

Yamaha News

QUARTERLY
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YAMAHA MOTOR CO.,LTD.

JULY 1994



"We've Got It!"

Yamaha wins the Whitbread Round The World 1993-'94

The YAMAHA sailed into Southampton on June 3 in record time to take a resounding overall win in the inaugural Whitbread 60 class race. The yacht crossed the finishing line after 120 days, 14 hours and 55 minutes of battling the elements in the world's toughest ocean race.





Jianshe-Yamaha employees and guests watch the tape-cutting ceremony in the new factory. (From right) Mr. Chen Zi Sheng, Chairman of Jianshe-Yamaha, Mr. Sun Tong Chuang, Mayor of Chongqing, and YMC's Chairman, Mr. Eguchi

China welcomes the SR150 and big business

Yamaha's first joint-venture motorcycle company in China, Chongqing Jianshe-Yamaha Motor Company Ltd., got off to a roaring start amid high expectations to lay the groundwork for growth in this dynamic market.

The gala introduction of the SR150. At the dealer meeting orders for 35,000 units were received, making for a propitious start of business



An SR150 produced at the new factory. A tour of the factory at the conclusion of the dealer meeting also drew a high level of dealer interest



This shopping street in downtown Chongqing is crowded everyday with shoppers. The possibilities for economical growth in cities like this seem limitless

The Chinese Government's market economic policies in recent years have brought a flood of investment by foreign corporations. Yamaha is one of the companies leading this wave, having signed a joint venture agreement founding the motorcycle manufacturing company Chongqing Jianshe-Yamaha Motor Company, Ltd., in 1992.

Following the completion of the company's new factory and home office on a large 83,000 sq. m. site in Chongqing, a ceremony commemorating the start of production and a landmark first dealer meeting were held on a large scale from May 12 to 14. These three days thus marked the start of Yamaha's full local involvement in the Chinese motorcycle industry in all aspects from manufacturing to sales and service.

The dealer meeting was attended by some 410 people representing 290 dealerships from around the country, and served as the first

opportunity for the dealers who will form the core of the Yamaha sales network in China to share information and opinions and build friendships. In addition to deepening their knowledge about the products, the dealers in attendance were also greatly impressed by the corporate strength of Jianshe-Yamaha and its potential for the future. The highlight of the meeting, of course, was the introduction of the first model to come off the new joint venture's production line, the SR150. The appearance of the SR150 on stage out of a veil of artificial mist was met with a resounding burst of cheers and



A city with a proud 3,000-year history, the Chongqing of today is modernizing rapidly thanks to the high-paced economic growth

applause. The confidence of Jianshe-Yamaha in the new SR150 and the intensely enthusiastic mood of the dealer meeting both bode well for the success of Yamaha business in China.

A new morning for the Chinese market

The day starts early in China. Even before the morning mist lifts, in the pale predawn light we see outdoor eateries opening along the roadside, farmers from the outlying areas heading into town with loads of vegetables to sell and elderly couples practicing *tai chi* in the parks. By 5:30 a.m. the streets of Chongqing are already alive with people starting their day's work.

Over the past few years, China's policies of socialist market economics have sparked tremendous growth in the economy and in private consumption. Although some predicted that the recent 17% hike in tax rates might tighten the purse strings of private consumers, people came back to the stores in hoards after the Chinese New Year's season (the beginning of February), often making it hard to find certain high-demand consumer items. At Jianshe-Yamaha Motor Company, a 25-year-old freshman in the sales department makes an average monthly salary of about 500 yuan. This calculates out to a yearly salary of less than US\$1,000, but you wouldn't know it from the way young Chinese are rushing to snatch up consumer goods. That is part of the reason that today's Chinese economy is far more dynamic than the official per capita GNP figure for urban workers of US\$350 would suggest. Work hard and spend hard; that's the lifestyle of choice for many young Chinese today.

Jianshe-Yamaha is located in the city of Chongqing, deep in the interior about 3,000 km west of Shanghai. Formerly the wartime capital strategically located on the mighty Yangtze and Jialing Jiang rivers, Chongqing today is a center of heavy industry with a population of 14 million that is fast becoming the motorcycle manufacturing capital of China.

Yamaha is one of the three major Japanese manufacturers that have set up factories there which turned out an annual 1.2 million motorcycles, or over 30% of the 3.3 million units produced in China in 1993. This year production will be up to about 1.6 million.

Over the past decade motorcycle demand in China has quintupled from 800,000 units a year to 4 million (including 700,000 CBU units), and is expected to continue skyrocketing over the next ten years to a level of 10 to 12 million units. The three Japanese manufacturers, already holding a 30% share of this massive market, are expected to take on a leading role in the industry in the fields of advertising, sales and service.

With its factory in Chongqing and business offices in Guangdong and Shanghai, Jianshe-Yamaha began operations in June of 1994 with a total of 650 employees. At present, nine Chinese and three Japanese Jianshe-Yamaha salesmen are busy making calls at dealerships all around the country. Often just getting to remote dealers is the biggest part of the job, requiring a combination of rail, air, boat and car changeovers, not to mention a good bit of luck! But often a devoted dealer will spend a whole day driving just to come and pick up the visiting Jianshe-Yamaha salesman and bonds are built that remind one of the old saying, "Once met, a friend forever."



Mr. Horie (second from left) and his colleague flanked by dealers they visited in Luoyang

Equally heartwarming are the episodes dealers tell about their customers. A new dealer in the ancient Tong capital of Luoyang tells of a group of five young men who traveled a full day by bus from a village over 200 km away to purchase a CY80. There are also heart-breaking stories, too, like a customer who came all the way from a mountain village in Jiangsu Province to buy a Yamaha "Good Fortune 250" motorcycle only to have it turn into a "misfortune" when he ran off a mountain road into a river on his trip home.

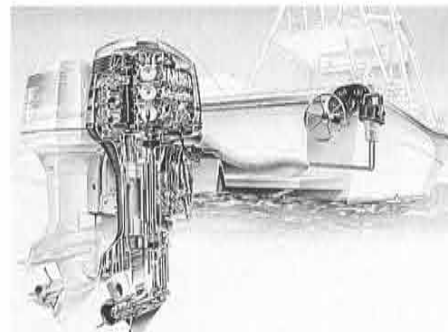
Today, the motorcycle is an irreplaceable means of daily transportation in peoples' lives and often a means of enterprise as well. On May 12 of this year Jianshe-Yamaha introduced the "SR150" in Chongqing, a model that this expected to be a long-selling mainstay. This surely looks like the dawning of a bright day for Yamaha in the Chinese market. *From Yasushi Horie of Jianshe-Yamaha, China*

Fuel Management System

- World first for outboards

In recent years fuel consumption meters have become a high-demand item for offshore boats. These useful devices provide necessary information about the running condition of the engine at a glance so that users can constantly operate them at peak performance and with maximum fuel economy. They can also be vital in detecting trouble that will cause a loss of fuel.

Yamaha engineers have now applied this technology to outboard motors for the first time in the world, by developing a unique flush-surface design digital fuel management meter that tells not only fuel consumption rate and accumulated consumption volume but also includes a warning function that alerts the operator to contamination buildup in the fuel filter.



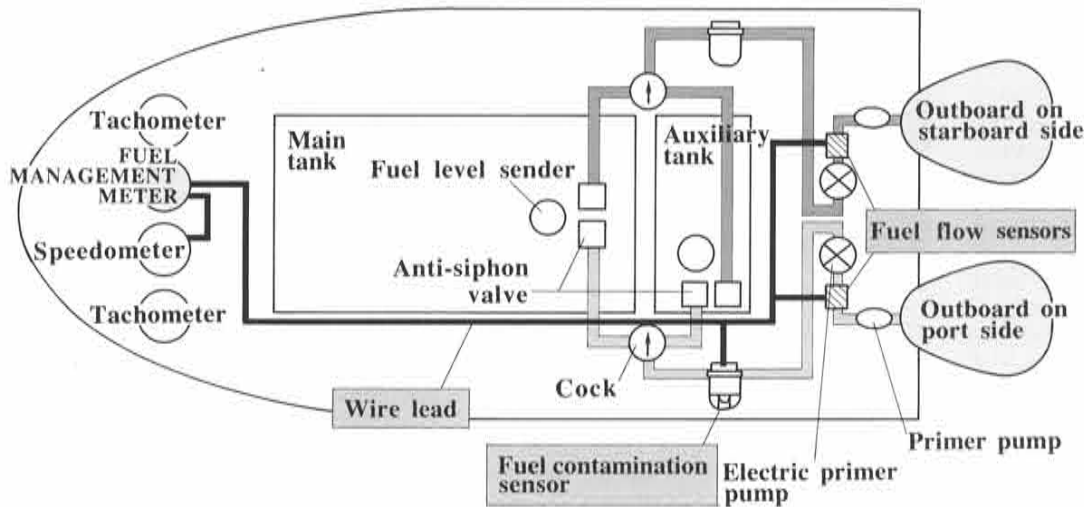
FUEL MANAGEMENT METER



The fuel management meter shown at left, the first in the industry to include a fuel economy function and fuel contamination filter warning function, has received excellent response at boat-builder meetings and dealer meetings. Also, as we reported in our last issue of Yamaha News, it was chosen by the US's Popular Mechanics magazine for the 1994 new technology award.

	Basic function	Effects
1	The fuel flow to the engine is measured by means of a paddle wheel sensor which reads the wheel's rpm and produces a digital read-out of the flow rate.	For example, if something like clogging in the carburetor occurs, it will appear on the meter as a reduction in the fuel flow and alert the operator to the trouble.
2	Fuel consumption data is totalized and displayed. Total fuel consumption since the last reset will be accumulated by means of a non-volatile memory that stores consumption data automatically without a separate battery cell.	If the meter is reset when the tank is filled, the memory will begin compiling fuel consumption data for the new tank, and by subtracting that total from the tank capacity the operator can get an exact calculation of how much fuel remains in the tank and see and how far he can cruise on that amount.
(Functions after 3 are all world firsts for outboards)		
3	Boat speed data is transmitted from the speedometer and combined with fuel flow data to generate a fuel economy reading in kilometers per liter or miles per gallon.	This tells the operator what rpm gives him the best fuel economy for more economical operation
4	One meter gives separate readings for each engine in a dual engine set-up (two outboards on one boat). Three modes give the flow rate for just the starboard engine, just the port engine or a combined total for both engines together.	Keeping the meter in the mode that gives you only a total flow-rate for both engines will still give you an indication when trouble occurs in one of the engines. Then you can switch the mode to first the starboard and then the port engine to find out which one is running irregularly.
5	The fuel contamination sensor monitors the level of build-up in the filter that separates impurities out of the fuel flow, and a warning is displayed when the contamination build-up reaches capacity.	This prevents contaminated fuel from being fed to the engine.

FUEL MANAGEMENT SYSTEM



As shown in this diagram, this system consists of a fuel management meter, sensors, wire leads, fuel contamination sensor and a speedometer to provide speed data for calculating fuel economy.

Separate fuel flow sensors are fitted to the starboard and port engines that supply data to a single meter with switch modes to display each engine's data separately or combined.

From Isao Kanno of Sanshin Industries Co., Ltd., Japan

ENVIRONMENT

SERIAL 5

Industrial waste



In harmony with nature

Japanese industry produced some 400 million tons of industrial waste, or nearly eight times the amount of household refuse, for the year 1990. Due to a lack of landfill sites for disposing of this waste, illegal dumping has become an increasing problem. This shortage of waste disposal facilities is now a critical problem in Europe and even the seeming spacious U.S.A. as well.

Furthermore, international agreements like the London Convention of November 1993, and the Basel Convention of May 1992, have greatly restricted the practice of dumping wastes at sea and the import and export of toxic wastes, placing further constraints on industrial waste disposal.

In 1990 the total volume of waste materials generated by all Yamaha Group factories in Japan reached the 14,000 ton mark. (see Chart 1) Now, as a part of its efforts to relieve the problem of disposal facility shortage and conservation of resources, Yamaha has set a goal of reducing this total by 50% by the year 2000, through an aggressive program of waste reduction and recycling.

Presently, Yamaha is devoting the greatest efforts toward waste reduction. For example in machining processes that generate large volumes of oil and liquid wastes, we are greatly reducing waste volume by concentrat-

ing liquid wastes and extending the useful life of agents used. (see Chart 2) In the painting processes we are working to improve application efficiency as a means to reduce wasted paint build-up. With regard to less recyclable materials such as styrofoam and plastic sheeting used in the packaging of parts supplied to our factories, we are also busy introducing improved packaging and supply methods.

It is said that waste materials when properly sorted become valuable resources. At Yamaha we have long devoted ourselves to extensive

sorting of waste materials and reuse of such materials as casting sand and metal scrap. In the boat building field we are continuing investigation and research into ways to return presently hard to recycle FRP (Fiber Reinforced Plastic) to a usable raw material state. As one result of these efforts, beginning this year on an experimental basis we have been using granulated FRP scrap in mixture with other materials to manufacture items like parts trays and engine pallets for use in our factories. Thanks to these primary-level efforts, by 1992 we succeeded in reducing industrial waste by 20% compared to 1990. Looking toward the future, we intend to continue our waste-reduction activities in combination with new programs including waste incineration as a means to recover usable heat energy from wastes that are not otherwise recyclable.

Chart 1
Breakdown of Yamaha Group, Japan industrial waste by type (1990 statistics)

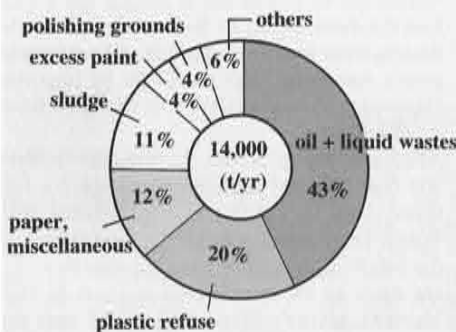
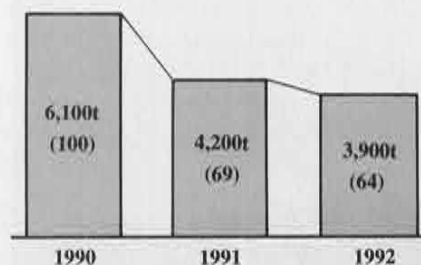


Chart 2
Reduction in oil and liquid wastes
() = Percentage with 1990 as 100%



YMC TOPICS

New top management

As of April 1, 1994, Yamaha Motor Co., Ltd. has had a change in the company's top administration. YMC's new President is Takehiko Hasegawa (62), former Senior Managing Director, while former Senior Managing Director Tadanori Arata (60) has been named the new Executive Vice President. Hideto Eguchi, who served as YMC's President for almost 11 years now becomes Chairman of the company's Board of Directors.



(From right) Mr. Hasegawa, Mr. Eguchi and Mr. Arata at the press interview

27 mill. yen donation in 5 years

Y.E.S.S.-Yamaha Earthly Sports System* has sponsored its Y.E.S.S. Nice Ride Charity campaign, "Give a Guide Dog" since 1989, and during these five years its total donations to the Japan Guide Dog Foundation have reached 27 million yen (US\$260,000). The Nice Ride program raises money at Y.E.S.S. event sites and dealerships for this foundation that trains guide dogs for the visually impaired.

Recently, Y.E.S.S. organized a charity photo exhibition featuring Kouichi Shimode, the only Japanese rider to complete the Pharaohs Rally in Egypt last year on his Yamaha TT600 and raised 190,000 yen (US\$1,800) for the Nice Ride Charity in a collection box at the exhibition.

*Please refer to the YMC MAKES IT section of our last issue for details of Y.E.S.S. activities



The Nice Ride Charity draws visitor attention with a photo exhibition

New "Nippon" boat launched for the America's Cup '95



The completely shrouded "Nippon JPN-30 (JX-1)" departs Yamaha's Arai Factory

YMC has recently completed work on the "Nippon JPN-30 (JX-1)", a new challenge boat for the 1995 America's Cup, the pinnacle of international yacht racing. On March 9, the new boat was shipped from Shimizu port near YMC's head office to San Diego, California, where the America's Cup will start in January 1995.

Measuring 23.9 meters long and 5.3 meters at maximum width, the Yamaha-built Nippon JPN-30 is a high-tech yacht constructed with the most advanced carbon fiber technology. Four months were spent building this new challenge boat under a stronger, thinner and lighter design concept based on technological experience gained building three boats for the last America's Cup race.

With their sights on the final in May 1995, the Nippon Challenge America's Cup 1995 syndicate staff have already begun extensive tests on the new Nippon boat as its crew trains at its San Diego base camp.

Pakistani dealers' trip to Japan



Together with Yamaha staff in front of the Head Office

For the first time, 26 Yamaha motorcycle dealers from Pakistan who met sales quotas in a very successful sales campaign by Importer Dawood Yamaha made a trip to Japan from April 8 to 14.

After arriving at Narita Airport, the dealers and four Dawood representatives spent a full three days in Tokyo, visiting places like Tokyo Disneyland and the Imperial Palace at the height of the cherry blossom season.

On April 12 the tour arrived in Iwata to visit Yamaha Motor's Head Office and tour the main assembly factory and 5th Iwata factory.

That evening, a welcoming party was held at Yamaha's Tsumagoi resort with YMC President, Mr. Hasegawa and Directors Watanabe, Arai and Nomura in attendance. From Pakistan, Dawood Yamaha's Chief Executive Mr. Yunus Dawood and Director Mr. Ghaffar Dawood flew in for this grand occasion which also celebrated the 20th anniversary of the Yamaha - Dawood business partnership. The next day the dealers visited the ancient city of Kyoto to cap a successful tour before returning to Pakistan.

Sri Lankan Government honors Yamaha man

Mr. Hevatantrige Patrick George Earnest Peiris (57), a manager of YMC's Overseas Market Development Operations (OMDO) was recently awarded the Desabandu title, one of the highest civil honors issued by the government of his native Sri Lanka to recognize outstanding contributions to the country's development. Mr. Peiris has been working at YMC since 1976, during which time he has served in many capacities as liaison between Japan and his mother country.



The Sri Lankan Ambassador to Japan, Mr. Edmonde Jayasinghe (center) with Mr. Peiris (2nd from right) and his family at the party in Tokyo

FROM THE PUBLISHER

This issue we have some exciting news to share with our readers. The first is the victory by YAMAHA, our entry in the Whitbread Round the World yacht race. The second is an outstanding 3rd place performance by Mark Blundell at the Spanish GP of the Formula 1 World Championship that placed the Tyrrell-Yamaha team on the winners platform for the first time. Both of these performances are especially gratifying because of the long years of effort that lie behind them. In the case of the Whitbread victory it comes at the end of a 3-year campaign of preparations and training, while the F1 victory stand comes in Yamaha's fifth season of competition. Congratulations to both of these teams for their hard-earned achievements.

We always welcome your comments and requests to the Chief Editor, K. Shimizu.

RACING

Yamaha engine powers to first top-3 finish

- F1 Grand Prix, Round 5, Spain

At the May 29 running of the F1 Spanish GP, Mark Blundell gave his Tyrrell-Yamaha Team its long-awaited first appearance on the winners platform with a brilliant third place performance. It was a moment Yamaha has been looking forward to ever since it first entered the F1 arena in 1989.

The road to the winners' platform has been a long and often frustrating one for Yamaha. In 1991, teamed with Brabham, its machines finished twice in the top six. But the following two seasons brought only one series point.

This year, however, its second with Tyrrell, things got off to a roaring start as Ukyo Katayama drove to two fifth-place finishes in the first three rounds. And now, Blundell's Spain GP finish has finally placed Yamaha on the winners' platform.

This performance is the result of a coming together of the three elements of a powerful, refined engine, a fantastic machine and two drivers in their prime.

But don't let this surprise you too much. The season is still in its middle stages and the Tyrrell-Yamaha Team's challenge has only just begun!



Blundell, who gave Yamaha its first F1 series point back in the Brabham-Yamaha days, says, "It makes this performance that much more thrilling"

Superbike series comes to Japan

- Lawson slated to ride at Suzuka 8-hour

Since its start in 1988, the Superbike World Championship has replaced the TT-F1 class as a popular event around the world because it puts the teams on equal footing to compete on the basis of set-up capability and the skills of the riders.

Now in Japan, too, a new Superbike-regulation series has been launched this year with a season schedule of 11 races. What is more, the series will feature a variety of races from endurance events to sprint races and 2-heat type races to make the competition even more exciting.

With the season already underway, the three YZF machines entered by Team Yamaha

Zau's are in the heat of this exciting new competition. Wataru Yoshikawa presently leads the series in points, finishing consistently at the top in each of the first six rounds. Teammate Yasutomo Nagai is also in the running, having won both heats of round 3 at SUGO. Three-time Japanese 500cc Champion Norihiko Fujiwara is also coming on strong, finishing third in both rounds four and five. Expectations are high for all three of these Yamaha riders in the second half of the season, especially in the upcoming Suzuka 8-hour Endurance Race. Bringing in 3-time World Champ Eddie Lawson as their fourth rider, the Yamaha Racing Team will field two machines in the big July 31 final. On that day the eyes of all Japanese motorcycle race fans will be on these riders and their YZF machines.



Yoshikawa and his YZF have made it to the winners' platform consistently and now lead the series in points

SPORTS

Big striker brings jubilant mood



Schillaci fires a shot on goal

When the Yamaha Football Club "Júbilo Iwata" moved up to Japan's new professional soccer league, J. League, this season the team suffered from the lack of a strong point-getter. Now that problem seems to have been solved. In one of the biggest deals in the league's short history, Júbilo has acquired Italian soccer legend Salvatore "Toto" Schillaci. The acquisition immediately turned the team's fortunes around and spurred them on

to a 7th place finish in the first stage of the '94 season, right on target with Head Coach Ooft's plans.

Schillaci (29) was acquired from Internazionale Milan of Italy's competitive first division, the world's highest-paying soccer league. As its top point-getter, "Toto" became the hero of the '90 Italian World Cup team, powering it to a third place finish and copping the individual scoring title for the entire Cup. Although a number of famous players like Brazil's Zico, Britain's Lineker and Germany's Littbarski have come to Japan to play, this is the first case where a major player from Italy's top league at the height of his career has accepted the call to play in Japan. The switch quickly became hot news among soccer fans in both Japan and Italy.

cer fans in both Japan and Italy.

Some see the Schillaci move as a sign that the Japanese league has already moved past the financially strapped Italian league as the highest paying professional league in the world. But regardless of such arguments, one thing is certain: this deal has big implications both for the struggling Italian clubs and for Japanese soccer, which is trying to catch up fast to the world level and eventually win a long-awaited spot in the next World Cup.

In Toto's debut match in Japan on April 30th, he proved his worth in impressive style by scoring one goal and one assist to hand Júbilo a victory over last season's champions, Verdy. Since then he has worked in combination with midfielder Vanenberg, a former Dutch national team member, to score consistently himself and also create scoring opportunities for his teammates. He has made such a difference in the team, in fact, that the press is already talking about "the Schillaci effect".

SCOREBOARD

< 1st stage >

Mar. 12 :	vs Antlers	0 : 1
Mar. 16 :	vs Grampus	1 : 0
Mar. 19 :	vs Verdy	2 : 3
Mar. 23 :	vs Gamba	0 : 2
Mar. 26 :	vs Marinos	3 : 2
Apr. 2 :	vs Flugels	1 : 2

Apr. 6 :	vs S-Pulse	0 : 1
Apr. 9 :	vs Reds	1 : 0
Apr. 13 :	vs JEF United	2 : 0
Apr. 16 :	vs Bellmare	1 : 2
Apr. 23 :	vs Sanfrece	0 : 3
Apr. 27 :	vs Grampus	0 : 1
Apr. 30 :	vs Verdy	2 : 0
May. 4 :	vs Gamba	0 : 3

May. 7 :	vs Marinos	2 : 0
May. 14 :	vs Flugels	2 : 1
May. 18 :	vs S-Pulse	4 : 2
June 1 :	vs Reds	1 : 0
June 4 :	vs JEF United	2 : 3
June 8 :	vs Bellmare	1 : 2
June 11 :	vs Sanfrece	1 : 2
June 15 :	vs Antlers	1 : 2

(First stage record: 9 wins, 13 losses)

Our network is our strength - YSP shops in Japan



In this second sequel of our YMC MAKES IT series featuring information from Yamaha Motor, Japan, we will take a look at YMC's affiliated shop system focusing on the YSP shop program to introduce our readers to Yamaha motorcycle shops in Japan.



Assistant Manager of Domestic Sales Operations Mr. Asano (left) and Assistant Manager for sales Mr. Okumura who visits the YSP Hamamatsu shop 2 or 3 times a week

Motorcycle shops in Japan can be divided roughly into two types: those that deal only in one brand of motorcycle and those that handle models of all four Japanese manufacturers. Of the approximately 7,000 retail shops in Japan that sell Yamaha motorcycles, about 900 are exclusive Yamaha dealers. Although in number that means only one shop in seven, the role played by these exclusive dealerships in the Japanese market is extremely important. YMC launched its YSP shop program, geared primarily for the marketing of sports bikes, back in 1981. This was followed four years later by another program called the YOU SHOP program aimed primarily at marketing scooters and commuter bikes. It is now 13 years since the first YSP shop in the Tokyo metropolitan area, YSP Keiyo, and in the Osaka area, YSP Osaka East, opened. The Assistant Manager of the YSP project, Mr. Asano, looks back on those years. "Back in those days, Yamaha's share of the sports bike market was still relatively small, so the YSP program's initial goal was to stabilize and gradually increase that share. Once the program got started, our success at clearly positioning YSP shops as sports model specialists and the successful meshing of our hardware, the motorcycles, and software, our sales strategies, worked so well that in some

The Yamaha Exclusive Shop System



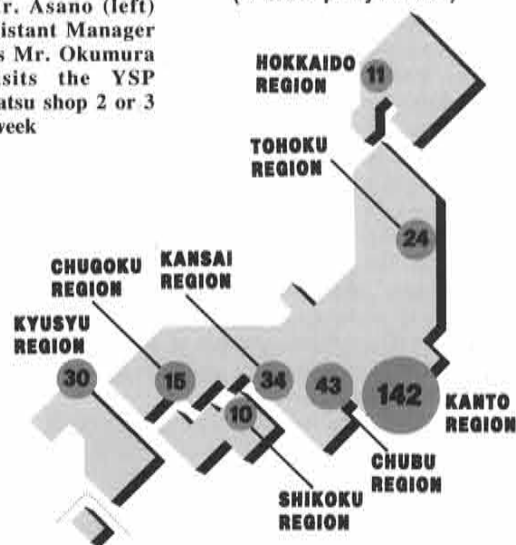
regions our share of the sports bike market jumped to 50%."

Today there are 309 YSP shops throughout Japan. Of the 60,000 sports bikes Yamaha sells annually in Japan, 30 % are sold by YSP shops.

We asked Mr. Wada, Manager of the YSP Hamamatsu shop in Shizuoka Prefecture and Secretary of the nationwide YSP Members Club organized around the YSP shop network, what made him decide to become an exclusive Yamaha dealer.

"This shop was opened exactly ten years ago, but even before that our president had a long relationship with Yamaha and I personally had always been a Yamaha fan. I like the way Yamaha is always searching for new horizons to explore." Then he told us how over the years he has ridden a series of

The nationwide YSP network (# of shops by blocks)



Yamaha bikes from the XS to the GX and SRX.

He went on to explain that another factor in the decision to deal only with one maker was that it offered a better chance to provide the kind of full parts inventory and thorough after-sale service that would lead to real customer satisfaction.

Basic YSP policies are discussed at twice-a-year (June and December) meetings between YSP Members Club representatives and staff from YMC and the eight regional Yamaha sales companies. To build solidarity between YSP dealers, meetings and events are held regularly for dealerships in regional blocks.

The actual activities carried out by the YSP Members Club include an award program for outstanding shop staff, planning and execution of race and touring events for YSP users and a general program of rider support activities aimed at the promotion of motor sports.

In addition to promotional tools and test ride/model introduction events coinciding with the release of new models, a wide range of benefits like low-interest loans for YSP customers, free-stay coupons for Y.E.S.S. lodging facilities and user-test campaigns announced in magazines are also



Customers who have bought new models here return for periodic inspections and parts. They talk eagerly not only about things concerning their own bike but also about new models and regularly scheduled touring events



A joint YSP ad in the leading motorcycle magazine "Ohtobai"



The latest popular models are displayed in the shop window. Lately popularity is shifting from racer replica models to the touring-purpose "naked" models. The XJR1200 in front is already reserved by a buyer



The shop has 660 sq. m. of floor space on an 1,320 sq. m. lot with a 60 sq. m. workshop. More than 80 models are on display. Besides road models, the showroom also features off road models like the TT250R Raid surrounded by displays of accessories



Thanks to the wide range of new gear available today, customers from as long as ten years ago are now coming back to renew their wardrobe

offered.

This year, for example, at the time of the release of the new models XJR1200 and TT250R Raid, a joint YSP advertisement was run in the major motorcycle magazines. More than anything else, the strength of the YSP program lies in its nationwide network of shops.

As Wada explains it, "If a YSP customer's bike breaks down on a touring trip the local YSP dealer will come out with a pickup to get him and take his bike back to the shop for repairs. If a YSP customer moves to Tokyo his dealer will introduce him to a YSP shop in his new neighborhood. This is the kind of network unity we are trying to encourage."

"Another good example is a jointly financed 10-second radio commercial being run now by 11 YSP shops in the Shizuoka area. This is something that just wouldn't be possible if it weren't for the YSP system. It creates fabulous new possibilities."

Mr. Wada, who is involved in the management of two other YSP shops in his block,

jokes in his always vivacious way; "We're talking about getting together a troop of about one hundred of our customers to go to this year's Y.E.S.S. Earthly Run Touring event and just take over the whole show!" Considering that in the past a barbecue and touring event organized by his Shizuoka YSP block has drawn as many as 260 participants, we realize that Wada is only half joking. We hear that more than a few of his customers have met their future spouses through his shop's touring events. Being the closest and most familiar source of biking information, the local YSP shop is a natural gathering place for Yamaha bike fans.

With the present recession, however, the YSP program, like the rest of the exclusive dealer system that has until now steadily increased the number of Yamaha fans in Japan, is now at a crucial turning point, admits Mr. Asano.

"We have entered a period where customers are choosing their shops carefully and the true worth of each dealership is being reevaluated. With Yamaha's share of the sports bike mar-

ket continuing to grow, our job from now on will be to create policies that take advantage of the size of the YSP network and make it an even more active and stimulating program than ever before."



The staff including mechanics totals six people. Shop Manager, Mr. Suzuki (center in the back row) says, "We always aim to give our customers the kind of treatment and service that makes them feel glad they came and eager to come back again soon"

WORLD TOPICS

GENERAL

LATVIA

Latvia joins the Yamaha Group in Europe

On March 29, Linto Ltd. started officially as a new Yamaha importer in Latvia. At the grand opening ceremony in Riga, Yamaha Motor Europe N.V. was represented by Mrs. Murielle Piron of the Motorcycle Sales & Marketing Division and Mr. Jan-Joost den Baas of the Power Products Division. Local television, radio and newspapers were present to ensure full coverage of the launch of Yamaha in Latvia. Strong cooperation between Linto Ltd. and YMENV will certainly lead to the success of Yamaha in this country.

From Murielle Piron of YMENV, the Netherlands



PANAMA

Long awaited Yamaha office opens

Yamaha distributor in Panama, Tochisa de Panama S.A., hosted a grand inauguration ceremony for its new Yamaha office and showroom in the main business district of Panama City, complete with local television and newspaper coverage.

A rapid growth in Yamaha business in the last few years, which used be run out of one section of the Tochisa Group offices, warranted the opening of this new Yamaha-only



The new showroom has a full array of motorcycles and other types of Yamaha products

office and shop.

For many years this new Yamaha shop was the dream of Tochisa's Yamaha Manager, the late Sr. Horacio Vallarino, who died in a tragic accident last year. Now, the staff of Tochisa who carry on his work are determined to make its opening the start of even greater efforts to expand the market for Yamaha goods in Panama.

FRANCE

MBK products back up F1 racing

As a part of its promotional activities, MBK Industrie has been operating a program of MBK F1 Assistance which supports top F1 teams in supplying MBK scooters and ATBs (mountain bikes) to each pilot and the team manager for use on the paddocks.

The scooters were painted in team colors with MBK's special logo and are supplied not only to the Tyrrell-Yamaha team but also to Pacific, Renault F1, Jacadi, Williams, Sauber, Lotus and Ligier so far.

From Claude Alombert of MBK Industrie, France

MOTORCYCLES

MALAYSIA

Celebrating 1 million production mark



Minister Rafidah (extreme right) appreciates a golden Y110SS specially made for the commemoration

In January this year, Malaysia's Hong Leong Yamaha Group manufactured its landmark one-millionth motorcycle since production began back in 1979.

To celebrate this monumental 15-year achievement, a grand ceremony was held at the Hong Leong Yamaha Motor factory on January 27, with many guests including Malaysia's Minister of Trade and Industry, Ms. Rafidah and YMC's President Hasegawa in attendance.

Beginning with the Yamaha RX100 fifteen years ago, the HLY group has introduced nine timely models over the years, to secure its position as the indisputable market leader, while also making a big contribution to the development of Malaysia's motorcycle industry.

TAIWAN

YMC, YMT launch export company

On April 23 an opening ceremony was held for a new company formed by YMC and Yamaha Motor Taiwan (YMT) to engage in the export sales of Yamaha motorcycles manufactured in Taiwan. The new company, Yamaha Motor Taiwan Trading Co., Ltd., (YMTT) was founded in Taipei City this April with a starting capital of NT\$8 million (US\$303,000) invested 75% by YMC and 25% by YMT. The company's first-year goal will be to export 20,000 units of YMT-manufactured 50cc to 150cc Yamaha brand motorcycles to the world's market, with that number expanding to 50,000 units in three years.

摩托股份有限公司開幕酒
MOTOR TAIWAN TRADING CO., LTD.



From left: The representatives from YMC, YMT and YMTT, take part in the "Kagami wari" (sake keg opening) ceremony

RUSSIA

Wet and wild Russian Rally

Certainly every motor sports lover who owns his or her own off-road motorcycle or 4-wheel-drive vehicle dreams of taking on the challenge of real adventure touring. That dream came true this April 29 to May 8 for a group of Japanese off-road fans with the holding of the third Russian Rally in the wilds of eastern Siberia near Vladivostok.

Run over five days on a 1,200 km course, the rally was not a competition but an international adventure touring event organized by a Japanese race committee at the invitation of Russia's regional Committee for Sports Education. In all, 23 four-wheelers and 55 motorcycles, 15 of them Yamahas, including the newly released TT250R Raid, made the trip to Vladivostok to take part.

This year's rally turned into a real battle against the elements when the weather turned bad on day two and the participants were forced to overcome strong winds, rain and deep mud. But in the end these hardships created a strong bond between the rallyists as they helped one another on to the finish. The warm welcomes they received from the Russian people along the way also left a deep impression on everyone.



Yamaha TT250R Raid in the wide open spaces of Russia

All in all, this year's event lived up to the Russian Rally's motto of "bringing people together to build friendship."

From Hisashi Mori of the Russian Rally Committee, Japan

SPAIN

AXIS 50 comes to Europe

In May 1994 Yamaha Motor España S.A. began production on a new scooter, the AXIS50. Long a popular seller in other parts of the world, YMES hopes the AXIS will open up a new market for Yamaha scooters in Spain, where scooters make up almost half of the motorcycle market and Yamaha scooters like the JOG series have an 18% market share.

The addition of the new AXIS with its smart design and exceptional comfort should give YMES a bigger share of the 50cc scooter market, the most promising growth sector in the motorcycle market.

The AXIS will be targeted at younger urban users in the 18 to 30 age group and YMES has prepared a major launch campaign fit-

ting for this key new model for the Spanish market. Included in this campaign are a full set of introductory materials about the model that has gone out to the entire sales network, as well as a complete Decoration Kit for the sales outlets and attractive promotions that will benefit the nationwide sales network.

In the near future plans also call for exporting the AXIS to Italy and other European countries.

From Jordi Bracons of YMES, Spain



Mr. Jorge Lasheras, President of YMES on the Axis

CENTRAL AND SOUTH AMERICA

Latin American dealers applaud '94 new models

The months of March and April saw dealer meetings held in the Central and South American countries of Mexico, Colombia,

Guatemala and Costa Rica with large dealer turnouts. In addition to introductions of the 1994 new models and presentations of the Yamaha DT Cup Race program and the EMY Off Road Riding School program, the meeting also familiarized dealers with business policies for the coming year. At all the meetings the new JOG, which will be launched on the Latin American market this season, drew enthusiastic applause from the dealers, a clear sign of their expectations that it will spur a big growth in sales this year.

Mexico: March 4, Mexico City / 48 dealers / Yamaha Motor de Mexico S.A. de C.V.

After presentations of 1994 business strategies by the various divisions of YMMEX, the dealers were introduced to the new motorcycle models for this year, like the CY50, V80 and XV250, along with this year's slogan of "Customer Satisfaction No. 1" and what will be done to realize this goal. Many of the dealers gave especially high marks to the V80 and XV250 as the kind of basic models the market had been lacking until now.



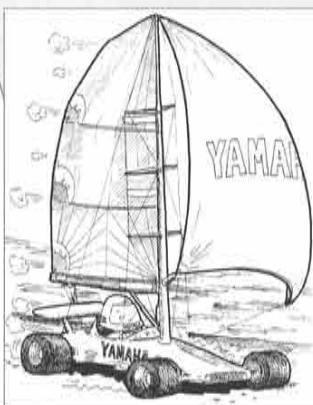
Dealers enjoy the dinner party

Colombia: April 15, Medellin / 80 dealers / Incolmotos S.A.

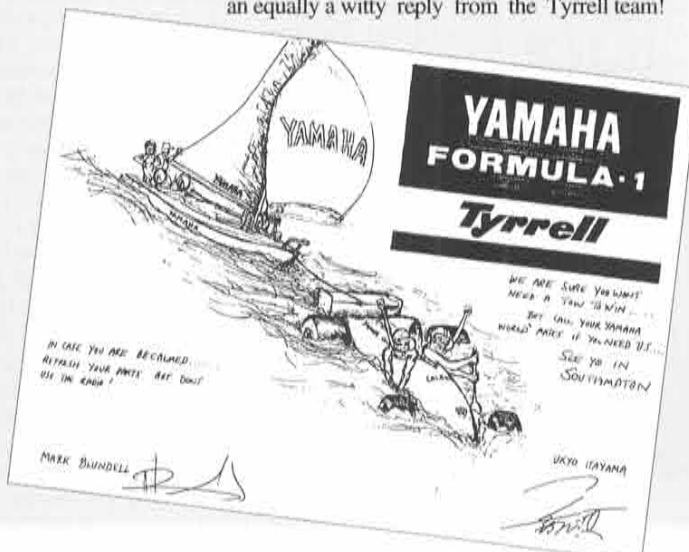
This year's attendance of 80 dealers was a big increase over the 50 dealers of three years ago, and a good indication of the

A special kind of camaraderie

Skipper Ross Field of the "YAMAHA," the winning yacht in the Whitbread Round the World 1993-'94 yacht race, sent a note of encouragement to the Tyrrell-Yamaha F1 team in the form of this



humorous cartoon message he faxed from the middle of the Atlantic Ocean during leg 5 of the Whitbread race. And back came an equally witty reply from the Tyrrell team!



WORLD TOPICS

healthy growth in Colombian motorcycle market demand, from 15,000 units in 1992 to 25,000 in 1993. At the test rides, dealers had high praise for the new JOG as well as the French-made BW's, the Indonesian-made V100/V110 and the DT200 from Brazil.



Introduction of the BW's

Guatemala: April 7 ~ 8, Antigua / 25 dealers / Canella S.A.



Test ride on the new JOG were on the list of must-dos

The hit of the Guatemalan meeting was the introduction/test rides for new models, including the new JOG, the French-built BW's, the Diversion, YZF750R and FZR1000. Expectations were especially high for the new JOG and BW's scooters as market demand-builders. In mountainous Guatemala, many dealers thought, the BW's with its off-road capability could be a new best-seller.

Costa Rica: April 10 ~ 11, Puntarenas / 25 dealers / Lutz Hnos. Y Cia. Ltda.



Dealers gather to look and learn at the meeting

Costa Rican dealers were treated to an introduction / test ride event for the new JOG, DT200 and other models new for '94 plus a strong marketing strategy presentation. In a scooter sector that until now had included only the Axis 90, many dealers see the addition of the smaller JOG as a big opportunity to expand sales.

MARINE

U.S.A.

YAMAHA heros in Fort Lauderdale



More than 100 boats greeted the YAMAHA and Yamaha WaveRunners led the way into port

When Yamaha's entry in the 6th Whitbread Round the World Race, YAMAHA, emerged victorious in the 5th leg that culminated in Fort Lauderdale, Florida, it was a big day for YMUS. Representatives from the company met the YAMAHA 35 miles out to sea, being guests aboard the sportfishing boat owned by Southern Boating magazine publisher Skip Allen, Jr. When the crew spied the large red and white "YAMAHA" banner draped across the flying bridge of Allen's boat, they said it was the best sight they'd seen the whole cruise. Waiting on shore to greet the YAMAHA crew were YMUS president Mike Shibuya and other dignitaries.

As the YAMAHA approached the finish line, the sunny weather turned into a torrential rain, but that didn't dampen the excitement of welcoming the YAMAHA to Fort Lauderdale. More than 100 other boats joined up to escort the YAMAHA to port, including a large tugboat with Walt Disney's Mickey and Minny Mouse onboard. The tugboat turned its firehoses on in traditional welcome for YAMAHA. In spite of the bad weather, press helicopters buzzed over the yacht for CNN, ESPN and network television crews to record the winning performance. More than 4,000 racing fans braved the rain and crowded the dock to welcome the YAMAHA and the Mayor presented the crew with the keys to the city.

As part of the Heineken Village, YMUS set up a large custom display tent featuring all of the products offered by YMUS, including a major display of YAMAHA's entry and the race. The many people visiting were also attracted by Yamaha's new 8-meter high

inflatable outboard motor, towering over the other displays. Docked directly across from the Yamaha tent was the YAMAHA, making Yamaha a major attraction of the event. *From Dave Bolton of YMUS, U.S.A.*

GREECE

A 2,300 year-old love story Yamaha -Vassiliadis

Certainly the ancient Greeks did not have the opportunity to use Yamaha engines to power their vessels, but when Captain Antonis Vassiliadis of the "Kyrenia II," an exact replica of a 300 B.C. trading vessel wreck found off the coast of Cyprus, was asked by the 100th Statue of Liberty Anniversary Committee to provide auxiliary power, Yamaha was his immediate choice.

The replica was built out of the same materials and in the same way as the ancient Greek ships as an archeological experiment, and has since represented Greek maritime tradition in events all over the world, from Japan to Germany and Spain.

When she had to have auxiliary power in order to participate in the New York Tall Ships Parade, drilling a hole through the ship was out of the question, so an inflatable "bracket" was specially designed and built to carry a Yamaha 80 outboard motor.

Captain Antonis Vassiliadis is a "living legend" in his own right in Greece, being a pioneer in many nautical events. Captain Vassiliadis also owns four sailing boats of his own, all having one common feature: he has chosen Yamaha power for all of them. His 5 hp Yamaha outboard has powered his 2,150 kg Folkboat for 250 straight miles at a steady 5 knots in the well known summer calms of the Ionian Sea. Captain Vassiliadis' love affair with Yamaha continues on land too, where he rides a Yamaha XT250 motorcycle.

From Telemachus Kyriakopoulos, Greece

Yamaha loyalist, Captain Vassiliadis



"Kyrenia II" powered by Yamaha



Marketing laurels for Eduardoño

On March 23, Colombian Yamaha marine importer Eduardoño welcomed YMC Director Watanabe at a ceremony in commemoration of the company's winning of the Excellent Prize in the Yamaha Marketing Awards. Eduardoño, which last year celebrated the 20th anniversary of its Yamaha business in Colombia, was chosen as recipient of this coveted award because of the excellence of its recent promotional activities.

Fully embracing the ideal's of YMC's own CCS (Customer and Community Satisfaction) policy, Eduardoño has applied itself to such efforts as comprehensive dealer education, creating new demand through projects like the building and operational planning of marinas and promoting creative sales initiatives such as package sales of boats and outboards.

Thanks to policies like these, Eduardoño has increased its outboard market share in Colombia to 65% and maintained a firm position of leadership in the industry.



(From right) Mr. Watanabe and, representing Eduardoño, Mr. Johnny Londoño E., Mr. Carlos Cordoba C., Mrs. Eugenia M. Londoño and Mrs. Ana Mercedes Londoño Der. at the ceremony

U.K.

Investing in youth sailing

Mitsui Yamaha has helped youth sailing in the U.K. by supplying a brand new 40hp engine to the Royal Yachting Association Topper Youth Class coach, Mr. Tony Mountford. The engine will power a Torna-



Mr. John Hurry (right), Marine Divisional Manager, MMS, turning over the 40hp Yamaha engine to Mr. Tony Mountford

do rigid inflatable boat as a support and rescue boat when training youngsters afloat.

A few years ago the Association appointed dedicated coaches to teach in the Royal Yachting Association Youth Class, as well as extra funding for training programs which it hopes will bring talented young sailors up to the adult classes in time - indeed, 1993 saw the best ever youth results for the U.K. in international competition.

Youth coach Tony Mountford says a reliable support boat is vital to his work, and that the Yamaha-powered Tornado will enable him to expand his program to include coastal venues for the first time.

POWER PRODUCTS

SOUTH AFRICA

Power to get out the vote

As the world watched the recent elections and hailed the peaceful transition of government in South Africa, Yamaha power products were working behind the scenes to help make it all possible. Yamaha generators, the top selling brand in townships without electricity, were used widely in Voter Education programs and to power voter polling stations. Surely they will continue to play an impor-

tant role in the future of this reborn country. From Kelvin Thomas of Yamaha Distributors Power & Sport, South Africa



The Yamaha distributors' mobile showroom was equipped with a full range of Yamaha generators and televisions for use in the recent elections in remote areas

Apology

We regret to inform you that the photo caption for the article about Nigeria on page 12 of our last issue should read:



The Group Managing Director of John Holt PLC Chief C.I. Ezech addressing dealers. Second from left is Mr. West - Divisional Chief Executive, third and second from right are Alhaji L.A. Jimoh - General Manager of Yamaco and Alhaji J.A. Lawal - Director/General Yamaha Manufacturing Nigeria Limited, respectively. We are truly sorry for this mistake.

Letter

CANADA

Reading Yamaha News always brings a smile to my face. Whether it be technical information, messages of the spirit, or the variety of touring articles. I have been riding motorcycles for 25 years and have been involved as a racer, tourer, teacher and dealer. Many brands have occupied my garage over the years, including some classic Yamahas. My '68 Big Bear Scrambler 305, '72 XS-2, a bunch of YZs, and of course, among my favorites, the '88 YSR50 which after finishing first in a competitive racing season, I rode 1400 kms to Yamaha's 1989 Canadian dealers show in Toronto. Reading the January issue of Yamaha News, I recalled a trip my girlfriend and I experienced in the summer of 1993. Please read on

Does anybody know how large the largest mushrooms in the world are? While on a brief tour in northern Alberta, covering about 1,000 kms, Deb, my girlfriend and I came across the WORLD'S BIGGEST MUSHROOM (20 feet or 6.08 m!) in the village of VILNA. Now I've seen fungus before but this one took the cake. Pulling our gleaming green '93 SECA II up to the town square, we were awestruck by the sight of not one, not two, but three of absolutely the most humungous fungus this side of the three A.M. horror movie. The KING KONG of the mushroom world. Enough mushroom to make 5,000 mushroom pizzas. Truly an incredible



edible site. While standing with our mouth's agape, an ITV television film crew rolled up and asked to interview us intrepid motorcycle tourists. Deb and I proceeded to explain to the reporter for the evening news, that motorcycle riders the world over would flock to this tiny community of VILNA, (population 150), to gaze in wonder at these queens of mushroomdon. In fact our appeal to motorcyclists was so convincing that the interview was broadcast the world over on the CNN network.

So, if you happened to see that broadcast, you'll know that I speak the truth, and for those of you that didn't I've included this picture as proof. Thank you for the opportunity for sharing one of my most amazing adventures with your readers worldwide.

Sincerely,

Frank Simon

“30 points! Go for it!”

Yamaha is in very good form so far in the Formula One World Championship this season, after finishing Round 6 on June 12.

Mark Blundell, driving the Tyrrell-Yamaha 022, has brought Yamaha a third place for the first time at the Spanish GP on May 29 and Ukyo Katayama has finished fifth in both the Brazil GP and the San Marino GP.

The following are excerpts from a talk session held by Ukyo Katayama and Takaaki Kimura, F1 project leader, for an audience of Yamaha employees in the company's Head Office, shortly after the Pacific GP on April 17.



Katayama in the Monaco GP



Katayama (left) and Kimura at the talk session

Q: First of all, I'd like to ask you about the Brazilian GP where you came fifth. What did you think of it?

Ukyo: In Brazil, I was forced to stay a full 50 seconds in the pit for tire changes, and I dropped down to 14th place at one time, but I somehow recovered to fifth. I think it was good that we had a fine start to the season. But if we hadn't lost time at the tire change, we calculated later I would have been four seconds behind Jean Alesi. Only four seconds behind, I feel confident that I would have caught him. We're proud that the team has such potential.

Q: When you were holding sixth place in the Brazilian GP, you were closing the gap by two or three seconds per lap on one of the Sauber cars during the last stage of the race. What did you think at that time?

Ukyo: I had to score points for my team, so I thought it would be better not to push too much. But I know I was faster than him. I reminded myself of the time I was running in fifth place in the Canadian GP in 1992. That time, too, a Sauber was running in front of me with ten laps to go. I was only thinking of giving a top performance and I missed a gear and

fouled up the engine. But this time, realizing my Tyrrell car has a semi-automatic gearbox this year, there's no way to miss a gear, and I was smiling to myself inside my helmet. I began to push and caught up with him with only two laps to go.

Q: Mr. Kimura, what was your impression, at that stage - hold sixth place or go for more?

Kimura: Speaking honestly, I just wanted to finish the race. But our rival was running three seconds per lap slower than our car, I thought we could overtake him easily and this was only our opening race, so I thought, "Go for it". But anyway, I was afraid of possible problems until the end of the race.

Q: Could you explain how the car has improved compared with last year's model?

Ukyo: Last year, we couldn't run really fast even though we tried hard. But when I drove the car for the first time this year at the Brands Hatch circuit as a shakedown test, I felt such a difference compared with last year's car that I wanted to shout "give me last year back again". Speaking on a scale of 100, last year's engine power only deserved a 40 or 50, but thanks to new designer Harvey Postlethwaite and everybody's effort, now, it is still not perfect but I can give it an 80 or 90. So I think the improvements made on the engine in the last half year have been fruitful.

Q: Why is the engine so good? How does it compare with other engines?

Ukyo: Last year we brought in a new V10 engine. In the beginning, it had nowhere near enough power. But what was important was that Yamaha's crew did an incredible job. They did three or four year's work in half a year. They accomplished such enormous quantities of work you can't possibly imagine - they must have been thinking about their work at meals, in the bath, and even in their sleep. Since the end of last year, when the fundamental base for the engine was reached, the real work of getting more power out of it began. Also it seems there's another powerful engine in the pipeline and I have high expect-

tations for it.

Q: Mr. Kimura, what is your objective for this season from now on?

Kimura: As everybody knows the most powerful or most competitive F1 engine at present is the Renault. It is said that the maximum power output of the Renault engine is about 770 or 780 ps, and I think our engine is within 5 % of that. The objective this year is to attain this level and get real reliability. I can say we're trying to get on the winners' podium at any cost (which has now been done), and score two digits for the season. I think the team members are all aiming high. I guess they're looking at fourth or fifth place in the Championship standings with about 20 points.

Ukyo: Everyone says 30 points!

Kimura: 30 points? OK! That's our goal for this year.

Q: Which circuit are you looking forward to the most?

Ukyo: I think Silverstone is the best. And also I like the Magny Cours. At the Hockenheim and the Monza, I should be able to run fast thanks to the engine. And of course the Suzuka.

Q: So what are the strong points and what tasks are yet to be resolved on the Tyrrell-Yamaha team?

Ukyo: Well, first, we have to work on our pit work speed. Our team is just a little slow when there's some special trouble. But I think it will improve rapidly. One good point is, everyone's so cheerful. When we're having difficulties like we were last year, everyone still has the humor to crack jokes. The morale of the team is high and everyone is united, so I think we have the ability to resolve problems. I think this is the strong point of the team.

Q: You're getting along well with your teammate, Mark Blundell?

Ukyo: Well, there are many strange guys in F1, but he's easy to get along with. Mark is full of vitality but he's also mature. Now what we have to do, is to compete against each other but also keep collaborating with each other.

*Yamaha
Owners
Club*
SERIAL 5

Club Wave YAMAHA

Yamaha Motor Corp. U.S.A.
Yamaha Water Vehicles Division
6555 Katella Ave. Cypress, CA 90630, U.S.A.
TEL 1-714-761-7375

SPECIAL FEATURE



Club Wave members stop to pose for a picture in Avalon Harbor



The invasion of Yamaha Water Vehicles onto Catalina Island was a site to see



YMUS's Steve Lawler conducts a pre-ride meeting

Yamaha WaveRunner owners Get together with Club Wave

by Andrew Larsen, PR Director

While owner's clubs have become a virtual way of life for both snowmobile and motorcycle enthusiasts, not everyone thinks of personal watercraft riding in the same light. That misperception is quickly changing, however, thanks to the success of Yamaha's Club Wave.

Established in the late 1980s, Club Wave has really come into its own during the last two years, with events across the United States setting records for attendance. These events, which range from group touring rides to "Waterfests" and product demos, are planned and organized by local dealers and owners with help from regional Yamaha salespeople. The largest event to date took place on May 9, 1993 at Puddingstone Lake in San Dimas, California, near Los Angeles. The Waterfest activities that day, which included a barbecue, poker run, slalom competition, a special Mother's Day Race and a freestyle exhibition by Sea World star Laura Nunes, drew an unprecedented 735 participants. Similar activities later that month in Sacramento drew over 500, while Waterfests in Orlando, Dallas, Atlanta and New Jersey all drew between 200 and 300.

The largest Club Wave event so far in 1994 was put on by Pompano Beach, Florida, dealer Riva Yamaha. In April over 300 people traveled to Islamorada in the Florida Keys, to take part in a variety of activities including a beach barbecue, a limbo contest, water games, an exhibition by World Cup freestyle champion Lloyd Burlew and riding instruction from '94 IJSBA Bud Tour champ Tim Judge. Waterfests are not the only Club Wave activity, however. Group touring rides are becoming increasingly popular, as evidenced by the success of annual events such as the San Francisco Bay Fleet Week Ride and the Long Beach to Catalina Island tour.

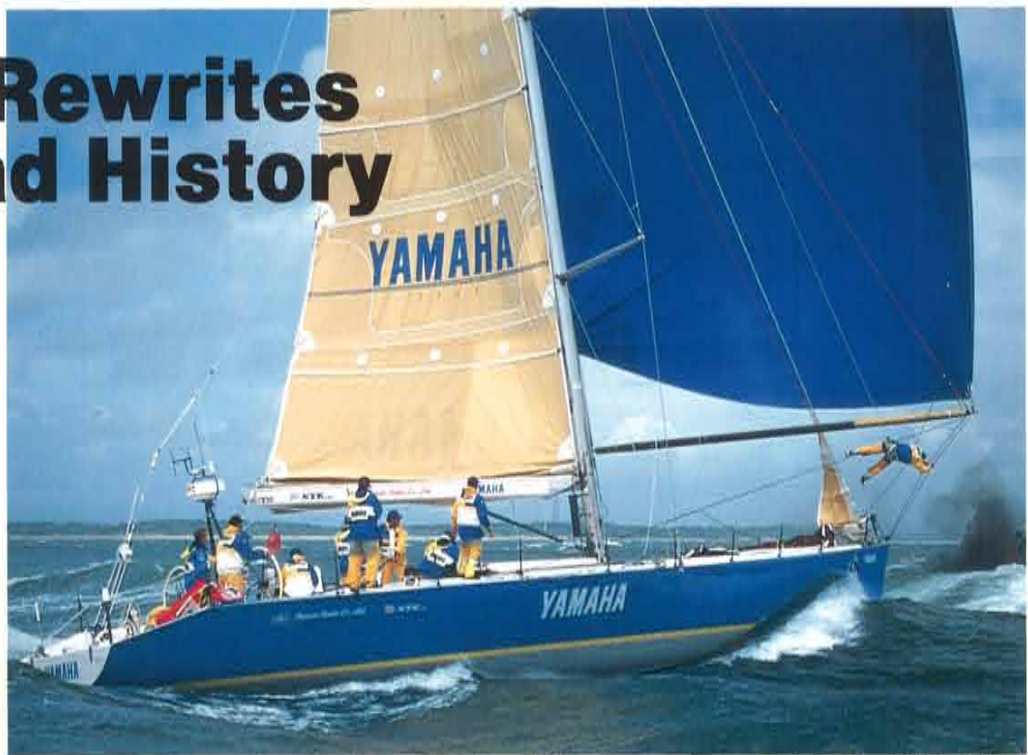
Sponsored by four Southern California Yamaha dealerships (Covina, Long Beach, Montclair and North Country), the Catalina ride attracted over 100 participants for a two-day ride last July. The San Francisco Bay event, organized by Menlo Park, CA, dealer Gordon Myers of Your Scooter Shop, drew an even greater number of riders for a one-day adventure in conjunction with the U.S. Navy's Fleet Week activities. Riva Yamaha's Club Wave event included a touring ride through the mangrove swamps and backwaters of the Florida Keys. Other popular Club Wave touring ride locations include the Colorado River between Laughlin, Nevada, and Lake Havasu, Arizona; the Tennessee River between Chattanooga, Tennessee, and Guntersville, Alabama; the Florida IntraCoastal Waterway; Lake of the Ozarks, in Missouri; Lake Powell, in Arizona and Utah; and various areas in the Great Lakes region.

Whether the activity is a touring ride or a Waterfest, all parties agree Club Wave is a winning proposition for both WaveRunner owners and dealers. According to David Bamdas of Riva, "Club Wave is really a bonding experience all the way around. People get to see all the new accessories and ride the new machines, they rub elbows with professional racers and they get to meet and make friends with other WaveRunner lifestyle enthusiasts. From the dealer perspective", Bamdas added, "Club Wave allows us to keep our finger on the pulse of the consumer, and it really cements our relationship with our customers." While Club Wave activities vary from state to state, all Club Wave members are bound together by the Club Wave newsletter, which is mailed to all registered owners of recent-model Yamaha WaveRunners on a quarterly basis. The newsletter, an attractive four-color piece, contains information on upcoming Club Wave events, riding tips, racing and legislative news and descriptions of the latest WaveRunner accessories.

Yamaha Rewrites Whitbread History



The YAMAHA crew and Ross Field with the GTS1000 presented to him by Yamaha Motor Europe at a celebration luncheon.



"We're here. We've got it," was the first response from Field as he stepped ashore to be met by YMC's delighted Chairman Hideto Eguchi.

"Our dream has been realized - we have won the Whitbread race." That was the reaction from YAMAHA skipper Ross Field as he greeted Yamaha Motor Co., Ltd. Chairman Hideto Eguchi on the crowded dockside at Southampton, England at the end of the Whitbread Round the World Race 1993-'94. YAMAHA sailed majestically down the Solent on the south coast of England in early June surrounded by a flotilla of welcoming boats and escorted by a posse of Yamaha Water Vehicles.

In spite of a torrential downpour, the eleven members of the crew had lined the rails as YAMAHA sailed proudly into port having won the very first Whitbread 60 race by a resounding 14 hours, 31 minutes and 26 seconds. YAMAHA's runaway win on the fifth leg of the 33,000 mile adventure — the incident-packed journey from Punta del Este in Uruguay to Fort Lauderdale — had set the scene for the ultimate victory.

The final leg back across the Atlantic from Fort Lauderdale to Southampton had seen YAMAHA challenging strongly for the lead but strong winds and a broken main halyard in the dying stages of the race had allowed TOKIO and WINSTON to slip ahead. The three leading W60 yachts crossed the line within an hour and a half of each other.

However, Field was not bothered by these matters as he savoured his overall win. He had sailed conservatively during the last leg, determined to cover YAMAHA's main rival,

the pan-European entry INTRUM JUSTITIA.

The extensive Yamaha trade display organized by Mitsui Machinery Sales, the UK Yamaha distributors, included a Formula 1 Tyrrell-Yamaha and a diverse range of Yamaha products.

Right in front of the F1 car sat a blue and yellow Round the World liveried Yamaha GTS motorcycle which was presented to Ross Field by Yamaha Motor Europe at a celebration luncheon later in the week.

Within hours of finishing, YAMAHA had been hoisted from the water and the winning yacht spent the week of celebrations in Southampton nestled in its cradle above the marina.

The triumph for Field and his crew was also a major landmark for Yamaha in international yachting. It was the first time that Yamaha had competed in the famous Whitbread race and Kazunori Komatsu became not only the first Japanese yachtsman to join a Whitbread crew, but a happy contributor to the YAMAHA's superb win.



YAMAHA sails under the Tower Bridge on the River Thames.

After a night of celebration, Ross Field and Komatsu joined Mr. Eguchi the next morning for a live satellite-link media conference that enabled journalists in Tokyo to interview the winners.

Following a week in Southampton, Yamaha was craned back into the water and sailed for London. As a prelude to the official prizegiving, YAMAHA completed a nautical victory lap by sailing under the famous Tower Bridge on the River Thames in the heart of the City of London.

