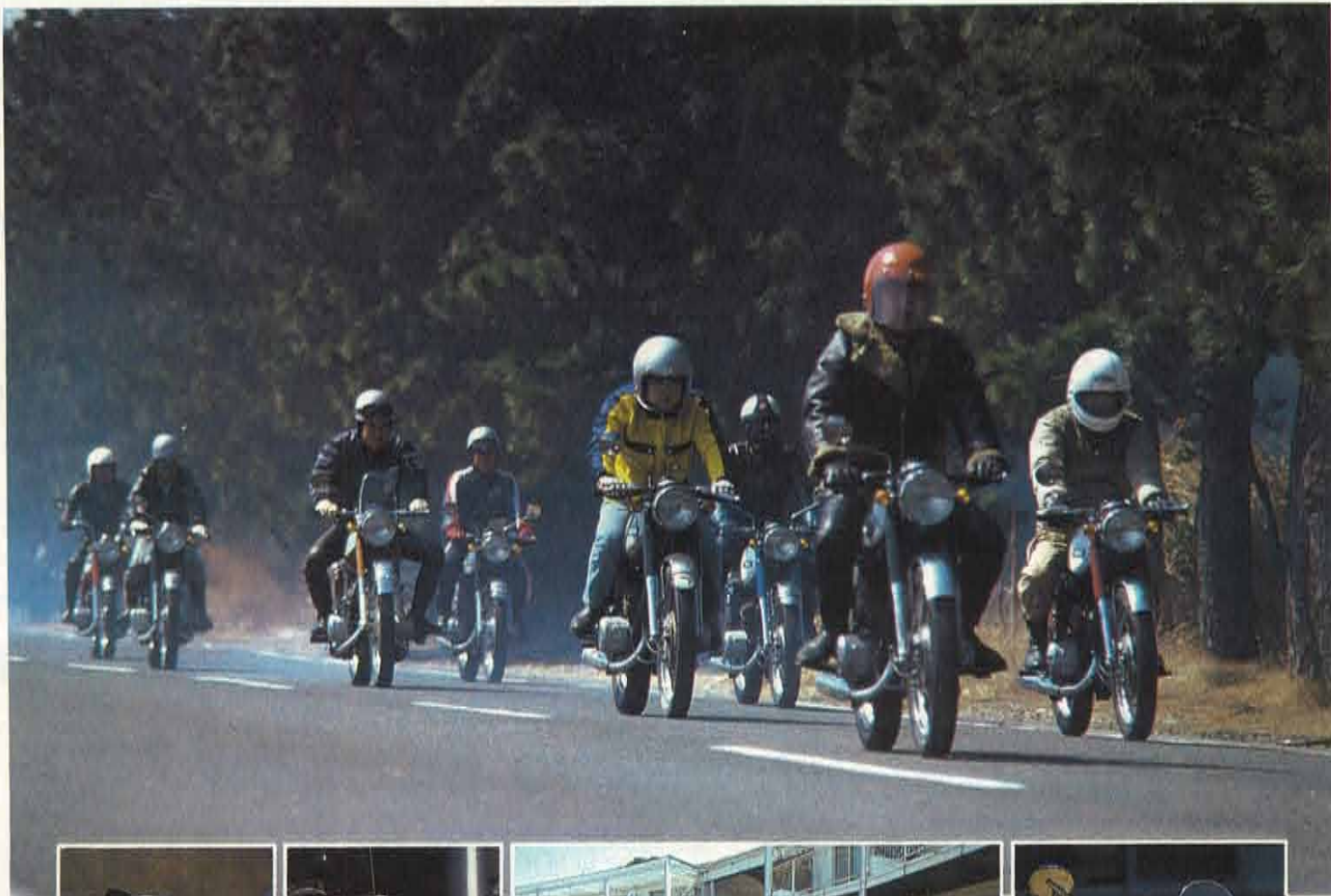


Riva motorscooters are creating a whole new market in the United States. See pages 4 and 5 for more details.



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The living predecessor of the world's renowned Yamaha 2-st. twin sports



Yamaha Marina Hamana-ko is located by Lake Hamana about 40km west of Iwata.



A vintage Yamaha parade around Lake Hamana. The engineering excellence of these bikes does not become obsolete in this age of rapid progress.



YDS Club Founded in Japan

"Yamaha 2-stroke twin sports" is a synonym for "high performance and high quality". It has long been accepted as the masterpiece of motorcycle engineering. The origin of this world's renowned 2-stroke twin design format can be traced back to the Yamaha YDS-1 250cc which was launched on the market in 1959. This model came with a newly developed high performance 2-stroke twin engine and became a true pioneer among Japanese sports bikes, sweeping all of Japan's major races in its days.



Among the Yamaha staff present are Mr. T. Hasegawa (left), Mr. I. Komiya (middle) and Mr. Z. Watase (right).

This successful engine design has continued to be improved over a period of 24 years, while at the same time being closely related to the TD and TZ production racer designs, through Yamaha's active participation in world GP road racing, until it was adopted in the current RD model. The YDS-1 was virtually the primary model that helped Yamaha establish its firm position in the Japanese motorcycle industry in its earlier stage.

Yamaha had established itself almost without question as the leading 2-stroke motorcycle manufacturer in the world. The 1955-69 Yamaha models included many that have truly changed the course of motorcycle history. The excellence of these models has not become obsolete, supported by a great number of vintage Yamaha fans even in this age of rapid progress.

Yamaha Motor was founded in 1955, after separation from Nippon Gakki. In brief, the period from 1955 to 1969 was the first distinct epoch in Yamaha history. Throughout this period Yamaha strove to introduce revolutionary 2-stroke innovations one after another, thus making its position eminent in the motorcycle market, and by the end of the sixties

Get-together meeting of vintage Yamaha owners

About 40 of these Yamaha fans recently had a 2-day get-together meeting at Yamaha Marina Hamana-ko near Iwata, each bringing its favorite Yamaha bike, which had lived an incredibly long life. Invited to attend the meeting were Mr. T.

Hasegawa, Mr. I. Komiya and Mr. Z. Watase who had been closely related to the development or marketing of the YDS-1. Among the vintage bikes present were the 125cc YA-1, the 250cc YDS-1 and the 250cc Trail DT-1, each of which enjoyed an unmatched reputation in its day. At this get-together meeting these people founded a vintage Yamaha lovers' club and named it "The YDS Club" because they considered this celebrated model to be the living predecessor of the world's renowned 2-stroke twin sports.

Talking about good old times, these Yamaha owners exchanged greetings with the Yamaha directors who had been closely related to the development or marketing of this model.

A vintage Yamaha presentation was also included in the schedule. This was a very delightful event for all present. Each of the bikes was introduced one by one, together with various interesting episodes or inside stories, and a round-Lake-Hamana parade brought this significant get-together meeting to a successful finish.

The latest generation of the Yamaha 2-st. twin



Both the TZ250 and the RD250LC are the latest models to feature the long proven 2-stroke twin engine format. The former is basking in the glory of having won the world GP, while the latter is reputed to be the fastest 250cc street sports bike ever built.

In addition, the RD350LC, sister model of the RD250LC, which is gaining widespread popularity especially in Europe, also features basically the same engine design as the RD250LC.

Above:
 A. Carter on a TZ250 winning the 250cc class of the French GP.

Below:
 The 2-stroke twin RD350LC is giving a strong boost to Yamaha international cup racing (Coupe Yamaha Gauloises).



Yamaha's first production bike, the YA-1 (125cc)



Yamaha's first 2-stroke twin model, the YD-1 (250cc)



World's first real dual-purpose bike, the DT-1 (250cc)

A greater sensation than expected



Moto Journal, France

As reported in the last issue of "Yamaha News", European motorcycle journalists test-rode the much improved RD350LC and the brand-new XJ900 in Japan early in March with the sales season coming soon in Europe. The test-ride reports they wrote for their newspapers or magazines made, without exception, a great point of the outstanding performance and handling qualities of these new models that Yamaha has launched on the market with confidence. The following is the extracts from these test-ride reports appearing in some selected newspapers and magazines:

Small goes fast, big goes small

(Mechanics, Great Britain)

The main contribution to the increased power of the RD350 has been made by the variable exhaust port geometry, first developed for Yamaha's GP roadrace and motocross works bikes and fitted for the first time this year to the production motocrossers... Most of the time, I am against the "New Year, New Model" syndrome. All too often, the "new models" are just the same old stuff in a slightly changed wrapping... But this is not true of the new RD350. It really is a vast improvement over the previous model and the previous model was an excellent bike itself....

Biting Yamaha's street bullets

(Motor Cycle Weekly, Great Britain)

So how fast in fact are these Yamahas? And when might we expect to buy them in the shops? Top speed reached along Fukuroi's 2.2 kilometer straight was a best top 200 kph (124 mph) for the RD350LC, although a more consistent figure obtained on three other models revealed 195 kph (121 mph)—sitting up in leathers, 175 kph (108 mph). Speeds for the XJ900 were 235 kph (146 mph) and 230 kph (142 mph)—all figures taken from speed readings and uncorrected.... Just as the RD350LC is more than capable of holding Yamaha's superiority in the three-fifty class another year, big-banger lovers will relish Yamaha's new sports road-burner, the XJ900.

Shogun super stroker

(Motor Cycle News, Great Britain)

The most powerful 350cc machine ever produced for use on the road. That one sentence says a whole lot about the new

56bhp RD350LC.... The real strength of the RD was highlighted on the test track. I enjoyed a dice with continental rider Coen Verburg. Both on 350s, we went several laps swapping places, never more than a bike's length between us.... Unlike most racing bikes, the RD's power delivery was not in the least bit peaky—no narrow power band needing great skill to use, just a steady rise in bhp until it felt strongest from 7,000 rpm.... Announced as a bike with the agility and price of a 750, yet with one-litre style performance, the 853cc XJ900 had a lot to live up to.... With anti-dive set low to moderate, the forks would still plunge with braking effort.... The sports shaftie is a direct descendant of the revvy XJ650, so features a narrow engine, alternator tucked behind the cylinders rather than on the end of the crankshaft.... Riding position is a good sports/touring compromise, which gives riders plenty of room, and a feeling of sitting "in" rather than "on" the bike.

Yamaha's counteroffensive or comeback to a big bike?

(Moto Revue, France)

The Yamaha XS1100 was once introduced as the world's most powerful shaft drive bike. In fact, this model was aimed at a new high level of the so-called superbike. Since that time, however, Yamaha has focussed its efforts on the mediumweight models like the in-line 4-cylinder shaft drive XJ650, rather on the further development of its superbike model. The XJ650 has gained wide acceptance as a masterpiece of motorcycle engineering especially because of its compact engine construction and superb performance data including a top speed of over 200 kph. This



model has undoubtedly paved the way for the development of a bigger brother, the XJ900.... It is not a furious circuit beast but a low, slim, mechanically simple and good handling road sports because it features the same design and performance qualities that have earned the XJ650 an unmatched reputation in its own class.

A very good news to 2-stroke twin sports fans

(Moto Journal, France)

The Yamaha RD350LC will come with a lot of significant improvements! It's a very good news to 2-stroke twin sports fans. I can say it is one of the most exciting machines ever Yamaha has introduced for the past 10 years.... The heart of the new RD350LC is a reed-valve twin-cylinder engine that has gained a substantial power increase from 47 bhp to 59 bhp at 9,000 rpm. This establishes the new RD350LC as

the most powerful and exciting road bike in its own class.... This surprising power boost has been obtained from the adoption of the race-bred YPVS (Yamaha Power Valve System).

Leading a 2-stroke twin field

(Motorrad, West Germany)

The new RD350LC is claimed to further consolidate Yamaha's lead in the development of 2-stroke twin road sports. It is a threat to all 2-stroke twin competitors. The new RD350LC features more of Yamaha's long proven 2-stroke GP racer technology including the YPVS. Compared to the previous model, the engine's performance has substantially been improved not only in the peak speed range, but also in the medium touring speed range, and its max. power reaches 59 bhp at 9,000 rpm, instead of 47 bhp.

Other models are also enjoying very favorable response



Mechanics, G.B (above) and Motorrad, Germany

YEIS and YICS

(Mechanics, Great Britain)

The YEIS Yamaha system consists of a tube leading from the inlet tract between the carb and the reed valve to a bottle or reservoir. The idea is that the gas charge that has started to move into the engine as the reed valve closes is deflected up into the reservoir. When the reed valve opens again as the piston rises, creating a depression in the crankcase, the gases in the reservoir are added to the next charge. Mid-range power is improved because the momentum of the gases does not have to be constantly reversed on each engine stroke.... On their multi-cylinder four-strokes Yamaha have a similar idea called YICS, Yamaha Induction Control System. This actually does allow exchange of gases from one inlet tract to another and is featured on the factory's latest fours. Yamaha claim increased fuel efficiency and mid-range power.

Yamaha Prototype Trial

(Moto Journal, France)

Britain's trials rider Nigel Birkett was invited to test several trial machines in Japan. Soon after his return to Europe Yamaha unveiled their new prototype. It is a 2-stroke model contrary to a rumour that Yamaha is concentrating on the development of a new 4-stroke machine based on the XT250.

New XZ550S

(Motorrad, West Germany)

Yamaha claims the new XZ550S will be a new market developer. It seems quite true. The tone of the mediumweight V-twin market is bright and the new XZ550S has made its debut at the just right time. In addition, it features a number of unique technical improvements, such as a 70° V-twin 8-valve engine which ensures 116ps per liter.

Gentle and quiet Yamaha XV1000SE

(Motorrad, West Germany)

Originally intended for the American market, this big V-twin model comes with a long comfortable seat and pull-back type handlebars. It is a gentle and quiet chopper.... and looks nice, too, with the adoption of a slim teardrop type fuel tank finished in sparkling black with a golden Yamaha logo.

All-new RD80LC

(Motorrad, West Germany)

The new RD80LC shares very few features with its previous model. First, its engine has been newly designed and frame also adopts a new design basically the same as that of the bigger brother, the RD125LC. In addition, the new RD80LC can carry two persons, namely the rider and a passenger.

World Championship Road Racing

Yamaha riders sweeping the championship — 250cc class —

18-year old Alan Carter (Great Britain) on a Yamaha TZ250 became the youngest GP winner ever when he finished first in the 24-lap (57.96 miles) 250cc race of the French GP, the second round of the '83 championship, held at Le Mans on April 3.

In only his second GP Carter started from the ninth row on the grid. Swiss rider Jaques Cornu (Yamaha TZ250) was the early-stage leader and then French rider Thierry Rapicault, one of the Sonauto-Gauloises Yamaha riders, strored into the lead. Carter who had been lying behind the leading group until half distance, joined Rapicault and Cornu with 8 laps yet to go, to make this race a hot three-way battle. Three laps from the finish, Carter forged ahead of the others. Cornu was also in front of Rapicault, and the race was brought to an end in this order, completing another Yamaha one-two-three finish. Carter won the race by 2.43 seconds from Cornu who placed second a further half second ahead of the Sonauto-Gauloises Yamaha rider.

Carter became the Britain's first GP race winner since Mick Grant won the Dutch TT in 1977.

Venezuelan star Carlos Lavado (Yamaha TZ250) got into the limelight for his superb ride in the 20-lap 250cc race of the Italian GP, the third round organized at Monza on April 24.

Lavado rode his high performance TZ250 racer expertly to win the race, hitting an average speed of 169.605 kph (41' 02" 19) on this world's renowned fast circuit.



C. Lavado



A. Carter

French rider Thierry Espie (Yamaha TZ250) placed second about 14 seconds behind the

winner. With three rounds gone, Swiss rider J. Cornu who finished fifth

in the Italian GP, is leading the 250cc championship by collecting 24 points.

World Championship Motocross

H. Carlqvist (Yamaha) romping to an overall win

— 500cc Austrian GP —



H. Carlqvist

The '83 World Championship Motocross season opened with the 125cc Dutch GP held on March 27. Following the smallest class championship, the 500cc and 250cc championship series also started with the Swiss GP on April 10 and the Spanish GP on April 24 respectively.

As of the end of April, the 125cc series saw the finish of four rounds already (Holland, Austria, Italy and Belgium), while the 250cc series two rounds (Spain and France) and the 500cc series also two (Switzerland and Austria). Yamaha riders and machines pro-

ved themselves to be powerful and reliable in these classes, and in particular, tough Swede Hakan Carlqvist romped to an overall victory in the Austrian GP (second round, April 24), by placing first and second in the two legs.

Carlqvist led the first race from the start to the finish, followed by A. Malherbe (Honda), G. Noyce (Honda) and J. Sintonen (Yamaha). The second race looked as if it was also going to be a Carlqvist benefit as he dashed into the lead, well ahead of Malherbe and Noyce.

Noyce chased the Yamaha ace very hard as Malherbe began to ease his pace. Lap by lap Carlqvist's initial advantage was decreased, and with four more laps yet to go, Noyce forged ahead. As they crossed the finish line, only two tenths of a second separated them!



D. LaPorte (right) & J. Martens



J. Sintonen

No stopping!

"King" Kenny wins Imola 200



K. Roberts

Kenny Roberts became only third rider in history to win both the Daytona 200 and Imola 200 in the same year when he won both 100-mile legs of this race held on April 10. It was one of Kenny's best rides ever. In both legs the hardest challenge came from Honda ace Freddie Spencer but Kenny was unstoppable!

Kenny on a new Yamaha V4 racer renewed Marco Lucchinelli's 1982 lap record by 1.6 seconds.

Imola 200 overall results

- | | |
|------------------|--------|
| 1. K. Roberts | Yamaha |
| 2. F. Uncini | Suzuki |
| 3. E. Lawson | Yamaha |
| 4. R. Haslam | Honda |
| 5. W. Migliorati | Suzuki |

Sidecar World Championships

The '83 Sidecar World Championships (road racing and sidecar cross) also kicked off with the French round (Le Mans, April 3) and the Spanish round (April 24) respectively. Yamaha riders and machines swept these championships as follows:

ROAD RACING

- | | |
|----------------------------|--------|
| 1. R. Biland/K. Waltisperg | Yamaha |
| 2. M. Barton/S. Birchall | Yamaha |
| 3. W. Schwarzel/A. Huber | Yamaha |
| 4. M. Kumano/T. Takashima | Yamaha |
| 5. H. Huber/W. Mickel | Yamaha |

SIDECAR CROSS

- | | |
|-----------------------------|----------|
| 1. B. Bollhaider/K. Beusser | Yamaha |
| 2. R. Grogg/A. Huesser | Yamaha |
| 3. P. Millard/M. Millard | BG, Wasp |
| 4. R. Boehler/F. Burkhart | Yamaha |
| 5. M. Samofal/L. Caggiano | Yamaha |

ROAD RACING RESULTS

2nd round — April 3 — France

- 500cc Class**
1. F. Spencer (Honda)
 2. M. Lucchinelli (Honda)
 3. R. Haslam (Honda)
 4. K. Roberts (Yamaha)
 5. K. Huewen (Suzuki)

250cc Class

1. A. Carter (Yamaha)
2. J. Cornu (Yamaha)
3. T. Rapicault (Yamaha)
4. D. de Radigues (Yamaha)
5. T. Head (Armstrong)

3rd round — April 24 — Italy

- 500cc class**
- | | |
|----------------|--------|
| 1. F. Spencer | Honda |
| 2. R. Mamola | Suzuki |
| 3. E. Lawson | Yamaha |
| 4. F. Uncini | Suzuki |
| 5. K. Katayama | Honda |

250cc class

- | | |
|--------------|--------|
| 1. C. Lavado | Yamaha |
| 2. T. Espie | Yamaha |
| 3. M. Herweh | Rotax |
| 4. M. Wimmer | Yamaha |
| 5. J. Cornu | Yamaha |

MOTOCROSS RESULTS

500cc Class

- 1st round — April 10 — Switzerland**
- 1st heat
1. A. Malherbe (Honda)
 2. G. Noyce (Honda)
 3. A. Vromans (Suzuki)
 4. H. Carlqvist (Yamaha)
 5. H. Everts (Suzuki)

2nd heat

1. G. Noyce (Honda)
2. A. Malherbe (Honda)
3. A. Vromans (Suzuki)
4. J.-J. Bruno (Suzuki)
5. N. Hudson (Yamaha)

2nd round — April 24 — Austria

- 1st heat
1. H. Carlqvist (Yamaha)
 2. A. Malherbe (Honda)
 3. G. Noyce (Honda)
 4. J. Sintonen (Yamaha)
 5. H. Kinigadnor (Puch)

2nd heat

1. G. Noyce (Honda)
2. H. Carlqvist (Yamaha)
3. A. Malherbe (Honda)
4. A. Vromans (Suzuki)
5. G. Rond (Suzuki)

250cc Class

- 1st round — April 17 — Spain**
- 1st heat
1. G. Jobe (Suzuki)
 2. D. LaPorte (Yamaha)
 3. K. van der Ven (KTM)
 4. J. Whatley (Suzuki)
 5. J.-C. Laquaye (Honda)

2nd heat

1. J.-C. Laquaye (Honda)
2. G. Jobe (Suzuki)
3. J. Martens (Yamaha)
4. D. LaPorte (Yamaha)
5. J. Whatley (Suzuki)

2nd round — April 24 — France

- 1st heat
1. G. Jobe (Suzuki)
 2. J. Martens (Yamaha)
 3. J.-C. Laquaye (Honda)
 4. D. Watson (Yamaha)
 5. A. Drechsel (Honda)

2nd heat

1. G. Jobe (Suzuki)
2. J.-C. Laquaye (Honda)
3. H. Kinigadner (KTM)
4. J. Martens (Yamaha)
5. D. Watson (Yamaha)

125cc Class

- 1st round — March 27 — Holland**
- 1st heat
1. E. Geboers (Suzuki)
 2. P. Vehkonen (Yamaha)
 3. J. Gibson (Yamaha)
 4. J. Hensen (Yamaha)

5. M. Rinaldi (Suzuki)

- 2nd heat
1. E. Geboers (Suzuki)
 2. J. Gibson (Yamaha)
 3. M. Rinaldi (Suzuki)
 4. J. Hensen (Yamaha)
 5. J. van Poppel (Yamaha)

2nd round — April 10 — Austria

- 1st heat
1. E. Geboers (Suzuki)
 2. M. Rinaldi (Suzuki)
 3. C. Maddii (Gilera)
 4. P. Vehkonen (Yamaha)
 5. J. Gibson (Yamaha)

2nd heat

1. E. Geboers (Suzuki)
2. M. Rinaldi (Suzuki)
3. C. Maddii (Gilera)
4. G. Andreani (KTM)
5. J. Gibson (Yamaha)

3rd round — April 17 — Italy

- 1st heat
1. M. Rinaldi (Suzuki)
 2. E. Geboers (Suzuki)
 3. J. Vimond (Yamaha)
 4. J. Gibson (Yamaha)
 5. C. Maddii (Gilera)

2nd heat

1. M. Rinaldi (Suzuki)
2. E. Geboers (Suzuki)
3. J. Gibson (Yamaha)
4. C. Maddii (Gilera)
5. J. Vimond (Yamaha)

4th round — April 24 — Belgium

- 1st heat
1. E. Geboers (Suzuki)
 2. M. Rinaldi (Suzuki)
 3. C. Maddii (Gilera)
 4. M. Velkeniers (Gilera)
 5. J. Gibson (Yamaha)

2nd heat

1. E. Geboers (Suzuki)
2. M. Velkeniers (Suzuki)
3. M. Rinaldi (Suzuki)
4. P. Vehkonen (Yamaha)
5. J. Hensen (Yamaha)

Vehicles for fun and

As reported in our previous issue, the Yamaha motorscooter has worked a surprising job in Japan. Designed and built as a kind of family commodity rather than a "motorcycle", it has become the key for unlocking the door to a vast new market especially among women. It is a new vehicle which meets the needs of the times and can change the situation for the better. The new Yamaha motorscooter range called "Riva" is now creating a whole new market in the United States alike, backed by the combined sales promotion efforts of Yamaha Motor Corporation, USA and dealers.

Marketing research paves the way for new Yamaha motorscooter introduction

Riva was born following three years of extensive, multi-phase market research. Yamaha in effect discovered what it considers a substantial potential market segment whose surface has not even been scratched, and the existing forces in the U.S. motorscooter market have very little market penetration and have not attracted a large following.

"Our research indicates that scooters are perceived as both fun and sophisticated vehicles by a significant, non-motorcycle buying public", said Mr. Dennis Stefani, marketing division manager of Yamaha Motor Corporation, USA, "In addition, we believe the potential market for a convenient, contemporary and inexpensive motorscooter is substantially greater than the market for the few, relatively outdated models currently available in this country. Our research suggests that motorscooters have not been aggressively marketed by other manufacturers. In short, there is a considerable market potential and virtually no one there to fill the need."

The total U.S. motorscooter market has hovered around the 7,000 unit mark for the past several years. Riva's first-year sales target is roughly double that amount. Yamaha also believes that within five years, total motorscooter sales may be 10 times the current level, as consumers take a new look at their need for economical and enjoyable transportation.

The Riva's attractive design and its low purchase and maintenance costs will make a decided impact upon potential buyers. Yamaha will back its new product with aggressive marketing and an innovative dealer program. Yamaha's research clearly indicates that the potential motor scooter buyer is not one likely to be interested in a motorcycle. This fact poses a key problem: Where can Yamaha sell the new Riva so that the customer feels comfortable coming to see one?

A motorscooter boutique

Yamaha has designed a complete, distinct environment for the Riva that the dealer simply adapts to his showroom. That environment includes a special color scheme. Floor and wall displays and other collateral material that together very effectively set the space reserved for the Riva apart visually.

The basic idea is to make the Riva selling area seem almost like a motor-scooter boutique.

Eventually, Yamaha would like to see the majority of its participating dealers set up separate stores devoted to the Riva line and its accessories.

Yamaha plans to use the strength of its dealer network as another competitive

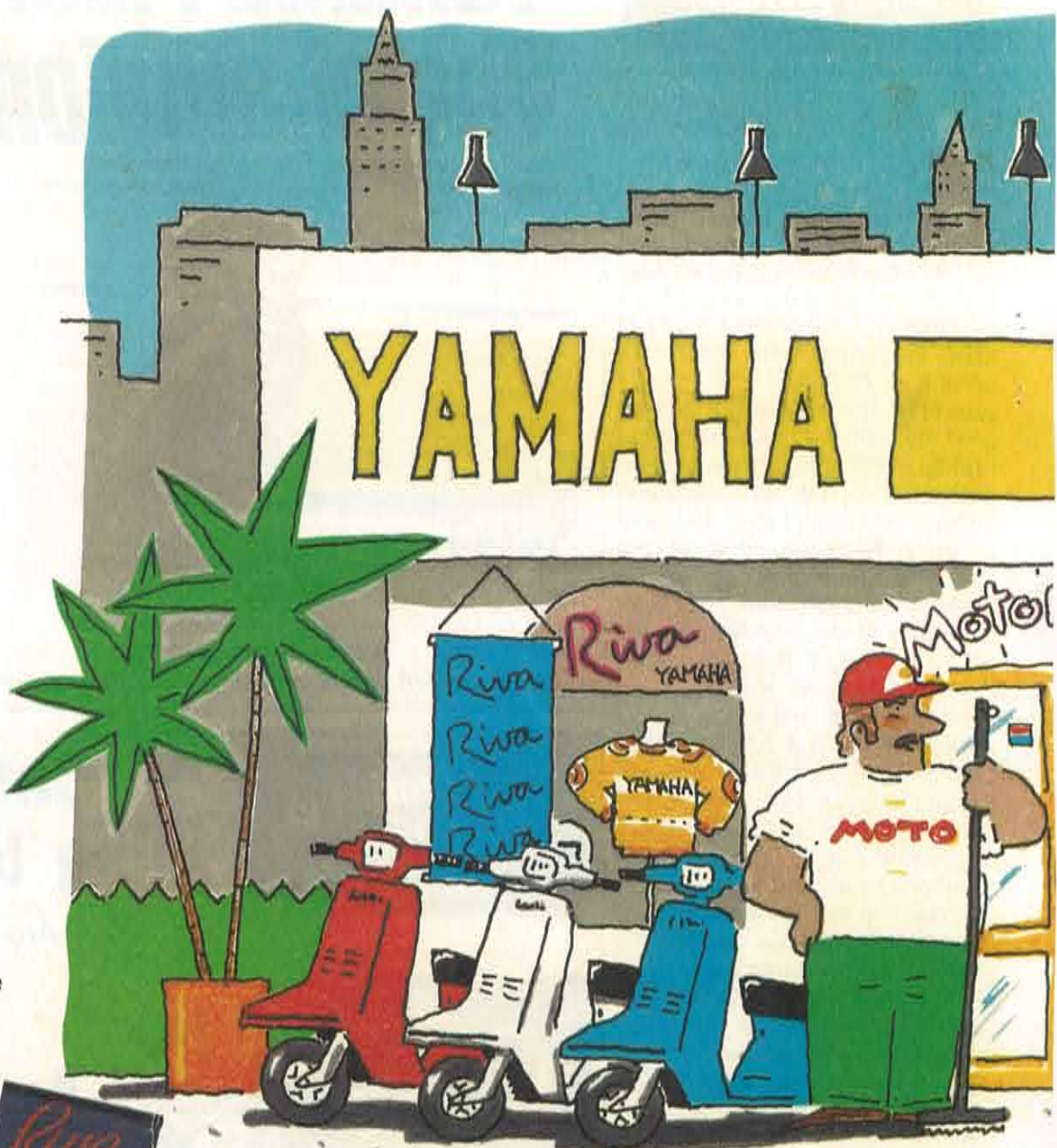
edge in the motorscooter market. Yamaha's research indicates that good parts and service availability will be a key factor in broadening the appeal of the motorscooter.

All Yamaha dealers will have the opportunity to sell Rivas, but none will be required to do so. In fact, in some areas of the country business people outside the Yamaha network have already signed as Riva dealers. By being first into the U.S. market with a contemporary, convenient and economical motorscooter, Yamaha expects to be the first to reap the benefits of tapping the market's potential. "We are going to back the Riva with substantial advertising and promotional campaigns, and we believe they will help start a boom in motorscooter sales and interest. The Riva is an enjoyable, practical transportation alternative. Its time in the market has come," Mr. Stefani emphasized.

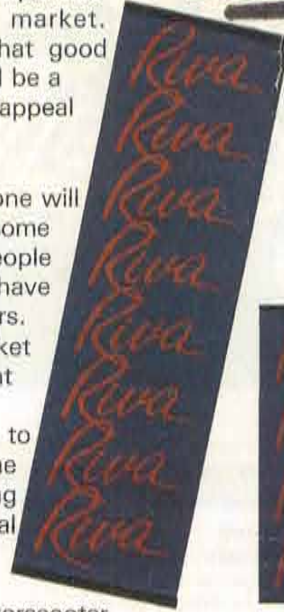
The Riva has all that a quality motor-scooter should have

In general, the motorscooter should be:

- * A lightweight, motorized two-wheeler, easy to drive and



Riva's strong points include an contemporary styling, convenience and economy of operation, etc.



A wall display is available in two different sizes.

This mat is designed in the same color scheme as the environment.

THE TRIO OF IS CREATING MARKET IN

easy to maintain.

- * A means of personal transportation genuinely capable of carrying one or two people.
- * A vehicle that can be ridden door to door.
- * A vehicle able to be ridden easily through traffic jams and needing no special parking places.
- * A vehicle which is as fuel-efficient as possible.
- * A non-enclosed vehicle providing a refreshing open-air ride.

The Riva is sure to meet all of the above

requirements.

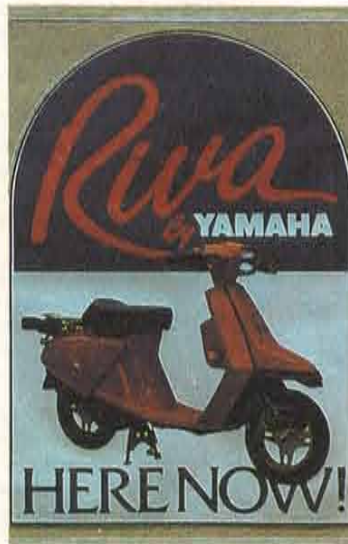
These features are also shared by motorcycles and mopeds but the motorscooter is unique in that it has been deliberately styled to mirror today's general fashion trends in other things besides transportation.

This gives it equal appeal to both male and female customers.

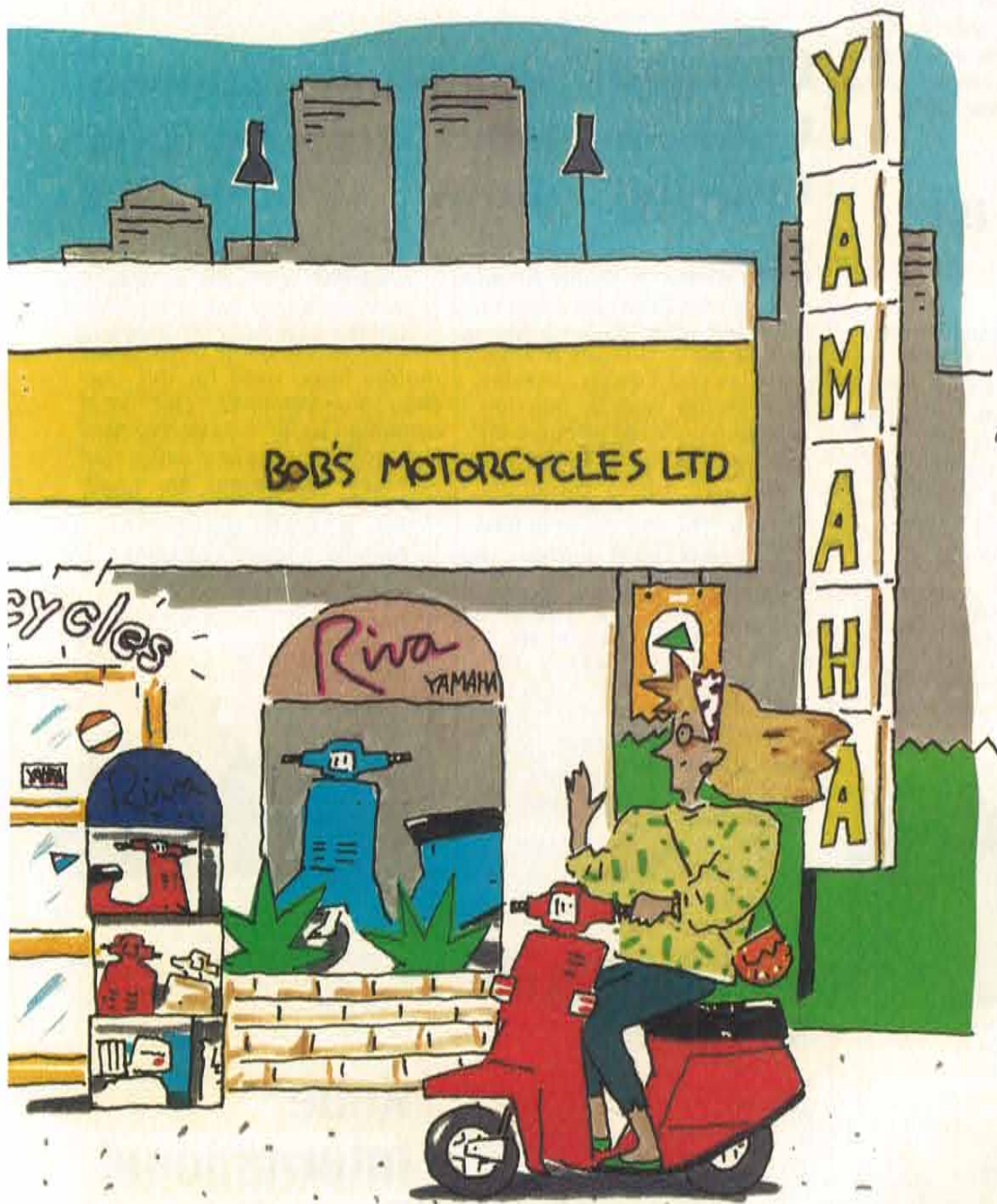
The Riva is squarely aimed at positioning Yamaha as the leader in the U.S.



A specially designed floor display; completely assembled (above) and spread out (below)



convenience



YAMAHA MOTORSCOOTERS A WHOLE NEW THE UNITED STATES

motorscooter market, and its design was carefully thought-out. For example, the Riva's attractive styling serves more than a cosmetic purpose. The newly developed front fender helps divert wind and splashes, while the bodywork fully encases the Riva's mechanical components, thereby shielding the driver from engine noise, heat and lubricants.

In short, Yamaha has combined the right measures of economy, convenience, style and fun to create its new Riva

motorscooters, vehicles that look and drive like sporty two-wheeled economy cars.

"Introducing something practical for people who don't have to be" Pictured below is a variety of giant-size (160 cm x 110 cm) Riva posters which are designed with the best possible appeal to potential customers in mind. Each and every one emphasizes that "Riva" is a new type vehicle for fun and convenience.



Riva 50/80 (2-stroke)



Riva 50



Riva 80

The 2-stroke Riva, available in 50cc and 80cc engine models, comes with an automatic transmission; electric starter; and easy-to-read dashboard with a speedometer, gas gauge, odometer and warning lights for the oil level and the headlight high beam, all as standard equipment. A wide, stable floorboard allows the driver to sit on, rather than straddle, the Riva while operating it. The seats on both Riva models are under 30 inches high, making it simple for riders to touch the ground when stopped. Braking is done with convenient hand-operated controls, so virtually no footwork is required to drive the Riva. Convenience is further served by the fact that, unlike many two-wheeled vehicles, the Riva offers a precise Autolube system that spares the owner the bother of premixing gas and oil. The Riva's electronic ignition does not utilize points, and therefore requires almost no maintenance.

Fuel-efficiency is also outstanding. Yamaha estimates that the 50cc Riva can return a superb 100 miles per gallon, or more, in normal city driving. The 80cc estimate is 95 miles, or better, per gallon. On both models, a special mechanism keeps the driver from moving unless the ignition switch is in the "run" position. Since the Riva also boasts a handy front parcel pocket and rear luggage rack, Yamaha's motorscooter rates as a truly practical fair weather commuting option as well as a weekend fun machine. The 80cc Riva can carry the driver and a passenger comfortably, while the 50cc Riva is designed just for one-person transport. Both models weigh under 200 pounds, making them easy to manage for even the smallest rider. The Riva's ride is smooth, thanks to a hydraulic shock absorber mounted to the rear suspension, and quiet, thanks to its automatic transmission, high capacity muffler and forced air-cooling system.

SPECIFICATIONS RIVA 50

Engine type	Fan-cooled 2-stroke, reed valve single
Bore x stroke	40.0 x 39.2 mm
Compression ratio	7.0 : 1
Max. torque	0.54 kg-m/4,500 rpm
Starter	Electric
Carburetor	TK, Y12P
Ignition	CDI
Lubrication	Autolube
Transmission	V-belt, automatic
Overall length	1,640 mm
Overall width	615 mm
Overall height	990 mm
Seat height	690 mm
Wheelbase	1,125 mm
Ground clearance	100 mm
Dry weight	57 kg
Fuel tank capacity	3.8 lit.
Oil capacity	1.0 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	2.75-10
Rear tire	2.75-10

* Emergency kick starter is also provided. Specifications are subject to change without notice.

SPECIFICATIONS RIVA 80

Engine type	Fan-cooled 2-stroke, reed valve single
Bore x stroke	49.0 x 42.0 mm
Compression ratio	7.0 : 1
Max. torque	0.8 kg-m/4,000 rpm
Starter	Electric
Carburetor	Mikuni, VM13
Ignition	CDI
Lubrication	Autolube
Transmission	V-belt, automatic
Overall length	1,820 mm
Overall width	670 mm
Overall height	1,020 mm
Seat height	757 mm
Wheelbase	1,200 mm
Ground clearance	110 mm
Dry weight	82 kg
Fuel tank capacity	4.7 lit.
Oil capacity	1.1 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	3.50-10
Rear tire	3.50-10

* Emergency kick starter is also provided. Specifications are subject to change without notice.

Riva 180 (4-stroke)



Riva 180

The Riva 180, the largest of the Riva range, features a newly designed 4-stroke OHV single-cylinder engine with forced air-cooling system and single-shaft balancer. The fully enclosed engine and V-belt drive system provide clean, smooth, quiet, trouble-free propulsion, with plenty of power to merge swiftly with traffic. In fact, this model is freeway legal.

The hand brake (front) is at a relaxed arm's reach, while the foot brake (rear) is positioned at a relaxed leg's reach. The transistor controlled ignition system and automatic choke ensure the superb dependability and precise air fuel mixture needed to start the first time, in any weather.

The Riva 180, like its smaller brothers, has an attractive stepthrough type frame and a thick, wide, comfortable seat, thus providing the option of riding in everything from tennis gear to white tie and tails, or from a sun dress and sandals to an evening dress and four-inch heels. In addition, the Riva 180 won't start until the brake is engaged so that ideal operation safety is ensured.

SPECIFICATIONS RIVA 180

Engine type	4-stroke, OHV forced air-cooled single with balancer
Bore x stroke	63.0 x 55.0 mm
Compression ratio	10.0 : 1
Max. torque	1.5 kg-m/6,500 rpm
Starter	Electric
Carburetor	Mikuni, BS28
Ignition	Transistor controlled
Lubrication	Wet sump
Transmission	V-belt, automatic
Overall length	1,840 mm
Overall width	715 mm
Overall height	1,120 mm
Seat height	745 mm
Wheelbase	1,290 mm
Ground clearance	130 mm
Dry weight	115 kg
Fuel tank capacity	6.5 lit.
Oil capacity	1.3 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	3.50-10
Rear tire	3.50-10

Specifications are subject to change without notice.

Algerian ambassador to Japan visits Sanshin Industries

From Iwata: On March 4, when the weather turned balmy and springlike, the Algerian ambassador to Japan, Mr. Hafid Keramanu, and his commercial attache, Mr. Racid Hammoudi, visited Sanshin Industries where Yamaha outboard motors are produced. Mr. H. Karamanu, who not too long ago was appointed as an ambassador to Japan, has taken an active interest in private sector industries in Japan, and he expressed a desire to visit the Yamaha plant from which a substantial number of outboard motors and generators are export-

ed to Algeria. Director Hata who welcomed these men stated, "It is truly wonderful that the real value of Japanese products is recognized by the people of Algeria, and this serves to deepen friendship between our two countries." After viewing each stage of production, the ambassador commented, "It is really a wonderful factory; it has been a most informative visit." After the tour, the ambassador and his attache took a test ride on a Yamaha boat from the marina at Lake Hamana and they enjoyed some relaxing moments.



Mr. K. Keramanu and Mr. R. Hammoudi (from right to left)

The '83 Yamaha range gets into the limelight

From Australia: Around 20,000 eager motorcyclists pored over the new range of Yamahas at the recent Sydney International Motorcycle Exhibition.

Over 50 importers, distributors and manufacturers displayed their products over the four days of the Exhibition but the highlight of the show was definitely the Yamaha display sponsored by New South Wales Distributor, McCulloch of Australia.

It was the first-time showing in Australia for Yamaha's 1983 model range and the new bikes, including the XT250T, RZ350, XJ900, XC180 and XT600Z 'Ténéré', were with great enthusiasm.

This was the second such motorcycle Exhibition with Australia's motorcycle industry throwing its full weight behind it.



Yamaha continues to lead with the most exciting and professional display and, of course, the most exciting range of machinery.

Motocross Star Gilbert Milhac



From Djibouti: Motocross is rapidly growing in popularity in Djibouti, Africa, along with the introduction of high performance motocross machines. Yamaha motocross school-trained riders and YZ machines are always leading this trend. In particular, Gilbert Milhac on a YZ250 is the undisputed star of motocross. He became the overall winner of the 2nd Djibouti International

Motocross, the most important event of its kind in this part of the world.

The Oman Motor Cycle Sports Club International Motocross was also highlighted by his superb and spectacular ride.

There were nine races, alternating international races with support races. Gilbert won all three international races and romped home in the all-comers race, too.

Winning all races!

From Greece: Yamaha riders swept all four races (125cc and 250cc) in the first round of the 1983 Greek National Motocross Championships held on March 13. In the 125cc class John Efthimiou (YZ125) outclassed the others including last year's champion John Baxevanis (Honda). In the 250cc class John Leontiadis (YZ250) won both heats despite a bad start in the second heat. V. Mourelatos on another YZ250 finished second in both 250cc heats.



125cc class double winner—JOHN EFTHIMIOU



250cc class double winner—JOHN LEONTIADIS

YF Graphic Series

— Yamaha-original FRP helmets —



YF3000R

From Iwata: Yamaha-original FRP full-face type helmets named "YF Graphic Series" are now available on the Japanese market. The unique YACS (Yamaha Advanced Composite System) has been applied to the manufacture of these helmets. The system features the combined technology of motorcycle proven graphic painting and boat proven FRP material, thus making up a lightweight, strong shell which provides the maximum

protection to the rider's head. The hardened polycarbonate smoke shield is scratch-proof and, therefore, long lasting.

These helmets meet the FIM-approved international standards. They are available in two different

types, YF3000R and YF2000G.
* YF3000R—Black with red and gold stripes
* YF2000G—Chappy red and white; Super red and white; and Catalina blue and white

Overnight fishing operations made possible with Yamaha outboard motors

From Ecuador: Ecuador is a major fishing nation in South America ranking with Chile and Argentina. In fishing ports such as Manta, Esmeraldas and Posorja, besides inshore fishing vessels, one ton class vessels powered by outboard motors used primarily for cuttlefish and net fishing contribute greatly to the fishing industry of Ecuador. The majority of outboard motors being used on these vessels with outboards are enduro type Yamahas. The full line-up from 15 to 75 horse power outboards which are widely distributed by the Yamaha importer of Ecuador, A.L. Eljuri Co., Ltd. and the dealers in its distributorship, are working day and night as the trusted partners of the local fishermen. Long line fishing of swordfish has

become big in Manta. Fishing for swordfish is usually an operation conducted over one or two nights, and the vast majority of outboard motors being used for this purpose are Yamahas. One local fisherman says, "We go out fishing in distant waters which are normally unthinkable for boats with only an outboard motor, but this is made possible by the Yamaha enduro outboards, and we rely completely on it."



Magic marine sandals

From Iwata: After enjoying sailing, why not take off your soggy deck shoes and slip on these for a walk along the beach?

The Yamaha Magic Marine Sandals were recently introduced in Japanese market with just this suggestion in mind. These sandals have holes bored through them diagonally to make walking in the surf easy. They are receiving a great deal of attention as a brand-new patented product with a design of practical utility. These sandals come in beautiful rainbow colors and will probably create a



sensation this summer. For your information, the retail price is @¥2,500.

Kobe International Boat Show



From Kobe: Taking after a similar show in Tokyo, a boat show was held from March 31 to April 3 in the International Display Area at the Port Island in the Port of Kobe. Great interest is generated in boat shows in Kobe since it has prospered as a port city since the old days.

Barcelona Boat Show



Pictured here is the Yamaha display corner arranged by LEDASA, Spanish importers and distributors of Yamaha outboard motors and portable generators. LEDASA's attractive Yamaha display is a familiar part of the annual Barcelona Boat Show one of the most popular shows in Europe.

HOW TO CREATE, FOSTER AND INCREASE BUSINESS RETAIL BUSINESS MANAGEMENT

This is a new business guide series compiled for the benefit of Yamaha motorcycle dealers in Japan and overseas. This series is based on our established corporate principle that good retail business management is similar to building a good bike. It will deal with various themes essential to retail business management one by one, thus covering each theoretical framework and practical hints or application. We hope that you will find something of value in this new business guide series for your retail business.

Part 4: Using figures to consider a store in terms of money

Money is indispensable for making any business successful. The figures telling how much was sold and how much profit was made, are among the important indicators that show how well the customers have been served. Questions such as "have sales increased ... what about profits?" need to be asked. Where does one obtain the figures for evaluating a business?

One has to use the accounting figures of a store, including the various records for financial management. For starters, let us take a look at a simple "income statement". The first thing which must be looked at is the net sales figure. This should next be calculated in terms of how it compares to that for the previous year.

$$\frac{\text{sales this year} - \text{sales last year}}{\text{sales last year}} \times 100$$

= percentage of sales increase over last year (%)

An increase of 10-15% would be hoped for in this case.

The second thing to look at is the rate of increase in profits. This can be obtained simply by comparing the year's "total profits from sales" to that of the previous year. If this rate is greater than that of the increase in sales there is no problem. However, if the rate of increase in profits is less than the rate for increase in sales, some form of countermeasure is called for. In addition, the ratio of labor costs which usually takes up the largest share in the operation expenses of any store must not be forgotten.

$$\frac{\text{labor cost}}{\text{operation expenses}} \times 100$$

= labor cost ratio (%)

Is capital being used wisely?

Next, let us consider the balance sheet. This is very important in evaluating the profitability of a business. At the very bottom of the sheet there is the large figure which is the aggregate total (the same figure is listed to the right and left). This shows the grand total of all the money utilized at present, and the bigger this sum is, the more it means the business is active in terms of money. It would pose a problem if the store was just busy, but made no profit. The profit ratio is figured as follows:

$$\frac{\text{profit}}{\text{total capital}} \times 100$$

= ratio of profit to total capital

This ratio can be broken down further as follows:

$$\frac{\text{ratio of profits}}{\text{total capital}} = \frac{\text{profits}}{\text{total capital}} \times 100 = \frac{\text{profits}}{\text{net sales}} \times \frac{\text{net sales}}{\text{total capital}} \times 100$$

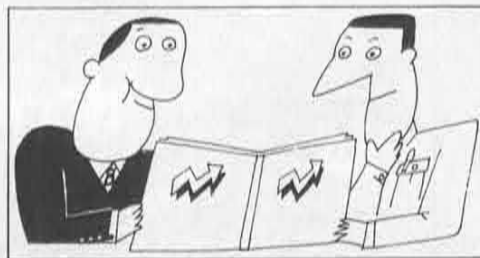
The net sales in relation to total capital in this equation is called "turnover rate of capital" and it shows how much was spent and how much was sold.

Let us go on to consider the problem of a

store's financial stability. To do this we must look at the right hand side of the balance sheet which shows total liabilities and net worth. This indicates where money is being spent at present is coming from. The degree of financial stability of a store can be judged by studying this chart to see whether one's own money (owned capital) or money borrowed from others (liabilities) is being used.

$$\frac{\text{owned capital}}{\text{total capital}} \times 100$$

= ratio of owned capital



Next, let us look at the left side of the balance sheet (section for assets). The sum of this figure at the bottom is just the same as that to the right, but assets can be roughly divided into liquid assets, fixed assets and deferred assets. Liquid assets are assets which can be converted into cash within a year, and this includes bank accounts, bills of sale and checks. Fixed assets are those pieces of property used over a long period such as land, buildings, vehicles, machinery and other facilities. Deferred assets include such items as the costs for opening a store which are repayed over a long period (over a year). The first figure which must be examined is the ratio of liquid assets.

$$\frac{\text{liquid assets}}{\text{liquid liabilities}} \times 100$$

= ratio of liquid assets

It can be judged that the higher the ratio of liquid assets the better.

How then are all these figures to be interpreted and used?

Figures can only be judged as being good or bad after they are compared against some other figures. Let us consider the objects of comparison for these figures and what to do with the figures obtained. There are basically three ways to draw comparisons with figures. The first method is a comparison utilizing statistical references. If there are references available from a special agency, draw comparisons against their figures. Statistical references have the drawbacks of being difficult to find the exact references suited to your business's needs and the statistics available tend to be old. These points should be taken into account when using this approach. Since these references most likely will contain figures for other industries as well, it is also possible to draw comparisons with figures for home appliances and automobiles. The second method is to exchange information with fellow dealers. This involves a give and take whereby you reveal your figures in exchange for the other dealer showing his. These figures can then be discussed mutually and carefully studied to figure out the root causes of why such figures resulted.

The third method is to compare the figures

with that from your store in the previous year or a year prior to that to see how the figures have changed over time. By viewing these figures in terms of their transition in time, not only is it possible to recognize current trends, but also the future course can be predicted.

Business Statistics For Bicycle Retailing (including M/Cs)

Increase of net sales over previous year	13.0%
labor cost ratio	53.9%
profit ratio to total capital	2.9%
profit ratio to net sales	1.2%
turnover rate of capital	2.5 times
ratio of owned capital	19.1%
ratio of liquid assets	126.4%

From TKC Business Index for 1982 (Japan)

How to use figures wisely

Many people are under the impression that numbers are just too bothersome, but nevertheless they are indispensable for getting a clearer and more accurate picture of the situation. The same thing can be said in knowledge about motorcycles. Rather than saying "it's just plain fast", it is much more convincing and easier to understand for customers when the figures of horse power and weight are given to explain the power to weight ratio. Therefore, let us consider some of the ways in which we can use figures wisely.

1) Get an accurate grasp of what the figure means.

This is the most basic and yet the most difficult thing. When one figure is considered and this is a ratio (percentage), you should be informed about what was divided by what to know in what cases the figure becomes big and in what cases it becomes small, as well as be aware of the average figure and the desirable target value.

2) Memorize important figures.

You should memorize those figures which are important. Initially you can write down the figure on a small piece of paper and pull it out occasionally to drill it into your head. For example, in the case of sales, instead of vaguely thinking about selling more, think in terms of figures like, "the target sales this month is ¥ XX, and converted into units this equals XX units, so I want to sell XX more units this month." By using figures in sales talk such as "the power to weight ratio of the RD350 to be introduced soon is XXX", the persuasiveness toward customers is substantially improved. This persuasiveness is one more effect that figures have. The reason outstanding businessmen are said to be good with figures is because they display this type of

persuasiveness personally and to those around them.

3) Draw up graphs to visualize figures.

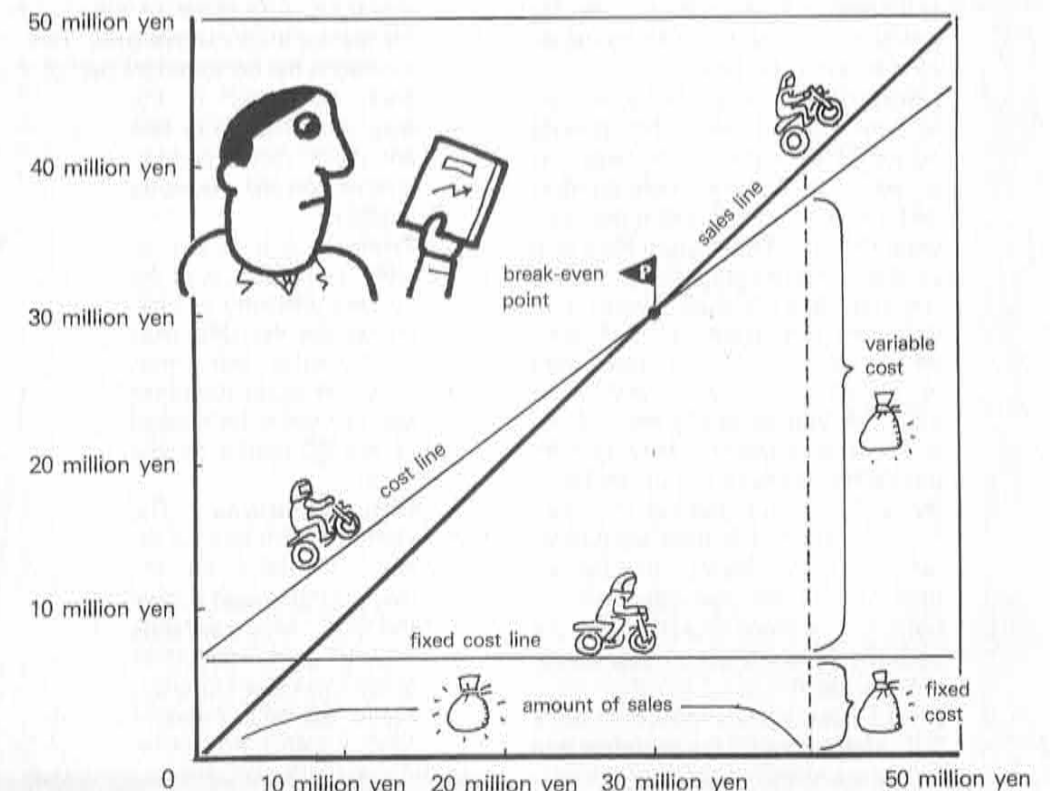
Just looking at a chart full of numbers is enough to turn anybody off. Furthermore, the transition in time does not come out at all with just figures. In such cases, it is convenient to draw up graphs. Today computer programs are used where various data can be instantly converted and viewed in graph form. It would be ideal if one could utilize computers, but even without using a computer a considerable amount of analysis can be conducted with just some inexpensive graph paper. By drawing up graphs, things which were not apparent before become visible and unexpected discoveries can be made. Below is an example of an analysis conducted using a graph.

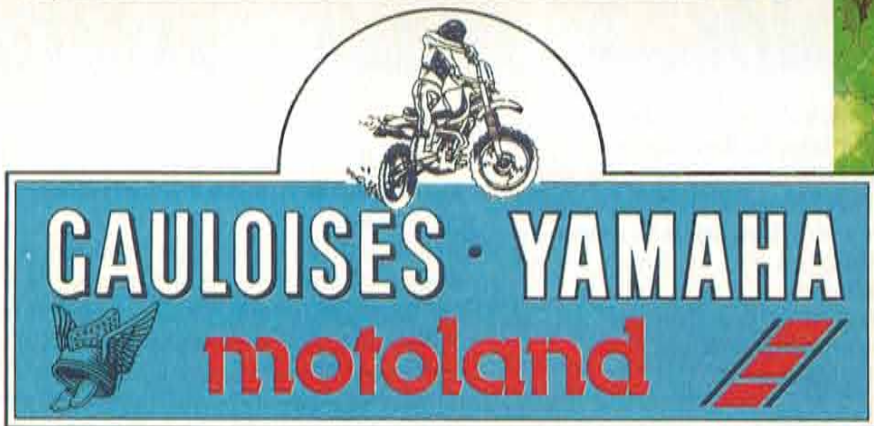
Use of a graph (Profit graph)

With this graph the relationship of sales, costs and profits can be made clear. Thereby things like the amount of sales necessary for making a certain amount of profit, or how much of a decrease in sales can be withstood if the economy goes bad, become clear.

In calculating profits and losses, first the costs are divided up into variable costs and fixed costs. Variable costs are those which change with the increase or decrease of sales. The greatest variable cost for a retailer is the base cost of his products. In addition, variable costs can be considered as including advertising costs and labor costs for temporary help hired for special sales campaigns. Fixed costs are those costs which remain constant regardless of the amount of sales, and it includes such things as labor costs, depreciation costs, rental costs, utilities, insurance and tax. Next, a graph is drawn up on graph paper by making units of money up to slightly more than the annual sales on the vertical and horizontal axes. For example, if a store has a net sales of more than 40 million Yen per year, a square graph which shows 50 million Yen is drawn. In this example we will make the net sales 40 million Yen, the fixed costs 6 million Yen and the variable costs 32 million Yen. Then the "break-even point" comes out to 30 million Yen. Therefore, this store would record a loss if it sold less than 30 million Yen's worth. If, however, the sales are increased to 50 million Yen, the chart shows that a profit of 4 million will be gained. In this way, by use of a graph, the variation in profit becomes explicit according to the amount of sales.

Net sales	¥40,000,000
Variable costs	¥32,000,000
Fixed costs	¥ 6,000,000

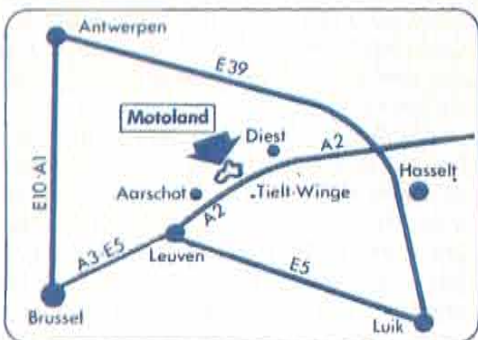




The first of its kind in Belgium!

Promoting the spread of sound off-road sports

A unique motor sports land has recently opened in Belgium. It is called the "Gauloises-Yamaha Motoland" because it was constructed jointly by D'leteren Sports and Gauloises. By making full use of natural terrain features the Motoland includes various modern off-road sports tracks and in particular, the motocross track is designed to meet the FIM-approved international specifications for GP racing. The Motoland which is similar to the Motopark Yamaha in El Salvador and the Enduro and Motocross Practice Course in Germany (introduced in the No. 2 and No. 8 issues of '82 Yamaha News respectively), is sure to give another boost to the spread of sound off-road sports in Belgium.



The Gauloises - Yamaha Motoland is located in the Belgian commune of Tielt, which is situated within a triangle formed by the major cities of Brussels, Antwerp and Liege. The Gauloises - Yamaha Motoland covers an area of 16.5 hectare and incorporates the following existing and planned features:

- Castle** — The castle is presently shut down. The possibility exists to renovate it at a later date. It could then be used as a hotel and/or conference center.
- "Stables"** — The "stables" will be renovated and used as a workshop/educational (technical) facility/permanent storage garage for motorcycles belonging to members as well as rental bikes.
- Cafeteria** — The cafeteria will feature a large room for serving drinks. This appears to have the potential of becoming very comfortable, with a long hand made bar, open fire, etc. The bottom floor also contains a changing room with 5 showers, a work shop where club-members can work on their own motorcycles and a snack restaurant which will serve steaks, french fries, etc. The indoor eating area of the snackbar is not all that large but the possibility exists to set up tables in the yard outside, behind the clubhouse. Next to this area, as well as outside the workshop, will be outdoor motorcycle cleaning areas.
- Lake** — The small lake shown at the bottom left corner of the map will remain as seen.
- Mini Cross** — The minicross track is located between the entrance and

- the castle, surrounding the "stables". It will be permanently fixed with banners and car tires cut in half placed around the trees.
- Motocross** — The motocross track is being landscaped using the natural geography of the area as much as possible. When finished, the track will be of international world championship standard.
- BMX** — A BMX circuit will be constructed on the big lawn area facing the castle.
- Tent** — A permanent tent site is reserved near the castle.
- Parking** — Two permanent parking areas are located on either side of the entrance. Additional parking space for teams/trucks is available. This is located in the bottom right part of the area, as shown in the map. Other more or less annexing visitor parking spaces can also be made available.
- Trials** — A trials course with fixed passages of the varying difficulty will circumscribe the Gauloises - Yamaha Motoland. Some of these passages are planned to be located at the ⊗ marks on the map.
- Natural features** — The start of the Motocross circuit ("vertrek" on the map) is the lowest part of the track, which ascends in slings as you go further away from the highway. There will be permanent fences along the moto-

cross track, which will offer excellent advertising opportunities. The fixed fence which will face the highway is estimated to no less than 500 meters.

As can be seen from the map there will be excellent spectator space behind the castle. The four slings of the motocross track which face the castle are planned to be both individually fenced and closed off to the public, which in this manner will have a very good view of a fairly large part of competitions. A small lake is planned crossing the motocross track which leads away from the castle, with the idea that the competitors will have to jump over this or loose time going around it. During days open for

practice for the public, there will be a possibility to short cut the most difficult part of the track. Other short cuts will also be possible, in particular for PW 50/80 races.

MEMBERSHIP CARD SYSTEM

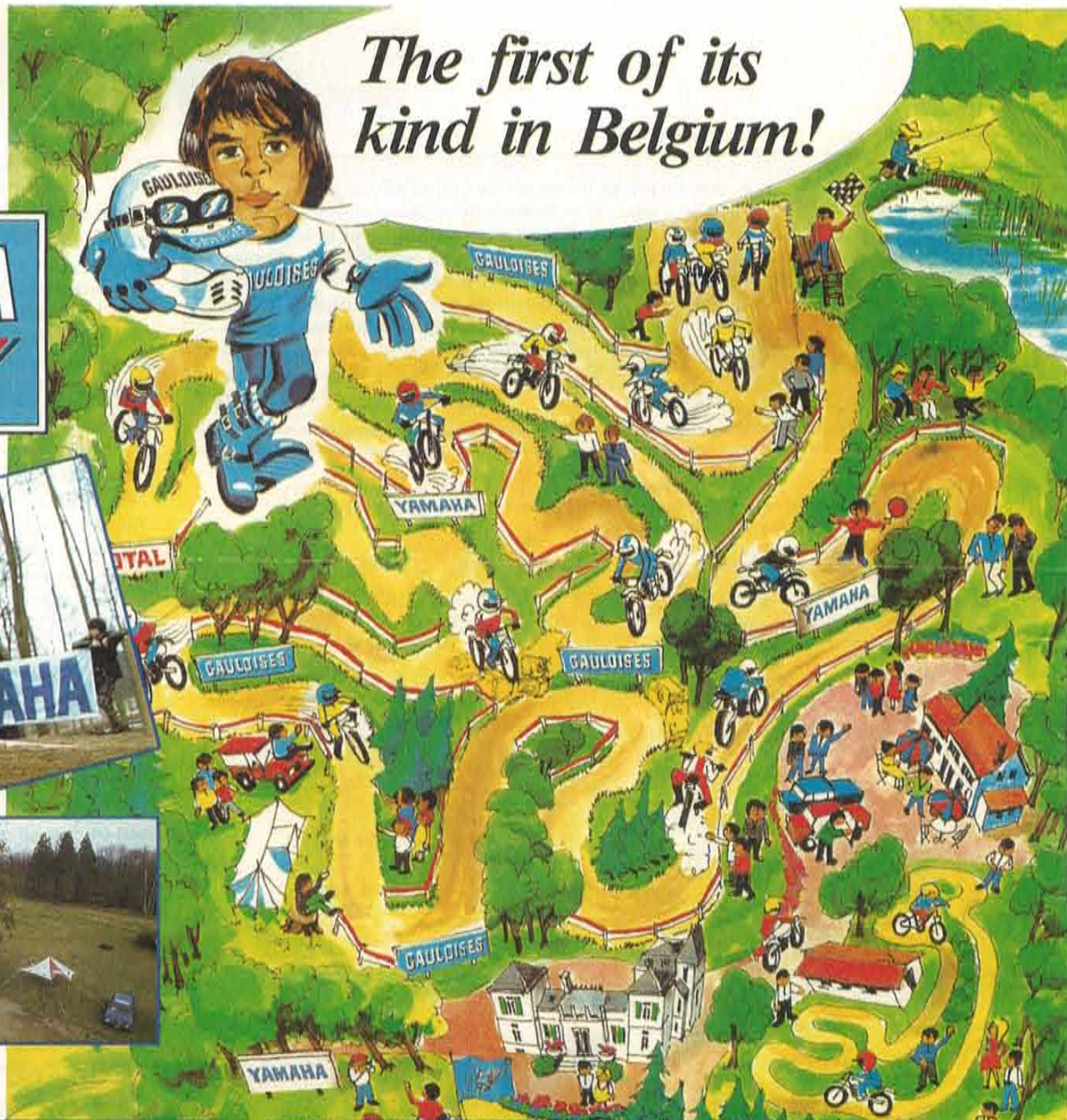
The Motoland remains open 5 days a week (Tuesday — Saturday) all year around plus 6 Sundays.

The membership card system will be owned and controlled by D'leteren and only D'leteren will have the right to issue membership cards.

As one of the main objectives with the Motoland is sales promotion it is planned that purchasers of Yamaha motorcycles will receive a free membership card for the year of the purchase. Yamaha owners who purchased their motorcycles prior to the current year will probably be charged 500 BF, and owners of motorcycles of other brands will be charged 2000 or 2500 BF.

D'leteren may use the Motoland for the promotion of all products like motorcycles and/or accessories which are imported/sold by D'leteren.

On March 30 an official opening ceremony took place, attended by a number of representatives from various quarters.



Ad of the Gauloises-Yamaha Motoland

