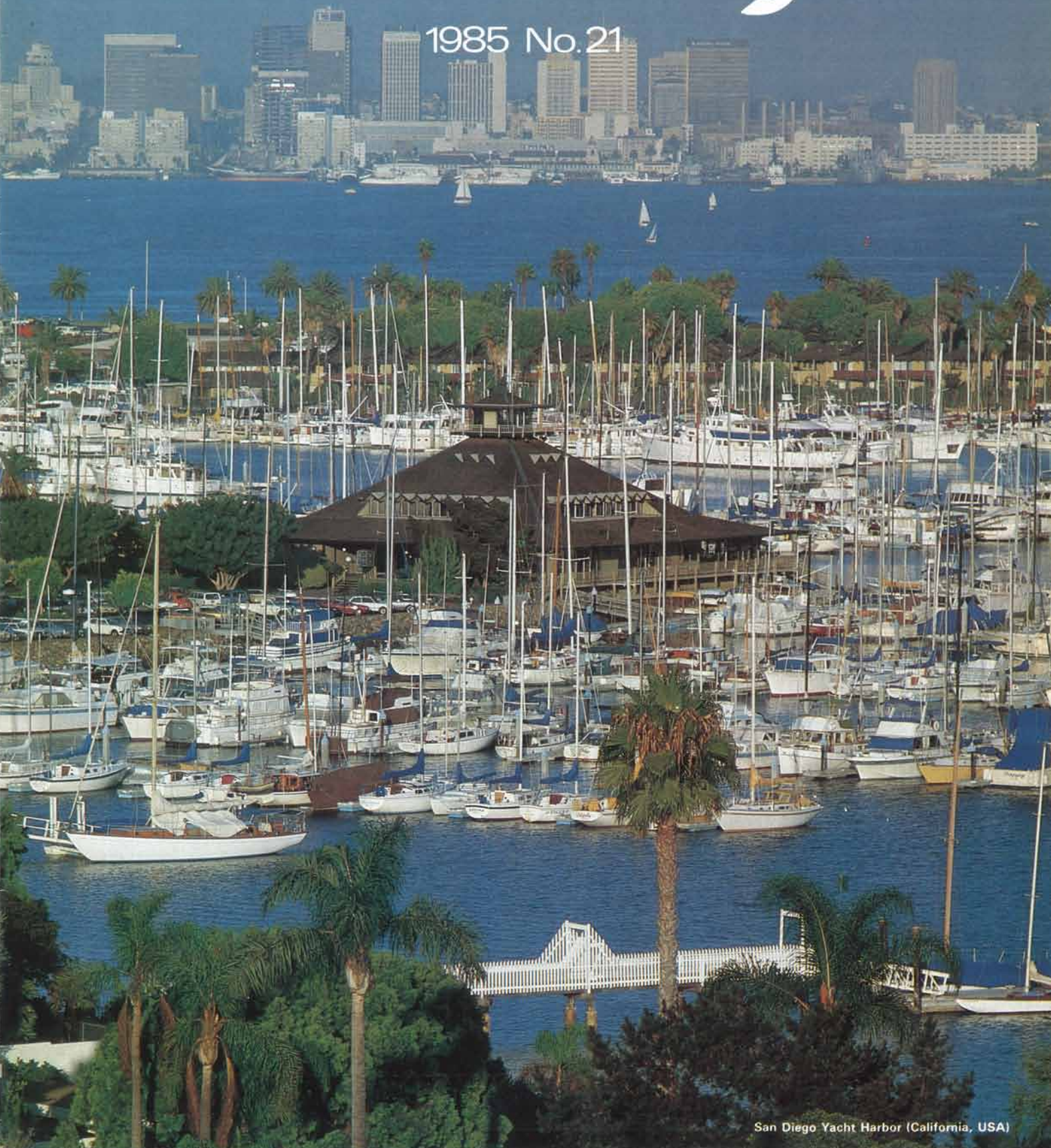


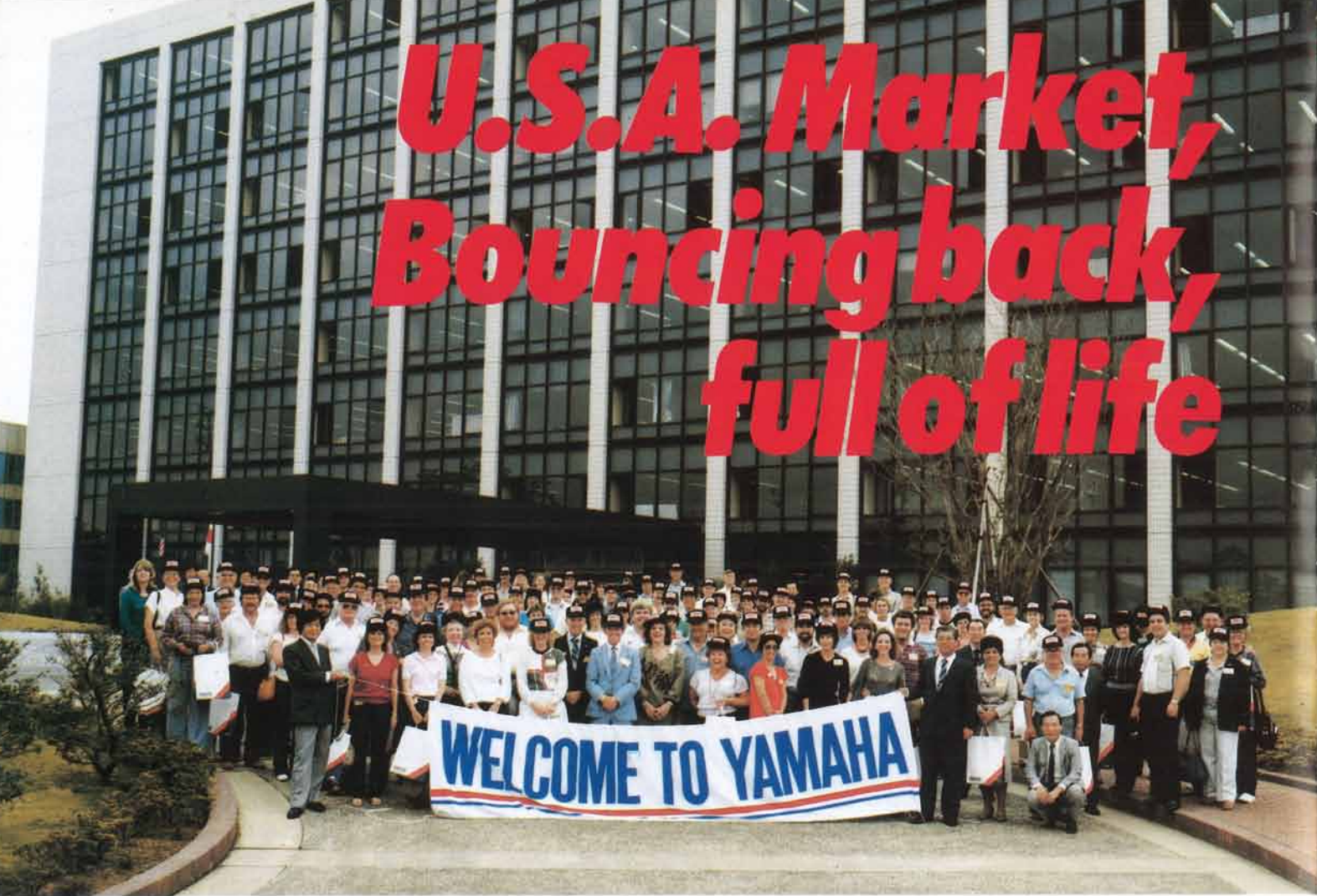
Quarterly Issued by Yamaha

Chantey

1985 No.21



U.S.A. Market, Bouncing back, full of life



*In front of the
yamaha Main Office
building (top above),
A tour of Yamaha
Main Plant (above),
An engine assembly
line (right),
President Eguchi
giving a welcome
speech (right above),
Opening a 'sake' cask!
(far right).*



Tokens of thanks for quality products

From the U.S. dealers to all the people at Yamaha

On October first, 1984, when 200 dealers arrived from the U.S. and landed at Narita International Airport, they carried with them three gifts as tokens of their appreciation to all the employees of Yamaha and its outboard motor factory, Sanshin Industries. By means of these gifts, the U.S. dealers were expressing their thanks for the fine performance and quality they have come to recognize in the Yamaha products which have become an important part of their business since they began dealing with Yamaha just over one year ago.

The three gifts were presented to Yamaha's President, Mr. Hideto Eguchi and Sanshin's President, Mr. Takehiko Hasegawa, by three representatives of the dealers at their initial reception, at which time one of the representatives, Mr. Richard Hovick (the owner of Walt's Boats and Motors, Inc.), made the following speech:

"This plaque was prepared for presentation to all Yamaha personnel. We want you to know how much we appreciate the opportunity of selling a really outstanding product. We want to make sure that every

single employee realizes how important it is to maintain the highest standards of quality at all times. We hope this plaque will be put in such a place that all Yamaha personnel will be able to see it as a constant reminder of the importance of quality. Please accept this as a token of thanks from the dealers of the United States to all of Yamaha people. Thank you for building the best outboard motor in the world."

Importance of Yamaha business principles

In way of thanks to the U.S. dealers for their kind words of encouragement and appreciation, and for the approval they have shown for the Yamaha products they are now dealing with, we wish to express our thanks, and at the same time, our feeling of responsibility with regards to the future by repeating, here, once more the words spoken by President Eguchi at the reception on October third.

"For all of us to succeed in business for years to come, it won't do just to compete in price. We have to compete in quality, performance, reliability, social and environmental acceptance and so forth. That, I should say, is the only way left for us to prosper."

A Japanese-style "Dantai" tour

The number of dealers who participated in the recent Japan trip represented about 25% of all the Yamaha dealers in the U.S. In order to give a real taste of the Japanese autumn sights to such a large group of people, we adopted the Japanese "Dantai-tour" method of travel. The word "dantai" in Japanese means "group".

After the tour of Yamaha and other official business were completed on October 3rd, the group proceeded to travel by the "Shinkansen" bullet train and by bus on a tour of the cities of Kyoto and Tokyo, as well as other optional tours.

The Japanese have always considered it an unforgivable breach of manners not to provide the very best hospitality possible to visitors from afar. So, we were very pleased at the end of the ten-day tour to hear so many people comment that they had thoroughly enjoyed the trip because it gave them a chance to encounter a culture so different from that of the US. One such difference they encountered was the Japanese custom of taking commemorative photographs of the group at each important spot visited (four spots in all), and we must admit that, at first, the custom seemed to bewilder a number of our guests.

While on our way to the ancient capital, Kyoto, on the "Shinkansen", we asked some questions of three couples in the tour.



Mr. Garland Kight (top left),
Mr. Warren Wagner (top center),
Mr. Richard Hovick (top right),
A welcome party at Tsumagoi (left and above).



At the Heian Shrine, Kyoto (left),
The straw-matted room of a Japanese-
style restaurant (below),
The Japanese-style garden (above).

OBSEQUIOS A LOS PRODUCTOS DE CALIDAD

De los concesionarios de Estados Unidos a todo el personal de Yamaha Marine. —

El 1 de octubre de 1984, un grupo de 200 concesionarios de Estados Unidos que llegó al aeropuerto de Narita, trajo tres regalos conmemorativos para todos los empleados de Yamaha así como los de la fábrica de motores fuera borda Yamaha de Sanshin. Cada uno de los obsequios fue un maravilloso regalo lleno de simpatía, reflejo del espíritu de los concesionarios de Estados Unidos que aceptaron las relaciones comerciales con Yamaha el pasado año, valoraron sinceramente la eficiencia de Yamaha y la calidad de sus productos y les fue de gran utilidad Yamaha en el desarrollo de su propio negocio.

"VIAJE-DANTAI" POR JAPON

Ha participado en este viaje por Japón alrededor del 25 por ciento de los concesionarios de Yamaha en Estados Unidos. Se reunió tal cantidad de personas que para que todos pudieran disfrutar plenamente del turismo en el otoño de Japón los atendimos adoptando la forma japonesa de "viaje-dantai". "Dantai" significa grupo.

Felizmente, después de terminar los diez días de viaje, muchos participantes declararon: "Relacionarse directamente con una cultura completamente diferente de la de América ha sido verdaderamente una experiencia emocionante." reflejando así su satisfacción por este viaje.

LES FOURNISSEURS AMERICAINS DE YAMAHA OFFRENT CADEAUX A CHAQUE EMPLOYE DE YAMAHA MARITIME POUR LES REMERCIER DE L'EXCELLENCE DE LEURS PRODUITS

Le 1er octobre, un groupe de 200 fournisseurs américains est arrivé à l'aéroport de Narita, en apportant 3 cadeaux à tous les employés de Yamaha et de Sanshin Kogyo, fabricant des moteurs hors-bord Yamaha. Les 3 cadeaux, choisis avec la plus grande attention, étaient autant d'expressions de la reconnaissance de ces fournisseurs qui ont établi l'année dernière une relation d'affaires avec Yamaha, et ont pu franchement évaluer la haute performance et l'excellente qualité des produits Yamaha, et faire prospérer leurs affaires grâce à Yamaha.

"VOYAGE ORGANISÉ" À LA JAPONAISE

A ce voyage au Japon, ont participé à peu près 25% des fournisseurs américains. Pour que tous ces nombreux invités puissent pleinement apprécier la beauté du Japon en automne, nous les avons accueillis à la manière japonaise, à savoir par un voyage dantai. Ce dernier mot signifie "groupe" en japonais.

Heureusement, à la fin de ce programme de 10 jours, la plupart des invités nous ont exprimé la satisfaction que leur avait causé le contact stimulant avec la culture du Japon si différente de celle des Etats-Unis.



Question 1. ... What do you think is the most outstanding characteristic of Yamaha outboards?

Question 2. ... Is there anything that you are particularly looking forward to on this tour, and is there anything in particular that you are planning to buy?

Mr. Dave Bearden and his wife Lorna

(Pneumatic Boats Depots / Florida)



A.1 (1) The quality. (2) The 100:1 oil mixture ratio and oil injection. I show the motor to the customer in detail when I sell it.

A.2 When I was in Japan in 1959 as a member of the armed forces I bought a Hakata doll. Since then I have collected several others, and we are hoping to buy more on this trip.

Mr. John Winterling and his wife Jan

(Camboral / California)



A.1 (1) The durability. We give our customers a full 2-year guarantee. (2) The

oil injection and the 100:1 oil mixture.

A.2 Although it won't be possible on this trip, sometime we would like to visit the Memorial Musium for the Atomic Bombing of Hiroshima. As far as shopping goes, we would like to look at some pottery, binoculars and camera accessories. And, we mustn't forget to buy some Japanese toys for our grandchildren.

Mr. Noel Osborne and his wife Sandra

(Osborne Boat Sales/Pennsylvania)



A.1 (1) Oil injection. (2) The quiet drive. I am very interested in the new 4-strokes, as well.

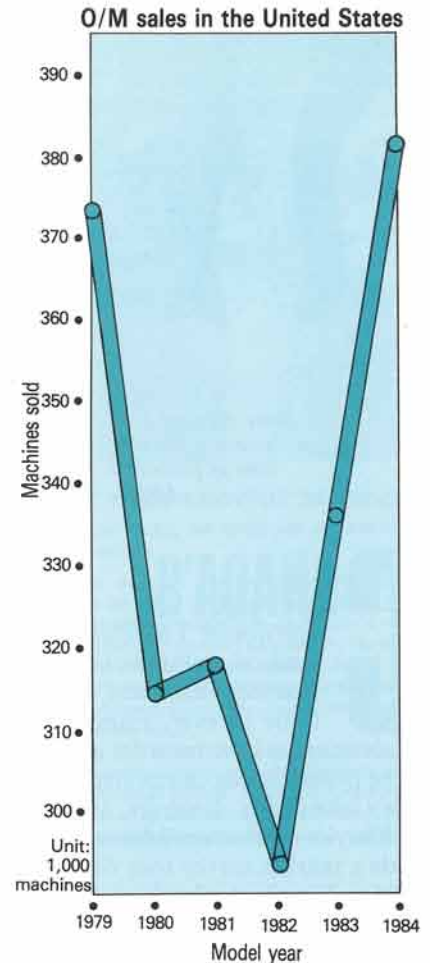
A.2 Sandra: I'm looking forward to trying some traditional Japanese cooking, sitting Japanese style on a tatami floor. I also want to try some Japanese "Sake". As for shopping, I hope to take back something traditional, like a Japanese fan.

A Great Success

After finally coming out of its economic recession in the spring of 1983, the U.S.A. boating industry rebounded in the 1984 season to record sales levels surpassing those of 1979, the second best year in the industry's history following 1973.

That is why the Chicago Show (IMTEC), held in the fall of '84, at which the different makers display their '85 new models for the first time, was held amidst a mood of excitement and anticipation for the coming season.

Yamaha's presentation at this show can only be called a great success. As in '83, Yamaha's corner was one of the center attractions of the show, where visitors came to see the models which had won such an outstanding reputation in the '84 season, like the 3-cylinder models, the V-4's and V-6's, as well as Yamaha's first 4-strokes making their debut for '85. The eyes of the industry also gathered on other Yamaha special display items, such as the Yamaha Auto Pilot.



UN GRAN EXITO

En el show de otoño de Chicago (IMTEC) de 1984, donde se exponen los modelos para el año 85 de cada compañía, la presentación de Yamaha ha resultado un gran éxito.

Siguiendo a la primera participación en 1983, el rincón de Yamaha, que consiguió el mejor puesto, por un lado atrajo la atención con los modelos de 3 cilindros, V4 y V6, ganadores de gran popularidad, y además, empezando por el primer motor fuera borda de cuatro paladas que hizo su debut como el modelo 85, los "auto pilot" expuestos como artículos de referencia, etc. han atraído la atención del círculo industrial.

UN GRAND SUCCÈS

Au salon nautique de Chicago (IMTEC), à l'automne 1984, la présentation de Yamaha a connu un grand succès parmi la gamme des modèles '85 exposés par les diverses sociétés. Comme en 1983, Yamaha a eu la chance d'obtenir la place la plus favorable. Au stand Yamaha ce sont d'abord les moteurs à 3 cylindres, V4 et V6 qui bénéficiaient de la bonne réputation acquise pendant la saison '84 alors qu'ont attiré l'attention des spécialistes, tout comme le moteur hors-bord à 4 temps proposé pour '85, comme premier modèle de son genre, ainsi que le pilotage automatique, exposé comme référence.

FISHING CAMP TOUR



• Harry Ely posing on a Yamaha utility bike used at Branson's Lodge.



• Coming into Branson's Lodge



• Branson's Lodge

CANADA'S

Northwest Territories is a land of countless lakes and marshes that seem to continue forever. Fishing enthusiasts come here from far and wide to the prime fishing camps that dot the area's lake shores. Recently, Mr. Terry Chiliboiko of Yamaha Motor Canada made a market survey tour of the territories. Here is the fascinating report he sent back.

The fishing camps in the Northwest Territories can only be reached by renting a small amphibious airplane. For our tour we used a Cessna 180 supplied by Ptarmigan Airways.

Our first stop was Branson's Lodge on Great Bear Lake, just north of the arctic circle. This lodge began using Yamaha outboards at the beginning of last season, meaning that they now have two full seasons of use behind them. Ernie Dolinski, principle owner of this lodge, says that he has been very pleased with the performance of the Yamahas compared to other brands he has used.

Here is a summary of Mr. Dolinski's evaluation of the Yamaha outboards:

1. To get from the camp to a fishing ground called Sawmill Bay used to take three full tanks of gas at 5 gallons a tank. Since he started using Yamaha 25hp outboards, however, many of the guides comment that they make the trip now on only 2 1/2 tanks. This comes out to a savings of about 20%. Although there are many variables that determine the efficiency of a boat, these engines are definitely making a big difference.
2. The camp's oil consumption for outboards has been cut in

half, compared to previous outboard brands.

3. Mr. Dolinski says that he used 80% less replacement parts than with previous North American manufactured outboards.

Big savings!

These three factors combine to give a savings of between 3 and 4 thousand dollars. In other words, the lodge is making that much more profit while doing the same amount of work as they used to do with North American brand outboards.

For example, during a six-week season the camp will use approximately 3600 gallons of gas at \$2.00 per gallon. This calculates to:

$$3,600 \text{ gal.} \times \$2.00 = \$7,200$$

$$\$7,200 \times .20 \text{ savings} = \$1,440$$

It normally costs \$.50 per gallon freight charge to get the gas to Great Bear Lake, which makes the savings even greater.

Mr. Dolinski used to purchase about \$2,000 dollars worth of replacement parts a year. In the past two seasons with the Yamahas, however, he used only \$400 worth of Yamaha parts, a saving of \$1,600, or 80%. At first, Mr. Dolinski admits that he was concerned about a possible lack of parts, because every time one of his motors breaks down he stands to loose about \$1,000. In the last two seasons, however,



A hard but



there has only been one such breakdown on his 25hp outboards. Yamaha dealer, Harry Ely, quickly settled the problem by giving him a new bottom end, off of a motor he had in stock, to replace the damaged one.

Mr. Chliboyko sees fish camps like these as a difficult but potentially very active market, not only for outboards, but also for snowmobiles, trimotors and generators. He ends his report by adding that, because

fishermen come to these camps from all over North America, the good reputation that the motors and other products receive here will be carried back to these fishermen's home territory, and they will ask for the Yamaha brand there as well. In this way, the use of Yamaha products in these camps will have a truly far-reaching promotional effect.

JIRA DE CAMPAMENTOS DE PESCA
Aunque es duro, se trata de un mercado muy atractivo.

La zona de lagos y pantanos del Noroeste de Canadá. En las orillas de sus numerosos lagos y pantanos hay esparcidos hospedajes destinados a recibir a excursionistas que acampan para pescar. Hace poco hemos recibido un interesante informe del Sr. Terry Chliboyko (Yamaha Motor Canada) que ha realizado un viaje de reconocimiento por algunos campamentos de pesca de esta zona.

Según el Sr. Chliboyko, el campamento de pesca presenta duras condiciones para el motor fuera borda, pero la demanda es grande. Además informó de que hay perspectivas de demanda no sólo de motores fuera borda sino también de vehículos para nieve, tri-motores y generadores.

VISITE DE CAMPS DE PÊCHE CANADA

Marché difficile mais bien séduisant

A la territoire North-ouest du Canada, il s'étend un marécage parsemé de plusieurs huttes pour les pêcheurs. M. Terry CHILBOYKO (Yamaha Motor Canada), qui vient de visiter des camps de pêche dans cette région, nous a fait un rapport intéressant.

D'après lui, la demande des moteurs hors-bord est, dans le domaine du camp de pêche, sévère mais vitale. On peut s'attendre non seulement à beaucoup, des moteurs hors-bord, mais aussi des trimoteurs et des générateurs.



A meeting proceeds on a serious note; from the right; Dolinski, Ely (beard), Dolinski's son, mechanic and Mrs. Dolinski.

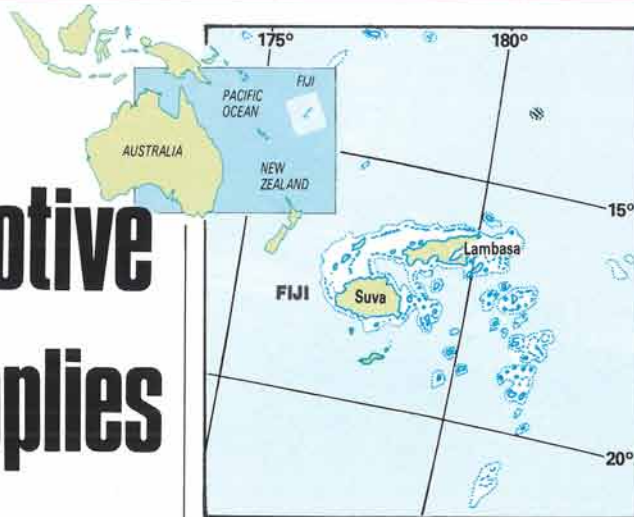
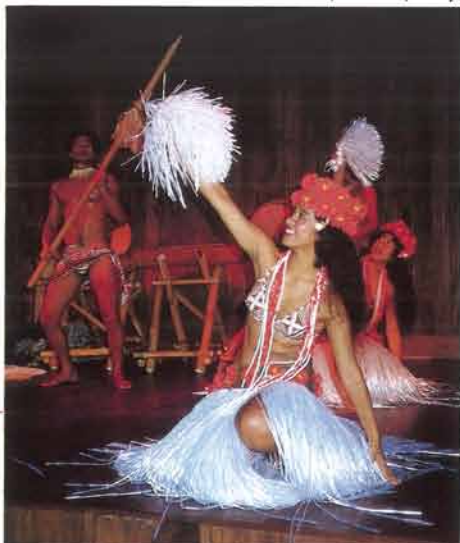
exciting market

YAMAHA IMPORTERS & DEALERS

Automotive FIJI Supplies Company

An island nation consisting of about 260 islands, Fiji is often referred to as the cross-roads of the Pacific. Aside from the fact that it lies at the axis point of trade routes in the South Pacific, Fiji is blessed with an abundance of natural resources such as gold, sugar cane, copra, palm oil, bananas, oranges, rice, cotton, coffee, gum and timber. Taking advantage of these factors, Fiji has become one of the most developed nations among the island groups of the Pacific. Being an island nation, boats and outboard motors are an irreplaceable means of water transportation. Also, in recent years great efforts are being made, here, to develop coastal fisheries, creating an additional demand for outboards.

(Photo courtesy: Embassy of Fiji)



The greatest share

Automotive Supplies Co., a part of the vehicle division of Burns Philip, first began dealing with Japanese goods by selling Toyota, Daihatsu and Hino automobiles. Then, ten years ago divisional manager, Mr. Allan Jessop, undertook the company's first dealing with Yamaha. Although at the time the outboard motor market in Fiji was dominated by other brands, after the introduction of Yamaha outboards by Automotive Supplies Co. Yamaha's market share grew steadily year by year, until now, it has reached between 60 and 70% of the total market. Besides outboards, Yamaha motorcycles and generators have also been added, and are now important parts of the company's business.

Mr. Jessop explains his business policy as always trying to supply the customers



with the most beneficial product brand when it comes to goods that play a vital role in people's daily lives. In line with this policy, Mr. Jessop has created an efficiently operating marketing system, including 5 branch offices on 5 of the major islands, from which marketing manager, Mr. N. Miles can, in turn, run a thorough system of dealer service.

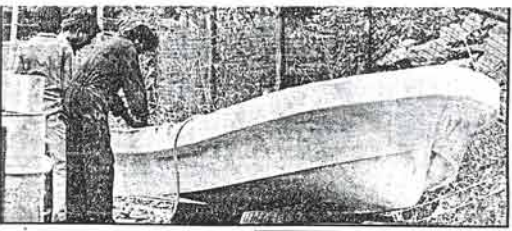
Production of FRP boats

Another aspect of the company's business which we would like to mention





▲Mr. Jessop, divisional manager and his wife Mr. N. Miles, ► marketing manager



They'll be ready for the Queen

PRODUCTION of fiberglass boats for the Queen's visit on October 30 are under way. The hull of the four 23-footer Yamaha boats are being made by Burns Philip (S S) Co Ltd's motor division at Nabua, Suva, under a Japanese engineer, Mr Toyoma. Cabin fittings will be made by the Marine Department shipyard. Each boat is estimated to cost \$1500 to \$1800 and can carry up to 1 tonne in weight. A spokesman for the company, Mr Tom Barnard told The Fiji Times that the company also produced 10 and 12-footer boats commercially for fishermen. HERE, working on the hull of the first boat to come out of the mould are employees of Burns Philip (S S) Co Ltd's motor division at Nabua, Suva. — Picture by ASAELI LAVE.

The Fiji Times (Oct. 22, 1982)

here is the construction of FRP boats under technical contract with Yamaha. The company began the production of FRP boats in 1982, which happened to be the year that the British Commonwealth Conference on the South Pacific was held. At this time, they had the good fortune of building the boat, a Yamaha W-23 work boat built with technical assistance from Yamaha, that was used by Queen Elizabeth as she made her inspection tour of the islands. Since then, the necessary facilities and personnel have been acquired to enable the company to engage in the start-to-finish production of two types of boats, the W-23 and TRI-10.

In October of 1984, Mr. Jessop paid a visit to Yamaha's home office in Japan. One of the main purposes of his visit was to investigate new boat building methods

which could be used to meet the coming needs resulting from the nation's efforts to develop a tourist industry in Fiji, and to discuss with Yamaha staff the feasibility of introducing the CKD system there. If these plans can be realized, Fiji will become a new manufacturing center for modern boats, and that will surely mean a bright future for Automotive Supplies Company.



Packing for CKD shipment

IMPORTADORES Y CONCESIONARIOS DE YAMAHA

Compañía de Suministros de Automoción — Fiji —

Como es un país de islas, no se puede prescindir de los motores fuera borda para la circulación sobre el agua. Además, en estos últimos años, se está dedicando mucho esfuerzo a la explotación de la industria pesquera en las costas.

La compañía de Suministros de Automoción es una parte del Departamento de Vehículos de la Burns Philip y al principio, en lo que concierne a los productos

de fabricación japonesa, realizaba la venta de coches Toyota, Daihatsu y Hino. Pero el Sr. Allan Jessop, gerente de división, inició los negocios con Yamaha hace diez años. En aquella época Fiji era mercado de otra marca, pero desde que la Compañía de Suministros de Automoción iniciara el trato de motores fuera borda, el mercado de Yamaha ha aumentado cada año y últimamente la suma anual de ventas ha alcanzado entre un 60 y un 70 por ciento.

Es digna de atención la empresa que se ocupa de la fabricación de botes FRP por medio de un acuerdo técnico con Yamaha. Esta empresa tiene equipos de fabricación y el personal técnico necesario y actualmente está construyendo un sistema para producir a la vez y completamente los dos modelos de bote W-23 y TRI-10.

IMPORTATEURS & FOURNISSEURS DE YAMAHA

Automotive supplies Company — FIDJI —

Dans ce pays, composé de plusieurs îles, les bateaux et les moteurs hors-bord sont indispensables à la circulation maritime. Par ailleurs, ce pays tâche de développer sa pêche côtière ces dernières années, ce qui rend les moteurs hors-bord de plus en plus importants.

Automotive Supplies Company, filiale chargée du service de véhicules dans le groupe Burns Philip, vendait les Toyota, Daihatsu, et Hino comme voitures japonaises au début. Et il y a dix ans, quand M. Allan JESSOP en était le directeur, cette société est entrée en relations d'affaires avec Yamaha. Au déclinement des autres marques qui avaient été dominantes aux Fidji, la part du marché de Yamaha pour les moteurs hors-bord a augmenté chaque année, et la part d'affaires annuelles de Automotive Supplies Co. atteint 60 à 70% ces dernières années.

Il faut bien remarquer la production de bateaux "FRP" dans la coopération technique avec Yamaha. Automotive Supplies Co. a préparé des installations de fabrication et une équipe de technique pour s'assurer d'un système complet de fabrication à la chaîne des deux modèles W-23 et TRI-10.

SERVICE & MAINTENANCE

*Hello,
I'm Your
Yamaha
Serviceman*



SERVICE MANAGERS MEETING

SYDNEY, AUSTRALIA

From August 30th to 31st, at the Sydney Office of Yamaha Motor Australia Pty. Ltd., an Importer Service Managers Meeting was held for the Australia and New Zealand area. Mr. Mike Sekine and Mr. Yoshida of the Service Dept. were sent from the Yamaha Home Office to lead a series of active meetings centered mainly around the improved points on the new '85 models, as the market was preparing to enter its in-season.



AMSTERDAM, HOLLAND

On October 24th and 25th, Yamaha Motor Europe N.V. held its European Service Managers Meeting at a hotel on the outskirts of the city of Amsterdam. The meeting was attended by 22 service managers and parts managers from 13 European countries. Since the technical explanation of the new F9.9A was one of the main subjects of the meeting, the sponsors called on a technical expert from an oil maker to explain about the oil needs of a 4-stroke engine. Thanks to this fact, all the participants were able to increase their understanding of the role of oil, thus improving their overall understanding of the F9.9A's service needs, as well. From this standpoint, this year's meeting was regarded as a great success.



Boat manufacturing factory

SERVICE, SERVICE, AND MORE SERVICE

THE EDUARDO COMPANY, COLOMBIA

From October 29th to November 16th of 1984, Mr. Johnny Londoño, of Yamaha's importer in Colombia, South America, Eduardo Londoño e Hijos Sucs. Ltda. (Eduardono), undertook the study of FRP boat making techniques at Yamaha's Arai factory. Although Eduardono has been engaged in the domestic production of Yamaha FRP boats for the past several years, Mr. Londoño made his recent visit to Japan for the purpose of learning Yamaha's Vacuum Assisted Resin Injection Method. With the adoption of this method in Colombia in the near future the company aims to improve the overall quality of the boats they produce.

Colombia is a country situated mainly between the equator and the 10th latitude north. With most of its centers of culture lying in the mountain regions of the Andes chain, such as the capital Bogota, the country's coastal regions and the rain forest regions lying at the head waters of the Amazon River remain sparsely populated. The development of the previously underdeveloped coastal regions remains one of the government's top priorities. However, as is typical of such a high-temperature, high-humidity tropical region, much of the land area is dominated by swamps, making road building impossible, and forcing a dependence on water transportation.

Devoting itself to the task of helping the development of its area through the supplying of Yamaha outboards, Yamaha boats, and Yamaha generators, the motto of the Eduardono can be expressed in three words; service, service and more service. At the home offices in the city of Medellin, the



Mr. J. Londoño at work

company is continuously holding service courses based on the Yamaha Service Program, and introducing such interesting methods as color-coding propellers by their pitch to make for easier understanding.

Also, the company keeps a customer list and conducts a free check of all motors they sell after three months, after which they rely on regular reports from their dealers' mechanics to keep up on any troubles being encountered in the market area.

SERVICE SHOPS ARE BEING IMPROVED AND STRENGTHENED

There is a recent tendency that in the Middle and Near East Yamaha dealers are expanding and equipping their service shops with better facilities. They are enthusiastic about improving their service and rigging qualities in accordance with increasing handling quantities of large-sized Yamaha outboards including V-4 and V-6 models.

Saudi Arabia



① Yamaha dealer's main shop



② A new service shop under construction

Kuwait



③ The current service shop



④ A new service shop, twice as wide as the current one.

Qatar



⑤ The current service shop



⑥ A new office building nearing completion

Servicio, servicio y servicio

Compañía Eduardono (Colombia)

El Sr. Johnny Londoño, de la compañía importadora en Colombia, Eduardo Londoño e Hijos Suc. Ltda (Eduardono) ha estado en la nueva fábrica de Yamaha desde el 29 de octubre al 16 de noviembre de 1984 y participando en un cursillo técnico de la fabricación del FRP. La compañía Eduardono fabrica el bote Yamaha FRP en su propio país desde el año pasado y en esta ocasión el Sr. Londoño vino a Japón principalmente para aprender el Método de Inyección de Resina al Vacío de Yamaha y mediante la introducción de esta técnica mejorar la calidad de los botes.

REUNION DE GERENTES DE SERVICIOS (Amsterdam, Holanda)

La Yamaha Motor Europe N.V., invitó el pasado 24 y 25 de octubre a 22 Gerentes de Servicios y Gerentes de Sección de 13 países de Europa y celebró una asamblea de Gerentes de Servicios en un hotel de las afueras de Amsterdam.

(Sidney, Australia)

Durante los días 30 y 31 de agosto de 1984 se celebró en la oficina de Sidney de Yamaha Motor Australia Pty. Ltd. una reunión de Gerentes de Servicios importadores de Australia y Nueva Zelanda. De la compañía central de Yamaha fueron enviados el Sr. Mike Sekine y el empleado Sr. Yoshida (personal de comercio técnico). Antes de empezar la temporada se celebró una animada charla teniendo como tema principal las explicaciones de los puntos de mejora de los modelos del 85.

Las Agencias Tienen una Tendencia a Extender sus Espacios

Los concesionarios Yamaha en el Cercano y Medio Oriente últimamente tienen una tendencia a extender el espacio de sus agencias y a instalar equipos más modernos, lo que tiene por objeto facilitar el aparejo y el servicio, debido a que se tratan cada vez más los fuera borda de gran tamaño como el V4, el V6, etc.

SERVICES AVANT TOUT

La Société Eduardono et Cie (Colombie)

M. Johnny LONDOÑO de Eduardo Londoño e Hijos Suc. Ltda (Eduardono), Colombie, a séjourné à l'usine de Yamaha de Arai du 29 octobre au 16 novembre 1984, pour étudier la technologie de la fabrication des bateaux "FRP". Eduardono, qui produit les "FRP" sur place depuis quelques années, a envoyé M. LONDOÑO au Japon pour lui faire acquérir avant tout la Méthode Yamaha d'Injection de Résine aidée par le vide. Cette compagnie estime que l'introduction de cette technique lui permettra de faire des progrès au profit de la qualité de ses bateaux.

RÉUNION DE DIRECTEURS (à Amsterdam, aux Pays-Bas)

Le 24 et le 25 octobre, Yamaha Motor Europe N.V. a organisé dans un hôtel aux environs de Amsterdam, une réunion des directeurs de service et de pièces en Europe. 22 membres, venus de 13 pays européens, y ont été invités. (à Sydney en Australie)

Le 30 et le 31 août 1984, Yamaha Motor Australia Pty. Ltd. a organisé la réunion de directeurs de service des importateurs en Australie et Nouvelle-Zélande au bureau de Sydney. MM. Mike SEKINE et YOSHIDA (représentant technicien) ont été envoyés du siège de Yamaha pour expliquer aux participants les améliorations des modèles '85 par rapport aux modèles précédents, afin de préparer la saison prochaine. Leurs explications ont été à l'origine de discussions très animées.

Les Agences sont en Train de Élargir leurs Espaces

Les concessionnaires Yamaha du Proche-Orient ont ces derniers temps une tendance à élargir l'espace de leurs agences et à les pourvoir d'équipements plus modernes, ce qui a pour but de faciliter le gréage et le service, en accord avec la situation où on doit traiter de plus en plus les grands hors-bord comme le V4, le V6, etc.

NEWS ROUNDUP

Delegation Studies "Japanese-style Business"

A "study team" made up of top executives from U.S. industry recently visited Japan for one week to visit ten leading Japanese companies for the purpose of examining Japanese business methods, with primary focus on quality control and labor management. The group, called the "Mercury Marine / Industry Week Study Team to Japan" and consisting of 25 executives led by Mr. F. Knight and Mr. W. Patterson, receiving the cooperation of the Japan Productivity Center, visited Japan from Sept. 30th to Oct. 12th, 1984. As a part of their study schedule, the Team visited Yamaha's Home Office and Sanshin Industries for a tour of the factories and several hours of discussion with staff members from the business and management departments at each. The main themes of study for the members of this tour included; (1) production management / manufacturing technology, (2) small group activities, and (3) industrial relations.



Tochisa S.A. (Panama) Becomes A Yamaha Importer

Panama's Tochisa S.A. has signed an importer contract with Yamaha and begun the sale of Yamaha products as of October, 1984. Already the company's service personnel have completed their technical training seminar. With Panama being Central America's second largest outboard motor market, behind Mexico, Yamaha has great expectations for the role Tochisa will play, both in the

sales and the service of Yamaha products there, with the full support of Yamaha behind them. Regarding his company's new relations with Yamaha, President Mr. M. Guardia has declared strongly that he intends to put all the company's efforts into sales promotion activities for the new Yamaha outboards.



Mr. and Mrs. Guardia enjoy boating on Lake Hamana during their recent visit to Japan.

Yamaha FRP Workmanship Classification System

Yamaha Motor Co., Ltd. has started a skill test for Yamaha Fiber Glass Rein-



forced Plastics for the employees working at companies manufacturing products of Fiber Glass Reinforced Plastics (hereinafter FRP) under technical assistance contracts.

YAMAHA FRP SKILL TEST is aimed at:

- (1) Appropriate evaluation of an employees' technical skill.
- (2) Self-information for the development of individual skill.
- (3) Systematic improvement of employee's skill.

YAMAHA FRP SKILL TEST can:

- (1) provide an opportunity for achieving a higher level of



Practical training



Examining finished products

- skill:
- (2) help to produce products of stable quality, enhance productivity and decrease manufacturing costs: and
 - (3) help to produce products which will satisfy the users, who will in turn gain a deeper understanding of FRP products and create more demand for them, all of which will provide the

CONTRIBUTIONS WANTED

Mr. Patrick Peiris, a Yamaha sales engineer, made a business trip recently to the Maldives Islands, where he visited Mr. Ali Abdulla, president of a local dealership, the Alia Store, and while he was there they took out a boat and went fishing. Mr. Peiris had brought along some fishing gear from Japan that he wanted to try out. Well, as a result, within the space of about an hour he had caught about 60lbs worth of assorted fish, including king fish, lethrinus and barracuda. This catch amazed the local fishermen and immediately aroused a lot of interest in the Japanese fishing gear he was using.

By the way, we hear that Mr. Peiris was able then to turn his catch over to a local hotel in exchange for a free night lodging!

Presuma de su captura aquí en Chantey El ingeniero de ventas de Yamaha, Sr. Patrick Peiris (en el centro de

la foto) hizo un viaje oficial hace poco a las Islas Maldivas y salió a pescar en barco con el presidente de la sucursal Alia Store, Sr. Ali Abdulla. Usando aparjos de pesca llevados de Japón, en aproximadamente una hora de prueba, consiguió pescar 60 libras entre caballas, besugos, lucios y otros. Los pescadores del lugar se sorprendieron con estos aparjos y mostraron gran admiración por los aparjos de pesca japoneses. A propósito, el Sr. Peiris ofreció su pesca al hotel donde se hospedaba y dicen que ganó el importe de una noche de alojamiento.

VANTEZ-VOUS DE VOTRE PÊCHE DANS CHANTEY

M. Patrick Peiris (au milieu sur la photo), ingénieur commercial de Yamaha, a fait récemment un voyage d'affaires au Maldives. Pendant son séjour, il a essayé, en bateau, en compagnie de M. Ali Abdulla, directeur de l'agent Alia Store, le matériel de pêche apporté du Japon. Au bout d'une heure, ils avaient pris 60 livres de maquereaux bâtards, de daurades, de brochets de mer et d'autres poissons. Les pêcheurs locaux, étonnés de ce résultat, ont accordé la plus grande attention au matériel japonais. Détail amusant: Comme M. Peiris avait offert ses prises à l'hôtel, on l'a récompensé par une nuit gratuite!

Boast About Your Catch Here In The Chantey



users with a means to a richer life.

The photo shows the first holding of the test in Oman, Oct., 1984.

Mr. Yamaha.... Battling Courageously in The Great Race

Mr. Wayne Lee of Elee Agencies, Yamaha's sole distributor in Trinidad and Tobago, has been putting all his heart into the battle for over 100 thousand dollars in total prize money in an event called the "Great Race".



This race, which began in 1971, is an ocean race held over a 118 km course between Bayshore, Westmooring and Store Bay, Tobago. The race has grown in popularity every year as the performance of the boats and engines continue to improve, and now, it is one of the biggest national sporting events in the summer season.

In the 1984, \$110,000 Great Race, Wayne and Steve Lee entered their boat, "Mr. Yamaha" (Deep Vee / 2 Yamaha 200's), and raced to a respectable 6th place finish. Next year we hope to see them back and trying for victory. Go for it, Wayne!

International Fisheries Training

Last October 23rd, a group of trainees from the Japan International Cooperation Agency's Kanagawa Interna-



tional Fisheries Training Center visited Yamaha for a study tour of Yamaha's outboard motor factory (Sanshin Industries), and boat factory (Yamaha Gamagori Manufacturing), as well as a tour of Yamaha's Lake Hamana Marina. The visiting group included 18 members. These trainees stayed in Japan from July to December of 1984 as members of the JICA's coastal fisheries extension course, a course of study aimed to give the trainees a complete introduction to the basic knowledge and technology involved in general coastal fishery. By the way, Yamaha hosts trainee groups of this type from the JICA twice every year.

Lending A Helping Hand in Fishery Development

In September, 1977, Yamaha began publication of "Fishery Journal", an industrial publication aimed at supplying useful information concerning the basic technical knowledge necessary for the promotion and industrialization of fisheries. Having earned the acclaim of fishery concerns in the developing countries, as well as the rest of the world, this journal has established itself as a leading source of information dealing with the contemporary operating conditions of the fishing industry in Japan, and is now finding use as a text material in marine industrial schools. As an example of this trend, we have been informed that the Pacific Circle Consortium, an agency under the OECD/CERI, is considering "Fishery Journal" as one of its recommended educational materials for the promotion of international education concerning fishery.



Grupo investigador de observación directa de "La administración al estilo de Japón".

Un grupo de estudio formado por altos ejecutivos de las empresas americanas ha visitado alrededor de 10 influyentes empresas de Japón en una semana aproximadamente y teniendo como objeto principal el TQC (control de calidad total) y la administración laboral realizó una investigación de las características de las empresas japonesas.

Tochisa S.A. (Panamá)

Se convierte en importadora de Yamaha

La Tochisa S.A. de Panamá ha cerrado con Yamaha un contrato de importación y desde octubre de 1984 ha iniciado la venta de productos de Yamaha. Ya terminó el cursillo técnico para los empleados de servicios de esta misma compañía. Panamá es el segundo gran mercado de motores fuera borda en Centroamérica después de México.

Yamaha FRP, sistema de clasificación de la habilidad en el trabajo.

La compañía Yamaha Motor, LTD. ha iniciado un test de habilidad para la compañía Yamaha de Plásticos Reforzados con Fibra de Cristal, para los trabajadores empleados en la compañía de productos manufacturados de plásticos reforzados con fibra de cristal (de aquí en adelante FRP) bajo la asistencia técnica de personal contratado.

"Mr. Yamama" - Lucha en la Gran Carrera

El único distribuidor de Yamaha de Trinidad y Tobago, el Sr. Wayne W. Lee de Elee Agencies, arde en deseos por el premio en metálico de la Gran Carrera cuya suma total es de 100 mil dólares.

En la Gran Carrera de 1984 de 110 mil dólares celebrada el 5 de agosto, el Sr. Wayne y Steve Lee entró con "Mr. Yamaha" (Deep Vee/Yamaha 200x2-motors), pero lamentablemente se contentó con el sexto puesto. Tenemos las esperanzas puestas en el próximo desafío, ! Animo Wayne !

Adiestramiento internacional de pescadores.

El pasado 23 de octubre, un grupo de cursillistas de la Agencia de Cooperación Internacional de Japón (JICA) visitó Yamaha y realizó visitas de instrucción en la fábrica de motores fuera borda (fábrica de Sanshin), fábrica de barcos pesqueros (manufacturas de Gamagori de Yamaha) y la Marina de Yamaha de Hamanako.

Contribución al fomento de la industria pesquera.

La "Fishery Journal" cuya publicación inició Yamaha en septiembre de 1977, es una revista de información de empresas que tiene como objetivo ofrecer valiosas informaciones referentes a conocimientos básicos de las técnicas de la industria pesquera y del fomento e industrialización de la industria pesquera. En el Consorcio del Círculo del Pacífico, organismo subordinado de OECD/CERI, se está considerando ahora la adopción y el uso de la "Fishery Journal" como material de enseñanza para estimular la educación intercultural relacionada con la industria pesquera.

VISITE POUR ÉTUDIER LA "GESTION À LA JAPONAISE"

Un group de travail composé de responsables d'entreprises américaines a fait, pendant environ une semaine, un voyage d'études dans une dizaine d'importantes entreprises japonaises. Ce voyage a été organisé pour étudier les caractéristiques des entreprises japonaises, notamment ce qu'on appelle "contrôle de qualité total" et la gestion du personnel.

TOCHISA S.A. (PANAMA), NOUVEL IMPORTATEUR DE YAMAHA

Conformément au contrat passé avec Yamaha, Tochisa S.A. a commencé la vente de produits Yamaha en octobre 1984. Son personnel du service a terminé tous les stages techniques. En Amérique du Sud, le Panama constitue le deuxième marché de moteurs hors-bord après le Mexique.

CLASSIFICATION DE LA MAÎTRISE DES PRFV YAMAHA

Yamaha Motor Co., Ltd. a introduit un test de maîtrise des Plastiques Renforcés Fibre de Verre Yamaha pour les employés des sociétés fabriquant des Plastiques Renforcés Fibre de Verre (PRFV) dans le cadre du contrat d'assistance technique.

"MR. YAMAHA", EN DÉPIT DE SES EFFORTS, TERMINE 6ème À "THE GREAT RACE"

Mr. Wayne W. Lee, de "Eleee Agencies", concessionnaire unique de Yamaha à Trinidad et Tobago, est un fervent de la course "Great Race", dont les prix s'élèvent à un total de plus de 100.000 Dollars.

Le "Mr. Yamaha" (Deep Vee/Yamaha 200x2) piloté par Messieurs Wayne et Steve Lee a participé à la course "The great Race" le 5 août dernier, mais les concurrents ont malheur de se contenter de la 6ème place. Nous vous souhaitons bonne chance pour la prochaine fois, Wayne!

STAGE INTERNATIONAL DE LA PÊCHE

Yamaha a accueilli, le 23 octobre, les stagiaires du Centre de Stage International de la Pêche de Kanagawa dirigé par Japan International Cooperation Agency (JICA). Ils ont visité l'usine de moteurs hors-bord "Sanshin Kogyo", l'usine de bateaux de pêche "Yamaha Gamagori Seizo" et le port de plaisance Yamaha de Hamanako.

POUR CONTRIBUER AU DÉVELOPPEMENT DE LA PÊCHE

En Septembre 1977, Yamaha a fondé "Fishing Journal", magazine de relations publiques, dont le but est de présenter des informations techniques de base sur la pêche ainsi que des articles d'actualité utiles au développement et à l'industrialisation de la pêche. Et le "Pacific Circle Consortium", organisme dépendant de l'O.C.D.E./CERI, étudie en ce moment la possibilité de se servir du "Fishery Journal" comme matériel éducatif recommandé pour favoriser l'éducation interculturelle dans le domaine des pêches.

NEWS ROUNDUP

Canadian Dealers Meeting

During the period from October to November of 1984, dealers meetings were held in five locations across Canada, including Toronto, Vancouver, Regina, Montreal and New Foundland. One of these meetings saw 30 dealers from around Quebec Province gather at a hotel in Montreal on October 17th, while the beautiful autumn leaves were at their height. At the meeting, along with the introduction of '85 models that will enter the market next season, such as the 4-stroke F9.9, the fishery-type E25F and the Fishing camp-type 20C, proposals were also set forth for a 2-year warranty system and a Japan trip plan. From start to finish, the conference was conducted in an amiable atmosphere, with the 2-year warranty and the Japan Trip proposals,



in particular, receiving unanimous approval from all the participants.

Caribbean Sea Area Fishery Conference

During a six-day period from November 11th to 16th, 1984, the 37th Annual Gulf and Caribbean Fisheries Institute conference was held at the Convention Center of Cancun, Quintana Roo, Mexico. The sponsors of this year's conference included the University of Miami, the Secretary of Fishery of the Government of Mexico, the Government of the State of Quintana Roo, Mexico, and the Inter American Foundation. In attendance were over 300 representatives from 17 countries, including Mexico, the U.S.A., Barbados, Belize, Costa Rica, Curacao, Dominica, France, Jamaica, Japan, etc., and from among these, 37 speakers made presentations. Yamaha Motor Company's Mr. T. Fukamachi was one of the two speakers representing Japan, and his talk on "Fishing Canoe Evolution" featured a number of examples of modernizing indigenous fishing craft.



The purpose of this conference is to help promote the development of fisheries in the Caribbean area countries, with special emphasis on underutilized resources such as squid, octopus and shark. The Meeting is scheduled to be held next year in Martinique.

Self Employment Bank Financing Scheme for Fishermen Of Sri Lanka

In addition to the existing Subsidy Schemes by the Ministry of Fisheries, Sri Lanka, another new scheme is now on to further assist fishermen. The Employment Bank Financing Scheme assist those fishermen who do not qualify for a permit to get a soft loan from the bank with low interest rates for approximately 90% of the value of the engine directly from the bank. Consolidated Marine Engineers Ltd., distributor for Yamaha outboard motors and Yamaha marine diesel engines, plays a very important role not only by initiating the scheme but, also in its longevity. Distributor has assured their assistance to the banks to constantly maintain the engines sold by them in

perfect working order, in order to ensure a speedy pay-back of loans granted by the banks to fishermen.

Australia, New Zealand Regional Dealers Meeting

For a two-day period from November 29th to 30th, 1984, a dealers meeting was held for the Australia/New Zealand market in the city of Sydney, Australia. The schedule for the first day of the meeting held at the Airport Hilton Hotel included a report from Yamaha Motor concerning present world trends in the outboard motor market and Yamaha's business strategies for the coming season, after which each of the dealers, representing different regions within the market, gave briefings on conditions in each of their individual areas and the sales promotion activities which they have been undertaking. The highlight of the conference was the presentation of the new F9.9A, while race reports about the repeated victories won by the 70C in the various localities, and reports about the rapidly expanding use of Yamaha outboards in the commercial field also became big topics of conversation.



Trial running of F9.9A

"PROCASTER MAGFORCE REELS"

UTENSILIOS DE PESCA
EQUIPEMENT DE PECHE

The reel ensures your entree to the elite fraternity of bait-casters. Proof that you know the best and own the best. "Magforce (Pat.P.)- This unique magnetic anti-backlash control system gives you bait-casting distance and more accuracy without fear of "bird nests" or tangles. In 1984, the Daiwa-developed Auto Cast (Pat.P.)-One-Hand clutch system will be combined with a Baitcasting Rod which offers the ultimate in casting just by holding the rod. Daiwa is sure that you will be more than satisfied with the superior operation and durability of this unique combination. (Courtesy of Daiwa Seiko, Inc.)

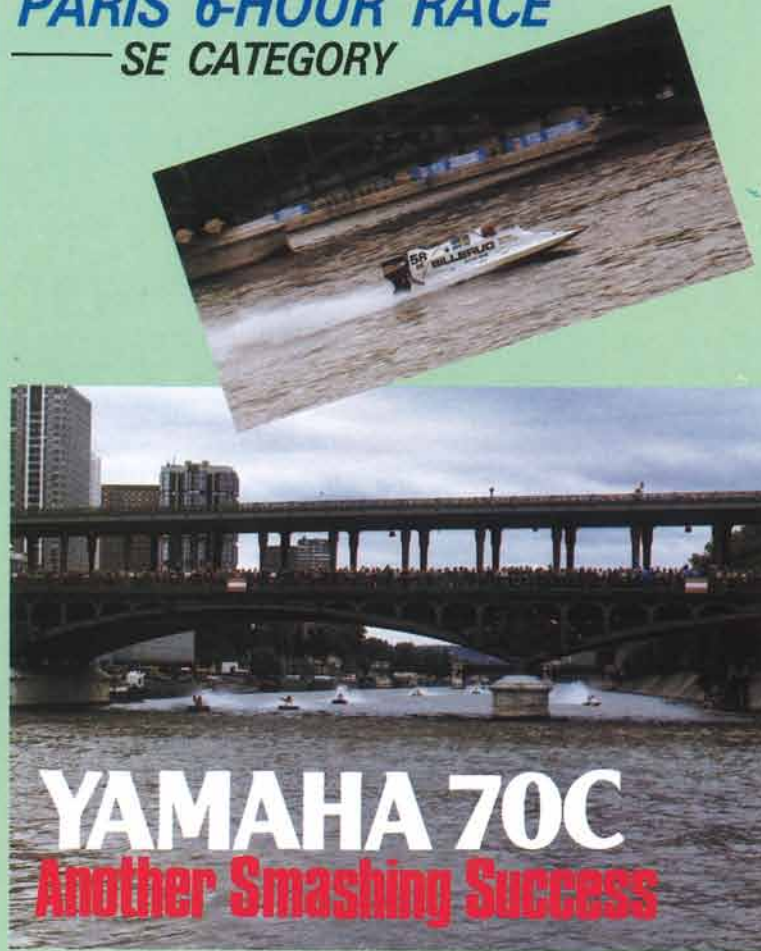


FISHING
GEAR



Fisherman receives the Bank Loan from the bank manager and the outboard motor is immediately delivered to him.

PARIS 6-HOUR RACE SE CATEGORY



Reunión de concesionarios en Canadá

El 17 de octubre de 1984, en un hotel de la ciudad de Montreal, donde las hojas de los árboles adquieren un bello colorido en otoño, se reunieron alrededor de 30 concesionarios de Yamaha del estado de Quebec y se celebró una reunión de concesionarios del mismo distrito. En la reunión se publicó la introducción al mercado del fuera borda de cuatro paladas, presentado como modelo 85, el E25F para la pesca y el 20C para uso en campamentos de pesca. También se presentó un plan de garantía de dos años y otro de un viaje a Japón. La reunión se desarrolló en un ambiente amistoso, y tanto la garantía de dos años como el viaje a Japón fueron acogidos con gran interés por todos los miembros participantes.

Conferencia del área de pesca del mar Caribe

Del 11 al 16 de noviembre de 1984, se celebró en Cancún (México) el trigésimo séptimo Instituto Anual de Pesca del Golfo y del Caribe reuniendo a más de 300 participantes de un total de 17 países del Caribe y de Estados Unidos. En esta gran reunión se centró la atención en el tema de los recursos poco utilizados y se debatió acerca de los problemas del fomento de la industria pesquera. Por parte de Japón asistieron el Sr. K. Takagi, profesor de la Universidad de Tokio y el Sr. T. Fukamachi, de la compañía Yamaha Motor que publicaron sus investigaciones.

Sistema de Financiamiento Bancario de las Empresas Independientes para los Pescadores de Sri Lanka

Además del Sistema de Subvención vigente del Ministerio de Pesca, ha sido establecido otro sistema que tiene por objeto asistir más a los pescadores. Con el Sistema de Financiamiento Bancario de las Empresas Independientes, se puede realizar una asistencia financiera en provecho de los pescadores que no tienen los requisitos para obtener un préstamo directamente de una banca con un interés bajo por cerca del 90% del valor del motor.

La Sociedad Marine Engineers, concesionaria para la Yamaha Outboard Motors y la Yamaha Marine Diesel Engines, desempeña un papel muy importante no sólo en el establecimiento de este sistema sino en el funcionamiento. El concesionario ha asegurado a las bancas que ofrecería ayuda a los pescadores para mantener en buenas condiciones los motores vendidos, con el fin de garantizar un reembolso rápido de los préstamos que los pescadores reciben de la banca.

Reunión de los concesionarios de Australia y de Nueva Zelanda

Los días 29 y 30 de noviembre de 1984, la reunión de los concesionarios de Australia y Nueva Zelanda ha tenido lugar en Sydney, Australia. El primero día de la reunión en el Hotel Airport Hilton, la Yamaha ha explicado la tendencia actual del mercado de motores fuera borda en el mundo así como su estrategia comercial. Después, todos los concesionarios que participan en esta reunión han informado sobre la atmósfera del mercado y las actividades de promoción de las ventas. El aspecto más notable de la reunión era la presentación del F9.9A. Pero igualmente, han constituido tema de conversación las victorias sucesivas del 700 en varias carreras y la generalización rápida del uso comercial de motores fuera borda en Oceanía.

Réunion de fournisseurs au Canada

Le 17 octobre 1984, environ 30 fournisseurs de Yamaha de la province de Québec se sont réunis dans un hôtel de Montréal situé dans un cadre particulièrement agréable en automne. Lors de cette réunion, on a été annoncé l'introduction sur la marché de F9.9 à 4 temps, de E25F pour la pêche, et de 20C pour le camp de pêche comme nouveaux modèles '85. On a aussi présenté la garantie pour 2 ans ainsi que le projet de Voyage au Japon. Cette réunion s'est faite dans une atmosphère toujours harmonieuse, et ces deux présentations ont suscité un vif intérêt chez tous les participants.

Congrés sur les pêches maritimes en région caraïbe

Du 11 au 16 novembre 1984, a eu lieu le 37ème Congrès Annuel sur les Pêches Maritimes du Golfe du Mexique et la Mer des Antilles, à Cancun au Mexique avec la participation de plus de 300 membres venus de 17 pays dont les pays caraïbes et les États-Unis. Ce congrès a été centré sur les ressources naturelles qui ne sont pas exploitées efficacement. A l'ordre du jour figuraient divers problèmes du développement de la pêche. M. K. TAKAGI, professeur de l'Université de la Pêche de Tokyo et M. FUKAMACHI, Yamaha Motor Co., représentant le Japon, y ont présenté des rapports.

Système de Financement Bancaire des Entrepreneurs Indépendants pour les Pêcheurs de Sri Lanka.

En plus du Système de Subvention relevant du Ministère de la Pêche, un autre système nouveau a été établi afin d'aider davantage les pêcheurs. Avec le Système de Financement Bancaire des Entrepreneurs Indépendants, on peut réaliser une assistance financière au profit des pêcheurs qui n'ont pas le droit de faire directement d'une banque un emprunt à intérêt bas pour environ 90% de la valeur du moteur.

La Société Marine Engineers, concessionnaire pour la Yamaha Outboard Motors et la Yamaha Marine Diesel Engines, joue un rôle très important dans non seulement l'établissement de ce système mais aussi son fonctionnement. Le concessionnaire a assuré aux banques qu'il apporterait son aide aux pêcheurs pour maintenir en bon état les moteurs vendus, ceci a pour but de garantir un remboursement prompt des emprunts accordés aux pêcheurs par les banques.

Réunion des concessionnaires australiens et néo-zélandais

Le 29 et le 30 novembre 1984, la réunion des concessionnaires australiens et néo-zélandais a eu lieu à Sydney, Australie. Au premier jour de la réunion qui s'est tenue à l'Hôtel Airport Hilton, la Yamaha a expliqué la tendance actuelle du marché de hors-bord dans le monde ainsi que sa stratégie commerciale. Ensuite, tous les concessionnaires y participant ont donné leur rapport concernant l'atmosphère du marché et les activités de promotion de ventes. Ce qui a attiré le plus le regard des participants lors de cette réunion, c'était la présentation du F9.9A. Mais également, on a beaucoup parlé des victoires successives du 700 dans diverses courses et de la généralisation rapide de l'usage commercial des hors-bord dans l'Océanie.

YAMAHA 70C

Another Smashing Success

After its brilliant showing at the Rouen 24-hour Endurance Race, the Yamaha 70 C came back once again on October 7th to capture 1st, 2nd and 6th places, overwhelming the field, in the SE category (sport outboard 700-850 cc) of the Paris 6-hour Race.

RANKINGS

Place	NO.	Pilot	Nation	Motor	Boat
1	58	Rohm K./Karlof G.	Sweden	Yamaha 70	Molgaard
2	76	Mac Crorie K./Elliot A.	U.K.	Yamaha 70	Barracuda
6	57	Brohn P./G. Stahl M.	Sweden	Yamaha 70	Molgaard

While this race, where speed is the key to domination, maintained an average speed of 76 km/h, Yamaha boats, No. 58 and No. 76, completely outclassed the rest of the field by racing at speeds that at times topped 90 km/h on their way to victory. In one unexpected happening, pre-race favorite boat No. 57 experienced engine trouble four hours into the race, after leading up to that point, and was forced to drop back to finish eventually in 6th place.

YAMAHA 70 CES DE NUEVO FINALISTA

-Carrera de 6 horas de Paris/Categoría SE-

Siguiendo a la carrera de resistencia de 24 horas de Rouen celebrada en el verano de 1984, la Yamaha 70 C obtuvo los puestos 2 y 6 en la carrera París 84 de 6 horas, categoría SE (deportivo fuera borda 700-800 cc) celebrada el 7 de octubre.

LA YAMAHA 70 CES, REMPORTE UNE DEUXIEME VICTOIRE

-INCONTTESTÉE AUX 6 HEURES DE PARIS, CATÉGORIE SE-

Les Yamaha 70C, qui avaient obtenu de brillants résultats à la course d'endurance "24 heures de Rouen" cet été, ont remporté le 7 octobre la première, la deuxième et la sixième place en catégorie SE (hors-bord sport 700-800 cm³) à l'édition 1984 des 6 heures de Paris.

Chantey Lounge

Discover a fresh charm in your marine life!



Sea Food **Chinese Cuisine**



The Chinese mainland is a vast land with wide variety in geography and climate, and it is only natural that the people of its various regions have, over countless generations, developed distinctive dishes with the distinctive flavors of their particular regions. One of the most famous of these regional flavors can be found in the cooking of Guangdong, or Canton. Blessed with fertile soil and warm climate, and, as a coastal region, blessed with a wide variety of marine foods, a varied and delicious cuisine has been born here.

The shark's fin soup (upper right of photo), the sea cucumber and abalone dish (lower right), the steamed shrimp paste (center), and the swallows nest fried with egg whites (lower left) are all considered to be culinary masterpieces of Cantonese cuisine.

Resulting from a long history of foreign trade, and the variety of foods and flavorings that each country has contributed, the cook-

ing tradition that has evolved in the Guangdong region is a rich and sophisticated tradition which has come to be loved by people the world over.

ALIMENTOS DEL MAR COCINA CHINA

En la china, país de extensos territorios, se preparan platos cuyos sabores están en concordancia con la tierra y el clima de cada región. Entre éstos, una de las cocinas representativas es la de Cantón. En esta región favorecida por un clima cálido, una tierra fértil y además disfrutando de una abundante pesca, gracias a su situación frente al mar, han nacido platos deliciosos y de gran colorido.

FRUITS DE MER CUISINE CHINOISE

La Chine, pays très vaste, offre une riche variété de cuisines régionales, liées à la nature et au climat, dont la cuisine cantonnaise est un bon exemple. Cette région, qui jouit d'un climat tempéré d'une terre fertile, et de côtes riches en poissons, offre divers plats délicieux.

Chantey Lounge