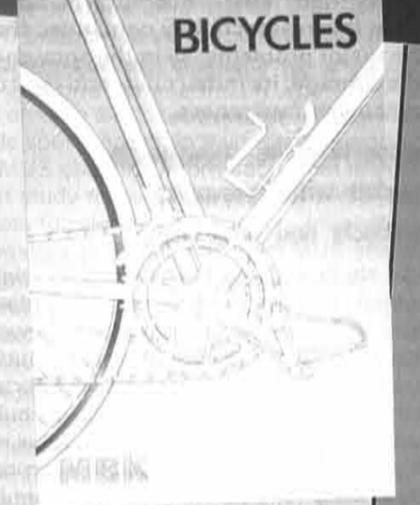
Their assistant plant manager, Mr. Thomas H. Abbot explained the reason; "We wanted to increase employee mobility and improve efficiency, but we were also concerned with maintaining employee safety."

In a different way, but with many of the same considerations, C. T. Male Associates headquartered in Latham, New York, is a company now using several Yamaha YFM200s. They use their ATVs to transport survey equipment and personnel to remote wilderness sites. The firm reports their Moto-4s as "Key tools ... that have really improved our working conditions."

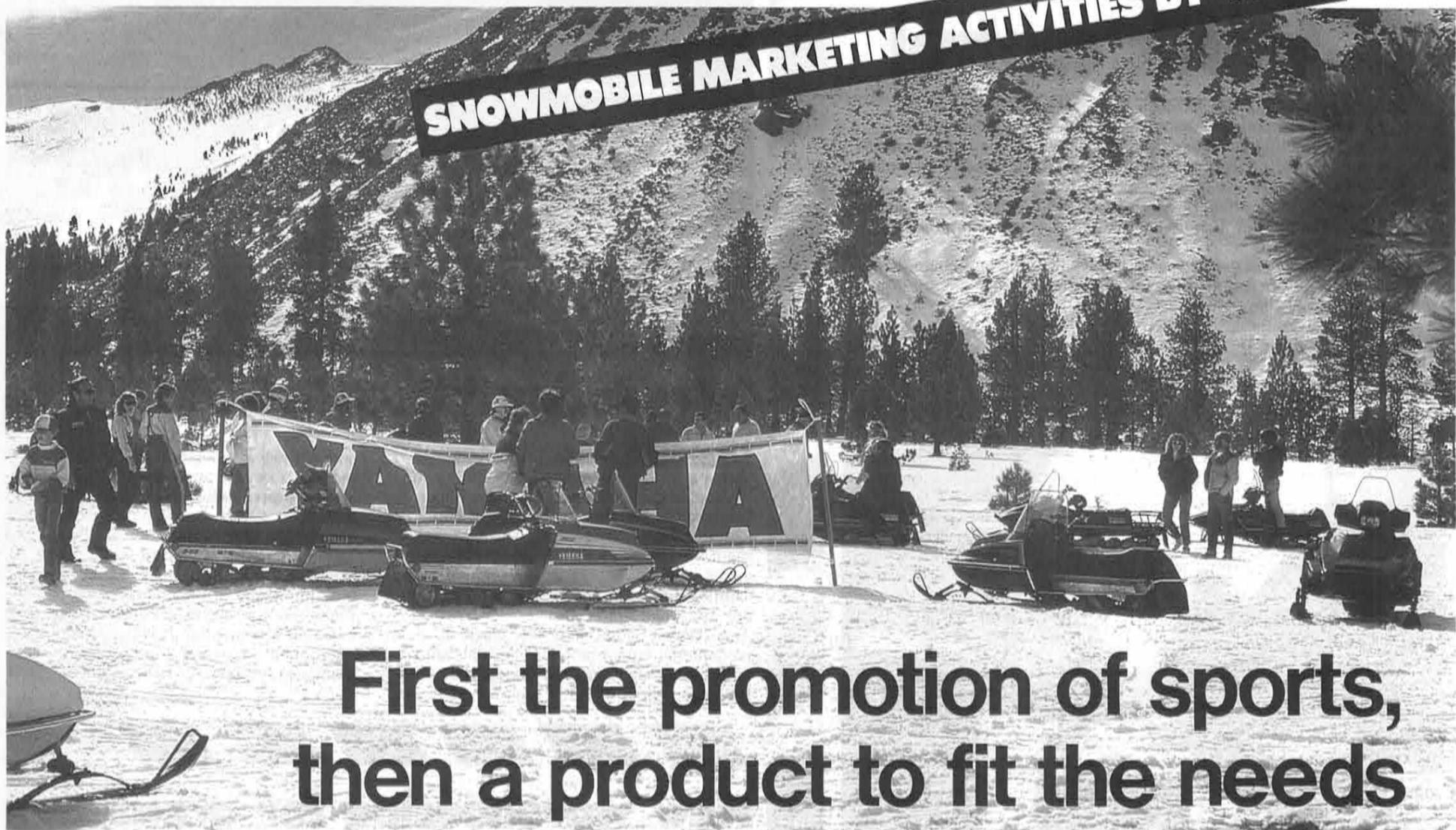
MBK BICYCLES LAND UP IN DOWN UNDER

AUSTRALIA Last year, Yamaha Motor arrived at an agreement with the French moped manufacturer, MBK Industrie, and, at the request of the French government, acquired controlling interest in the company. Consequently, MBK has resumed work as the production base for MBK/Motobécane and Yamaha brand products in the European market. Further, Yamaha is to expand its own world-wide operations into newfields to include and support the introduction of MBK/Motobécane products through its own outlets.

As a part of that effort, Yamaha Motor Australia (YMA) convened the first Bicycle Dealer Meeting on July 10. The meeting featured the introduction of MBK's and YMA's corporate profiles together with the exhibition of six of their top-class road racing and triathlon models and one Motobécane mountain bike after which the attending dealers were familiarized with the YMA office. In this manner, Yamaha Motor now takes part in the area of fitness with high quality French style bicycles. All who are interested in MBK/Motobécane bicycles and mopeds are urged to contact Yamaha Motor's Project Dept., International Operations, Motorcycle Group.



SNOWMOBILE MARKETING ACTIVITIES BY YMUS



First the promotion of sports, then a product to fit the needs

During the '70s the U.S. had a snowmobile market that boasted sales of 500,000 units. Originally, the market in North America was a recreational snowmobiling market that included many small manufacturers. The number of manufacturers eventually reached over 100.

After its initial boom, however, the snowmobile industry suffered a dramatic recession which saw 1979 sales fall to about one half of the peak years. This was followed by the two snowless winters of 1980/81. This forced most small manufacturers out of business, and larger corporations to close their snowmobile divisions, leaving only a handful of the original snowmobile manufacturers in business.

In the face of these conditions, however, Yamaha Motor believed; "We can make a commitment to this market and help the market to grow." Being a leader in the market, Yamaha Motor took the initiative to invest in developing a new category of products as well as promoting the sport of snowmobiling.

After that YMUS began a comprehensive study of why the snowmobile industry had fallen into such a state. From this research they concluded that the major problems lay in the snowmobile's image, its initial cost, and lack of consumer awareness.

Supporting the snowmobile market with innovative products and programs

The study showed that the snowmobile carried an image of being scary and often dirty. In terms of cost, as well, it showed that for a family to buy a machine, outfit it, buy the proper clothes and transportation to a site where the snowmobile could be used required a considerable financial investment. Through this research, a surprising finding YMUS made was that, due to the establishment of snowmobile trails in the U.S. to help the industry solve the major problems occurred while the industry was still enjoying steady growth in demand, snowmobiling was in effect kept hidden from where the public could see the activities, and thus, got less exposure in the



Dealers meeting for '88 season. Dealer response was very positive... not only to the introduction of the new SNOSCOOT but to the full Yamaha snowmobile product line and all of the planned programs and activities for the '87 - '88 season.

market place, resulting in a general lack of awareness of snowmobiling. To deal with these problems, YMUS initiated a program designed to consolidate both

the hardware and software aspects of the market. This program included;

1. The development of a new product which would discard the poor image of the snowmobile as well as the financial barrier for potential customers at the sacrifice of super high performance model development.

2. The creation of promotional activities and innovative advertising methods aimed to reach more potential customers in the most effective way.

In other words, their goal was to introduce as many people as possible to the sport of snowmobiling as well as to bring back those who had drifted away from the sport. Revitalization was the key word.

Developing products that answer new user expectations

The concept of the new product to be developed was:

1. Not performance oriented
2. Easy but fun to ride
3. Inexpensive
4. In this way to create a product of new and different value from conventional snowmobiles

A displacement of 80cc was chosen for the new machine and a goal was set of reducing its weight to less than one half of the average snowmobile. In this way, not only could it be easily loaded on a pickup truck



SNOSCOOT is not a snowmobile but a practical new snow vehicle designed for pure fun.

News releases



Emblem

"Snow Fever" dealer kit (posters, banners and other display materials)



SNOWMOBILES About 114 x 132cm Show window sticker

The ad and communications program features the full line of '87 - '88 models



About 270 x 30cm



About 270 x 88cm



Last year's season continued to show a rebound in the snowmobile product category - with good sales for dealers and high consumer interest. Overall, the '87 - '88 season offers a great opportunity for Yamaha to strengthen its position as the No. 1 snowmobile manufacturer in the U.S.

even by a woman, it would also be possible to load two where only one had fit in the past. In order to reduce the cost, they gave up

some of the functions of conventional snowmobiles such as a deep snow flotation, top speed, and acceleration and so on. But, this resulted in a machine that one could enjoy with friends even in one's own backyard, instead of having to transport it long distances to suitable snowmobiling sites. It also meant that special heavy-duty snowmobiling wear was unnecessary. One could enjoy the SNOSCOOT dressed in lighter skiwear or even everyday winter clothes, which also helped to keep initial cost down.

This innovative new product, the SNOSCOOT, made its debut this June as the feature model in the '88 line-up at this year's U.S. Dealers Meeting. Making use of an ice-skating rink in place of snow at this summer's meeting, dealers were given a chance to test ride the SNOSCOOT outfitted with ice studs. The child-like joy with which they rode this exciting new model

was already reported in our last issue.

Providing "GRASS ROOTS" support

The software aspect of this program was centered around "Yamafest". This is a local promotional activity to which large numbers of people are invited. Some of the features of this program include:

- Participation is not limited to Yamaha snowmobile users.
- People with no previous snowmobiling experience are actually preferred as participants.
- A demo-riding session is inserted in a schedule of enjoyable events.
- Although the planning comes from YMUS, the actual organization and execution are conducted by the dealers.

At first, YMUS chose three areas and sent out requests for several dealers in each area to organize a Yamafest, and the effects of these events were carefully monitored. YMUS also went to local clubs and local business organizations like hotels and restaurants to get them to tie in with the Yamafest, and everywhere they went they found their plan welcomed by these people. At the next year's Dealer Show, YMUS then showed a video tape featuring comments by organizing dealers, local people and guests as to how easily a Yamafest event could be organized and how enjoyable the event is for the participants. Then it was announced that Yamafest would be conducted as a nationwide program from that time on.

In this way, Yamaha programs came to be held all over the U.S. In the 1986 season, an excellent example of the concept of Direct Marketing, which calls for advertising and publicity activities to be linked to grass-roots activities, was put to use. YMUS made direct mailings of Yamafest invitations to snowmobile owners as well as non-snowmobilers. The people that came



Yamafests were originally designed to bring new consumers to snowmobiling... but the program also serves to reinforce the existing market.

out to the events then saw the demonstration rides and said to each other, "Hey, that looks like fun", and, when they tried the machines out themselves they said, "Hey, this is fun."

Although the program may not have made instant snowmobile-lovers out of everyone, they did succeed in making a lot of new snowmobile fans out of people who previously had no experience with snowmobiles.

Revitalizing the industry as a whole

In order to elevate the position of snowmobile sports and help revitalize the market, YMUS used the information from its market study to develop a plan for both hardware (products) and software (marketing) together at the same time. YMUS started out from the marketing activities such as education of its dealers, the Yamafest program, a direct mailing program, etc. so that YMUS could complete its ground work and be ready for the introduction of the new product.

Thus, after working hard to get more people to recognize the fun of snowmobile sports, their strategy called for them to introduce, in a timely manner, a new and attractive product that would fill the new demand and assure its success.

In this way, Yamaha Motor made a big impact not only on its own dealers but on the industry as a whole, bringing new life to them both.



Demo-rides are very popular among the participants of Yamafests.

YAMAHA TECHNOLOGICAL HIGHLIGHT



A breakthrough in rear suspension technology

Monocross Suspension

PART 2

Rising-rate monocross suspension
 — Special damper adapts to changing road surfaces

The monocross suspension, which we introduced in our last issue, was shown to be a revolutionary new basic concept in rear wheel motorcycle suspension. The introduction of this entirely new monocross suspension concept quickly prompted a technological race in rear suspension development that saw each maker introduce its own type of "mono-shock suspension". In the midst of this competition, Yamaha continued to refine the monocross concept and succeeded in developing what could be called the "second generation" in monocross suspension. This was a link-type monocross suspension which produced a rising-rate (progressive) shock-absorbing effect.

What is the rising-rate monocross suspension?

Entering into the '80s, Yamaha continued to refine and develop the monocross concept. The result of these efforts was the introduction of a monocross suspension featuring a link mechanism, in other words, a link-type rising-rate monocross. Structurally speaking, on the original monocross suspension, the stroke volume of the rear wheel (wheel travel) and the stroke volume of the shock absorber unit moved in direct proportion to one another. In the new monocross suspension, however, a link mechanism was attached to the lower edge of the shock absorber, causing the stroke volume of the shock absorber unit to function with a rising-rate effect that changed with the stroke position of the rear wheel unit. In other words, the larger the rear wheel travel, the faster the action of the piston within the shock absorber, producing a stronger cushioning effect through increased resistance. Basically, this link mechanism works on the principle of the lever.

Benefits of the link-type rising-rate monocross suspension

The use of this new monocross suspension results in the following benefits;

- The suspension reacts to small

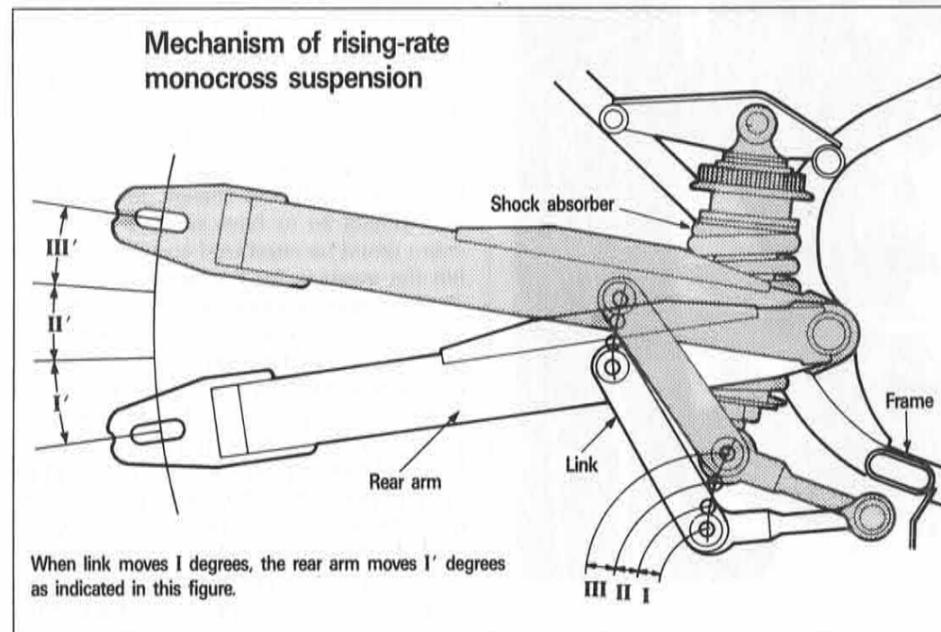
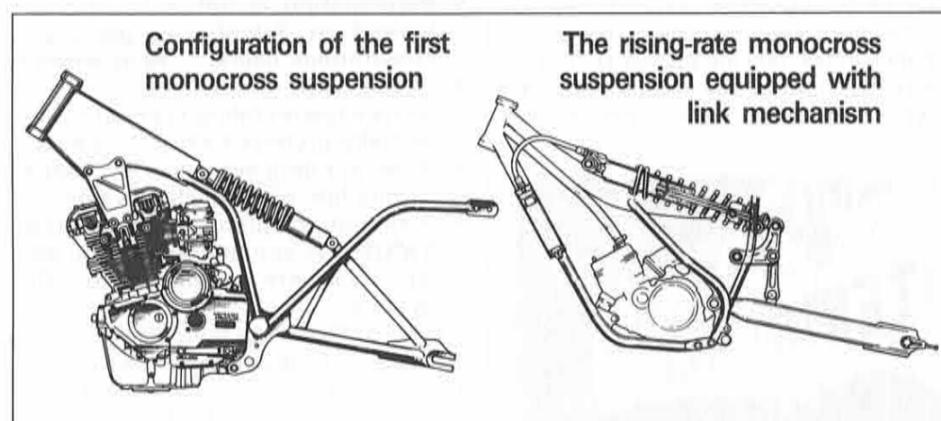
- shocks with a soft cushioning effect.
- It reacts in a smooth way to intermediate shocks
- To hard shocks it reacts with correspondingly firm cushioning that prevents bottoming out.

In short, this represents the ideal suspen-

sion system; one that functions with a rising-rate effect that changes with the strength of the shock encountered. In addition to improving shock absorbing capacity, the compact structure of this new monocross suspension also contributes to a saving of space, a reduction in weight and a lowering of the seat position. Attaching the link mechanism in an even lower position also contributed to a lowering of the center of gravity. In addition to these benefits, because suspension settings can be changed freely depending on the configuration of the link mechanism, the range of possible settings has also been widened greatly. However, Yamaha's understanding of the role of the suspension does not stop here. Whereas in the past the primary aim of suspension design was shock absorption, at present, in addition to shock absorption, a second aim is also recognized; that of applying the engine's power to the road surface in the most effective way possible. This is also the basic principle applied to Yamaha sports bikes meant to be driven on the city streets.

In use on almost every model

Debuting on the '83 models of the YZ series, this link-type rising-rate monocross suspension was featured on the YZR500 machine that E. Lawson rode to win the '85 World Road Race Championship, as well as on the YZ250 machine that J. Vimond rode to victory in the 250cc class of the '86 Motocross World Championship, proving its effectiveness in the toughest of competitive fields, as well. And today, this new-type monocross suspension, with the exception of a few models, is used on almost every street and off-road Yamaha bike, and every racing model. This fact more than any other speaks for the outstanding quality of this monocross suspension.



Yamaha sweeps top 3 places

—World Championship Road Racing— 500cc class

The Portugal GP, round 14 of the '87 World Championship Road Race Series, was held on September 13 under clear skies at the Jarama Circuit before a crowd of 120,000 fans.

In sweltering 40°C heat it was the hard-riding Yamaha riders led by E. Lawson (1st), R. Mamola (2nd) and K. Magee (3rd) who battled their way to a sweep of the top positions.

In the early stages, Honda's W. Gardner held third position behind Lawson and Mamola, but machine trouble beginning on the 8th lap caused him to drop to a 4th place finish.



E. Lawson



R. Mamola



K. Magee

Mas/Gil (Team Ducados Yamaha) conquer at Baja Montesblancos Rally

The team of Carlos Mas and Fernando Gil riding a Yamaha XT660 Ténéré for Team Ducados Yamaha pulled off a stunning victory at the "Baja Montesblancos" Rally on July 26 and 27 in Spain, where rally is growing popular day by day. In a race that included such well-known international rally stars as Picco, Bacou and Medardo, the Mas/Gil team surprised everyone

with their wise come-from-behind race tactics that saw them work their way coolly past one rider after another to finally claim the victory.

RESULTS

1. C. Mas/F. Gil Yamaha XT660 Ténéré
2. S. Bacou/D. Chabanette KTM
3. E. Maximovitch/E. Berthot Hasqvarna 240
4. J.L. López/J. Reira Gilera 250RC
5. T. Magnaldi/T. Vieradol KTM350

Yamaha riders Pederson and McMurter win the 1st places in Canada

In the '86 season, YMC's motocross rider, Ross Pederson, was unbeatable, sweeping the 1st place honor in the 125cc, 250cc, Open class and Canadian Supercross Championships. "Rollerball" Ross and his YZ machines are continuing their winning ways in '87. With several rounds still remaining, Ross has already won the Canadian Supercross series and is carrying the C.M.A.'s No. 1 plate in the 250cc

class, as well.

On the road race circuit, Rueben McMurter warmed up for the Canadian season by placing 4th in Superbike competition at Daytona on his FZR750R, the top Yamaha finisher. His recent victory at the C.M.A. Superbike Championship has given Yamaha another No. 1 for '87.

'87 Formula II Isle of Man T.T.

The 1987 Formula II T.T. run over the demanding thirty-seven and a half mile mountain course in the

Isle of Man on May 31, was again dominated by machines powered by 4L0 Yamaha engines, developed and built by main U.K. Yamaha dealer Len Manchester Motorcycles of Melton Mowbary, Leicestershire.

Five out of the top six places were taken by those machines including a resounding 1, 2, 3, finish to follow up last year's similar success.

RESULTS

1. Steve Hislop Manchester Yamaha
2. Eddy Laycock Manchester Yamaha
3. Bob Heath Manchester Yamaha
4. Johnney Rea Manchester Yamaha
5. Robert Dunlop Yamaha
6. Derek Chatterton Manchester Yamaha

'87 TT FORMULA WORLD CHAMPIONSHIP SERIES 7th round: Sugo TT F1 World Championship Race

Magee wins again!

From August 28 to 30 the 7th round of the TT F1 World Championship Series was held at Sportsland Sugo and the victory went to Kevin Magee of Australia on his Yamaha YZF750. Riding aggressively but always in control, Magee completed the 50 laps in 1 hour 22 minutes and 57 seconds to finish 22 seconds ahead of second place. Another Australian riding an FZR750, Michael Doohan, finished the race in 3rd place.

It was Shoji Miyazaki (Honda RVF750) who won the pole position for the final race on the 30th on the newly improved, more technical Sugo course, followed in the front row by Mitsuo Saito (Yamaha FZR750), Yukiya Ohshima (Suzuki GSX-R750) and Kunio Machii (Yamaha FZR750). Magee had the 7th position and Doohan had the 9th on the starting grid. About 48,000 fans were on hand

for the 1:30 p.m. start of this, the first TT F1 race ever held in Japan. The opening laps saw Ohshima take the lead, followed by Miyazaki, Magee, Saito, Roger Marshall (Suzuki GSX-R750) and Machii in that order. On the 4th lap Miyazaki moved into first, but a crash on the chicane soon forced him to retire from the race.

That gave Ohshima the lead on the 6th lap followed by Magee in 2nd position who began to close the gap as the race entered the middle stages. A tail-to-nose battle developed with Magee gaining the lead in the 20th lap only to give it up again to Ohshima in the 21st. On lap 24 Magee pulled into the pit to refuel, and when he rejoined the race 8 seconds later he had dropped to 5th position.

Following Ohshima by 25 seconds on the 27th lap, Magee began once again to close the gap. When Ohshima finally pulled into the pit

[Continued on next page]

RESULTS

'87 World Championship Road Racing

10th round - Britain - August 2

- 500cc class**
1. E. Lawson Yamaha
 2. W. Gardner Honda
 3. R. Mamola Yamaha
 4. C. Sarron Yamaha
 5. N. Mackenzie Honda
 6. D. de Radiges Cagiva

- 250cc class**
1. T. Mang Honda
 2. L. Reggiani Aprilia
 3. M. Wimmer Yamaha
 4. J. Cornu Honda
 5. R. Roth Honda
 6. P. Igoa Yamaha

11th round - Sweden - August 9

- 500cc class**
1. W. Gardner Honda
 2. E. Lawson Yamaha
 3. R. Mamola Yamaha
 4. R. McElnea Yamaha
 5. N. Mackenzie Honda
 6. R. Haslam Honda

- 250cc class**
1. T. Mang Honda
 2. L. Cadalora Yamaha
 3. L. Reggiani Aprilia
 4. C. Lavado Yamaha
 5. D. Sarron Honda
 6. C. Cardús Honda

12th round - Czechoslovakia - August 23

- 500cc class**
1. W. Gardner Honda
 2. E. Lawson Yamaha
 3. T. Taira Yamaha
 4. R. Mamola Yamaha
 5. N. Mackenzie Honda
 6. S. Yatsushiro Honda

- 250cc class**
1. T. Mang Honda
 2. D. Sarron Honda
 3. C. Cardús Honda
 4. S. Pons Honda
 5. L. Cadalora Yamaha
 6. W. Luzi Honda

13th round - San Marino - August 30

- 500cc Class**
1. R. Mamola Yamaha
 2. E. Lawson Yamaha
 3. W. Gardner Honda
 4. T. Taira Yamaha
 5. S. Yatsushiro Honda
 6. R. Burnett Honda

- 250cc class**
1. L. Reggiani Aprilia
 2. L. Cadalora Yamaha
 3. S. Pons Honda
 4. D. Sarron Honda
 5. M. Wimmer Yamaha
 6. T. Mang Honda

14th round - Portugal - September 13

- 500cc class**
1. E. Lawson Yamaha
 2. R. Mamola Yamaha
 3. K. Magee Yamaha
 4. W. Gardner Honda
 5. C. Sarron Yamaha
 6. N. Mackenzie Honda

- 250cc class**
1. T. Mang Honda
 2. J. Garriga Yamaha
 3. M. Wimmer Yamaha
 4. P. Igoa Yamaha
 5. S. Pons Honda
 6. J-F Balde Rotax

World Championship positions after 13 rounds

- 500cc class**
1. W. Gardner Honda .. 153 pts.
 2. R. Mamola Yamaha .. 136 pts.
 3. E. Lawson Yamaha .. 130 pts.
 4. R. Haslam Honda .. 71 pts.
 5. N. Mackenzie Honda .. 54 pts.
 6. T. Taira Yamaha .. 49 pts.

- 250cc class**
1. T. Mang Honda .. 132 pts.
 2. R. Roth Honda .. 95 pts.
 3. S. Pons Honda .. 81 pts.
 4. D. Sarron Honda .. 70 pts.
 5. L. Reggiani Aprilia .. 65 pts.
 6. M. Wimmer Yamaha .. 61 pts.

'87 World Championship Motocross

500cc class 10th round - Belgium - August 2

- 1st race**
1. G. Jobe Honda
 2. C. De Carlil Kawasaki
 3. K. Nicholl KTM
 4. H. Kinigadner KTM
 5. K. Van der Ven KTM
 6. L. Persson Yamaha

- 2nd race**
1. H. Kinigadner KTM
 2. K. Van der Ven KTM
 3. K. Nicholl KTM
 4. M. Anstie KTM
 5. K. Ljungqvist Yamaha
 6. M. Banks Honda

11th round - Luxembourg - August 9

- 1st race**
1. K. Van der Ven KTM
 2. K. Ljungqvist Yamaha
 3. M. Anstie KTM
 4. D. Geukens Honda
 5. G. Jobe Honda
 6. L. Parsson Yamaha

- 2nd race**
1. K. Nicoll KTM
 2. K. Van der Ven KTM
 3. K. Ljungqvist Yamaha
 4. G. Jobe Honda
 5. K. Kinigadner KTM
 6. L. Parsson Yamaha

World Championship positions after 11 rounds

1. G. Jobe Honda .. 304 pts.
2. K. Nicoll KTM .. 244 pts.
3. K. Ljungqvist Yamaha .. 208 pts.
4. K. Van der Ven KTM .. 203 pts.
5. D. Thorpe Honda .. 165 pts.
6. L. Parsson Yamaha .. 158 pts.

250cc class 10th round - Brazil - August 2

- 1st race**
1. R. Smith Honda
 2. P. Vehkonen Cagiva

3. R. Herring Yamaha
4. E. Geboers Honda
5. J. Nilsson Honda
6. G. Andreani Yamaha

- 2nd race**
1. P. Vehkonen Cagiva
 2. E. Geboers Honda
 3. R. Smith Honda
 4. J. Nilsson Honda
 5. S. Mortensen Yamaha
 6. M. Rinaldi Suzuki

11th round - Argentina - August 9

- 1st race**
1. R. Smith Honda
 2. R. Herring Yamaha
 3. J. Nilsson Honda
 4. E. Geboers Honda
 5. M. Fanton Yamaha
 6. M. Rinaldi Suzuki

- 2nd race**
1. R. Smith Honda
 2. J. Nilsson Honda
 3. E. Geboers Honda
 4. R. Herring Yamaha
 5. P. Hansson Honda
 6. Y. Kervella Honda

World Championship positions after 11 rounds

1. E. Geboers Honda .. 341 pts.
2. P. Vehkonen Cagiva .. 299 pts.
3. J. Nilsson Honda .. 287 pts.
4. M. Rinaldi Suzuki .. 179 pts.
5. R. Herring Yamaha .. 167 pts.
6. S. Mortensen Yamaha .. 151 pts.

125cc class 10th round - W. Germany - August 2

- 1st race**
1. J-M Bayle Honda
 2. J. van den Berk Yamaha
 3. B. Moore Honda
 4. D. Strijbos Cagiva
 5. C. Maddii Honda
 6. E. Stuurman Yamaha

- 2nd race**
1. C. Maddii Honda

11th round - USA - August 16

- 1st race**
1. M. Dymond Honda
 2. E. Kehoe Suzuki
 3. D. Strijbos Cagiva
 4. B. Moore Honda
 5. R. Tichenor Suzuki
 6. J. van den Berk Yamaha

- 2nd race**
1. E. Kehoe Suzuki
 2. J-M Bayle Honda
 3. E. Warren Kawasaki
 4. F. Andrews Honda
 5. D. Schmit Suzuki
 6. D. Strijbos Cagiva

12th round - Austria - August 30

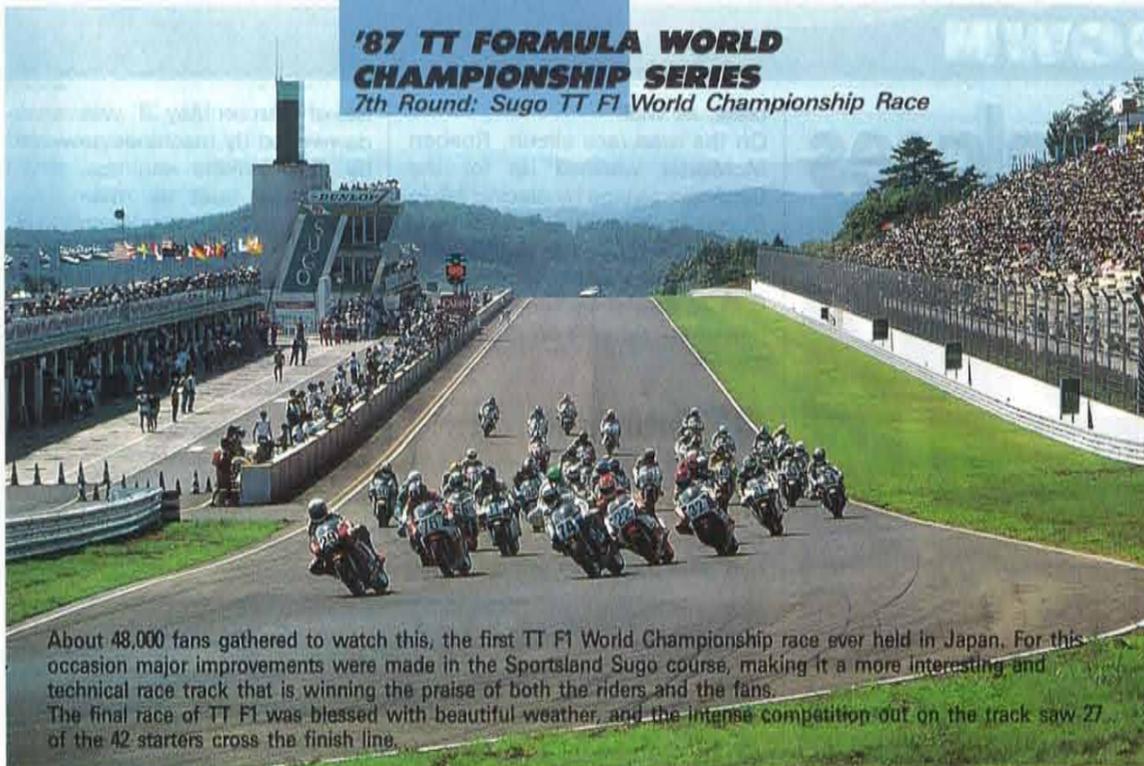
- 1st race**
1. J-M Bayle Honda
 2. D. Strijbos Cagiva
 3. J. van den Berk Yamaha
 4. M. Contini Cagiva
 5. B. Moore Honda
 6. P. Tragter Honda

- 2nd race**
1. M. Contini Cagiva
 2. J-M Bayle Honda
 3. P. Tragter Honda
 4. B. Moore Honda
 5. C. Maddii Honda
 6. D. Strijbos Cagiva

Final championship positions

1. J. van den Berk Yamaha .. 357 pts.
2. D. Strijbos Cagiva .. 341 pts.
3. J-M Bayle Honda .. 310 pts.
4. C. Maddii Honda .. 245 pts.
5. M. Contini Cagiva .. 225 pts.
6. P. Tragter Honda .. 196 pts.

'87 TT FORMULA WORLD CHAMPIONSHIP SERIES
7th Round: Sugo TT F1 World Championship Race



About 48,000 fans gathered to watch this, the first TT F1 World Championship race ever held in Japan. For this occasion major improvements were made in the Sportsland Sugo course, making it a more interesting and technical race track that is winning the praise of both the riders and the fans. The final race of TT F1 was blessed with beautiful weather, and the intense competition out on the track saw 27 of the 42 starters cross the finish line.



For Kevin Magee, this was his second World Championship victory in Japan this year, following his win at the Suzuka 8-Hour Endurance Race in July.

Motorcycle lovers gather in a festival of sport

[Continued from previous page]

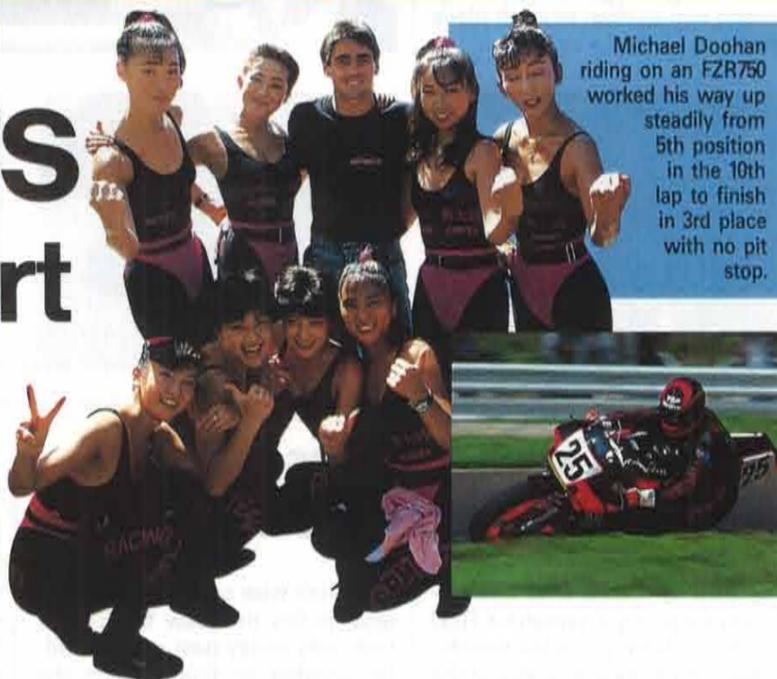
for fuel on the 35th lap Magee found himself in first place with a 5-second lead. From there on, Magee steadily widened his lead over Ohshima to take the checkered flag 22 seconds ahead of his rival. As for Bimota Yamaha riders, Virginio Ferrari (Italy), Davide Tardozzi (Italy) and Peter Rubatto (W. Germany), they all failed to finish

but in the TT F1 Championship point standings, Ferrari, the series leader, retained a 2-point lead over

second place Joey Dunlop when he failed to score any points here with his 12th place finish.

RESULTS

Rider	Machine	Laps	Time
1. Kevin Magee	YAMAHA YZF750	50	1:22'57"82
2. Yukiya Ohshima	SUZUKI GSX-R750	50	1:23'19"58
3. Michael Doohan	YAMAHA FZR750	50	1:23'38"61
4. Katsuro Takayoshi	SUZUKI GSX-R750	50	1:23'43"00
5. Mitsuo Saito	YAMAHA FZR750	50	1:23'49"47
6. Takahiro Sowa	KAWASAKI ZXR-7	50	1:23'51"29



Michael Doohan riding on an FZR750 worked his way up steadily from 5th position in the 10th lap to finish in 3rd place with no pit stop.

125cc WORLD CHAMPIONSHIP MOTOCROSS

Van den Berk grabs World Championship!

Competing in the 125cc World Motocross Championship on a modified YZ125, Dutch ace John van den Berk (YMNBV Team) outscored last year's champ and fellow countryman, Dave Strijbos (Cagiva) in the final round of the series to give Yamaha its first motocross world championship title in 125cc class. Commenting on his victory, John said that he proved himself to be a stronger competitor than Strijbos this year by

keeping a cool head throughout the season, after settling for a second or third rather than risking everything to try for the win. Making the most of last season's experience, he says he set some clear goals for this year's series. Knowing he could win at the 7th round (Northern Ireland) and 9th round (Finland) he went flatout from the start in these races. When Strijbos failed to score in Finland, van den

Berk moved into the lead in the championship. Riding well in the mud at the German GP (10th round) John was able to extend his lead in the point standings, and in spite of a virus disease during the U.S. GP he came away in good position, thanks to a poor performance by Strijbos. With a 21-point lead going into the Austrian GP he was confident of winning the title, but he was completely unprepared

for the mad scene that greeted him at the finish line. In fact there was such a large crowd of supporters at the finish that he was unable to even cross the finish line until team members opened a gap to let him cross the line and claim his World Championship. "Now I know what it means to be world champion. It's an honor, and something that nobody can take away from me" said the jubilant new champ.

