A NEW CHALLENGE BY ASSIDUOUS EFFORTS

President Koike Expresses His Determination
—The 1983 Yamaha New Year’s Convention—

The annual New Year’s Convention bringing together all the outstanding dealers of Japan in one hall was held in Tokyo on January 11. In a manner suited to the year 1983 which came in under the unusually harsh conditions in the midst of a worldwide recession, in this New Year’s Convention, the importance of contending with the situation at hand by more assiduous efforts was stressed. The program of the convention consisted of an award ceremony for the 47 outstanding dealers, the presentation of a certificate of appreciation to Mr. Hoe Boon Meng of Hong Leong Co., Pte. Ltd. (importer) who represented the 17 dealers from Singapore in attendance, the introduction of the new model line-up and explanations with slides, a report on the business strategy for 1983, and the introduction of the players on the Yamaha baseball and soccer teams which together became the champions of Japan. Between these various presentations, President Koike gave his New Year’s message, and Director S. Tamaki and Director K. Morinaga spoke about the scheme behind developing the ‘83 models and the problems they encountered, while Director I. Kominuma spoke about the stance of Yamaha in the sales battle of 1983. All these presentations were made with due reserve in consideration of the background situation, but at the same time one could sense an underlying positive momentum to rethink every section of Yamaha from its basics.

Get Back to Basics and Redouble Efforts

The plot of the message by President Koike which drew special attention among all of the presentations is summarized below. President Koike who got the hard facts just as they were and analyzed them precisely expressed his strong determination as the leader of the worldwide Yamaha organization to break through the present barriers and advance toward new challenges. He expressed his conviction that even closer cooperation was now necessary among the worldwide Yamaha family with assiduous efforts as the keynote in all areas of corporate activity including product development, production, sales and service. “Last year the world went into a great recession and many countries, even those that are most advanced, became burdened with high unemployment rates, and it was a year in which economic friction and fiscal crises rebounded everywhere. Unfortunately, these difficult conditions are expected to continue and we must be prepared that it will be a considerable amount of time even before we will be able to be confident of recovery. Even so, the motorcycle industry in Japan overall experienced a growth of about 10%, and this in itself is the ray of hope which bears great comfort. In order to keep the ray shining and to make it grow even brighter, we must naturally go out and sell our product rather than simply wait for it to sell. Given this recession, however, this requires a great deal of persistence and resourcefulness. One of the things Yamaha is praised for, or that is even said to be one of our traits is that we “take the trouble to give attention to small details.” This year each of our sections must get back to the basics and give ample attention in each job area and draw on their full resources to undertake activity with the next year or the year after that in mind. We must strive to work in the most effective manner by ridding ourselves of preconceived ideas and following the latest trends or otherwise by creating our own.

Contributions to The Market and Society

Furthermore, Yamaha, from the stage of planning the development of products that will still, has to clearly outline just what conditions including cost reduction are necessary to meet customer needs better in earnest to increase the competitiveness of our company while at the same time thinking about those conditions by which our responsibilities as sellers in the market can be fulfilled. On the sales end, responsibility must also be met in terms of the company output, so efforts are required to contribute to both the company and the market. Furthermore, the life of a manufacturing company is, after all, product development, so therefore the originality possessed in Yamaha technology must be utilized fully to further develop and produce superior products. We must not neglect efforts to constantly keep a watch on the market to take hold of every opportunity. The ‘83 new model line-up just presented was created in many different types and they are full of features to satisfy customer demands, so please take this into account and use this to your advantage in your business. Under these adverse economic conditions, it was a saving grace and real encourage- ment that both our baseball team and soccer team became the champions of Japan. This fires us with motivation so that those of us involved with the main business will try harder following the example set by the athletics section.

Anyway we look at it, this year we will be faced with various problems in relation to the global recession, but we must overcome these difficulties by assiduous efforts to get a hold of an opportunity for advancement. I am firmly convinced that the closer cooperation of the world Yamaha family is necessary now more than ever.”
We have received a number of new year’s messages from overseas Yamaha Family. Each one of them expresses a fresh determination to make 1983 a banner year for Yamaha, as follows:

**Another challenging year**

The year 1982 proved to be a most challenging year for the motorcycle industry in Australia. The market took a dramatic downturn particularly in the later part of the year which was a direct result of the depressed economy but the market was also severely effected by the worst drought in the history of Australia.

Although the overall market was down, Yamaha network came to the fore through the difficult trading period.

Our greatest asset is the people we have in the distribution and dealer chain who have proved beyond doubt their loyalty and dedication to the Yamaha product.

Many of the problems we had through 1982 will still be with us through 1983 so we shall have another challenging year ahead of us.

The motorcycle market will continue to be extremely competitive with all brands battling for their share of the available market.

Whilst we have a commitment to achieve the greatest growth in Yamaha in 1983, we are very firm undertaking to work closely with our dealers to help them not only achieve their sales targets, but also retain the financial stability of their business.

The way of the utmost importance so that the Yamaha dealer network continues to be the best in the market place. We are aware in the past that we must all make a very positive commitment to be sure we again perform better than our competitors and Yamaha network has to be a leader in the industry. Let us meet this challenge together and be sure we all achieve our ultimate goals. Best wishes and success for all in 1983.

Aannad & Thompson (Wholesale) Pty. Ltd., Queensland, Australia

**Efforts are joined together**

Because it is located in the southern hemisphere, Brazil celebrates the New Year in the middle of summer. Last year's worldwide economic depression naturally affected Brazil; the same as it affected everyone else, making daily life a little bit harder. One exception, however, to these tough economic conditions was the continued steady growth in motorcycle sales. In the future as well, motorcycles are expected to be one of a small number of products that will continue to grow steadily in the Brazilian market.

Although the motorcycle was once thought to be a luxury thing for futurists, the oil crisis in 1979-80 made people think about the advantages of motorcycles for daily use.

Motor and its 28 main dealers, began the New Year in a bright and cheerful frame of mind. Of course the depressed worldwide economic condition is not expected to improve much in the coming year, and Indonesia, which depends on oil exports for a large part of its national income, is no exception. Therefore it is going to be difficult increase motorcycle demand much over the estimated 600,000 bike level of 1982. In 1982 everyone worked together to meet the challenge mounted by the other manufacturers with their new models. However, 1983 will be Yamaha's year to move ahead with new models of its own like the XJ550, that awaited new star in the motorcycle field, the V80 Super Deluxe, and sports models that will open a lot of eyes in the Indonesian market. One after the other Yamaha will introduce its new models designed to answer the needs of the customers. As is now happening everywhere in the world, Indonesia is gradually changing from a seller's market to a buyer's market, which means that service and spare parts supply are more important than ever before.

Harapan Motor, along with the main dealers, are working hard to strengthen their local service and parts supply systems under the motto, "Better service to the customer." 1983 will be the year that Yamaha offers the customers in Indonesia a bright new star, the V80 Super Deluxe, which we think will shine, as brightly as the "Southern Cross" does in our south of the equator. We wish all of the members of the Yamaha family everywhere a world a health and prosperous new year.

Yamaha Representative Office, Indonesia

**Renewed determination**

We wish all of you a happy new year. Here in Canada we had a heavy snowfall just before the Christmas day, which made us enjoy a silver-white landscape all over the place. The snow, however, was short-lived. It was all gone with the unusually warm weather (0° to 10° against usual -10° to -20°) that followed and we have had for the first time in the past several years, the result is a less new year and biding farewell the start of a snowmobile season.

Businessmen and general economic slump are still preventing the satisfactory growth of our market but we have renewed our determination at the beginning of the year. All efforts will be joined by giving up winter vacation to overcome these Difficult times. Well, we are very much pleased to hear that the Yamaha baseball team won the amateur championship last year, while the Yamaha soccer team dominated the championship counting towards the Emperor’s Cup held at the beginning of the year. Congratulations to Yamaha Motor Canada.

Yamaha Motor do Brazil, Brazil

**1983 will be Yamaha’s year**

Every year from November to March, Indonesia enters its rainy season. So this year, as usual, the New Year here began under continuous sky.

In spite of the weather, however, all of the members of Indonesia’s Yamaha family, including Yamaha’s sole agent Harapan Motor and its 28 main dealers, began the New Year in a bright
before was conducted by Hong Leong Yamaha. From a modest beginning of 6,718 units sold in 1979, Hong Leong Yamaha has progressed by leaps and bounds since early 1980 when the first locally assembling motorcycle rolled off the assembly line. In 1980, Hong Leong Yamaha registered a five-fold increase in sales improving the market share from a mere 5.7% to 21.1%. In 1981, the market share improved again to 35.9%. And in 1982, in spite of the economic recession, Yamaha sales increased by another 31.6%. With a total of 86,983, Yamaha became the undisputed best seller with 40.6% share of the total market. Similarly, our production capacity at the factory has also been greatly increased to cope with the good demand over such a short period. We are proud to be associated with Yamaha Motor Company. Let us have faced and overcome many challenges in the past. 1983 will offer even greater challenges. With the experience we have had, and the support of Yamaha Motor Company, Ltd. of Japan, Hong Leong Yamaha of Malaysia looks forward to the task ahead with caution confidence.

Hong Leong Yamaha, Malaysia

Concentrating our thoughts and efforts on dealer profitability

We are pleased to have the opportunity of sending Greetings and Best Wishes to the many thousands of people associated with Yamaha throughout the world. Here in New Zealand, like many other countries, we have unfortunately seen a decline in the total market for new motorcycle sales. After a buoyant first half year, the second half of the year has been particularly severe. We are determined, however, to remain optimistic about the future and have resolved to work hard to ensure that Yamaha's market share is retained and improved. Our main objective is the contracting market. In New Zealand, Yamaha has always done well in the farm bike sector, especially with the AG100 and AG175 models which under the name "Grasshopper" have almost become a household name. While Government measures removing tax concessions on farm bikes have reduced the farm market we are confident that the planned introduction of new models such as the YTM200E with such innovative features as shaft drive will enable us to increase Yamaha penetration. We are also looking forward to the arrival of the exciting road models such as the RD250 and XS800 which should be the advanced specification of the RZ models in particular will be the "fastest way to the finish line" in production racing, despite the introduction by our competitors of new road bikes in these classes. Similarly, the new T125 and T140 models will keep Yamaha way ahead in the Dirt and Enduro competition areas.

But as we go into 1983 we are concentrating our thoughts and efforts on producing integrated promotions which will not only sell the Yamaha product but which will also add to dealer profitability, as it is only with an organized and profitable dealer network that we shall all be better prepared to tackle the increasing business opportunities which the new models will provide. We all wish Yamaha people throughout the world a most successful 1983.

Moller Yarna Ltd. New Zealand

Lots of activities are being planned

Opening of A New Yamaha Factory

The day 16th November, 1982 marked the official opening of the ultra-modern Yamaha motorcycle factory in Niger. It was indeed a great joy for millions of Yamaha fans in this tropical country who had awaited several years to have sufficient local production of the highly favored Yamaha motorcycles.

Nigeria is a developing country and Yamaha Manufacturing (Nigeria) Ltd. is playing an increasingly important role in Nigeria's rapid development by building the new factory. The company believes the time has come and is backing this belief by huge investments in modern machinery and equipment. The new factory represents one of the most modern Yamaha assembly plants outside Japan and is most advanced in Africa.

The Potential and The Challenge

The potential for an increasing demand for Yamaha motorcycles in Nigeria is quite good. It is estimated that, throughout the country, over 120,000 units will be sold annually, and this figure is expected to rise steadily to about 180,000 within the next two years, consequently, YMN will attain its goal of market leadership within a reasonable period of time. But the opening of the new factory comes at a time of worldwide recession and recession among the makers, Yamaha, Suzuki, Honda and Kawasaki is stronger than ever before, and the new factory is certain to make the battle between these makers increasingly bitter as they strive hard to protect their respective market positions.

"Yamaha, Quality Product" is a well-known slogan

Siem Yamaha Co., Ltd. has over 16 years of experience in motorcycle business. Its two plants have the capacity to produce 190,000 units of motorcycle of various types annually. Siem Yamaha carries out the products to fit the user's needs. Its aim is to satisfy the customers with the most economical products at the highest quality. The slogan "Yamaha Quality Products" is well known in Thai market. Thanks to our efforts put forth to make Yamaha motorcycle the leader of the market in Thailand.

Other Thai motorcycle, Siem Yamaha also handle all types of Yamaha products which suits customers in Thailand, i.e. bikes, multi-purpose engines, generators, and outboard motors. Have a great 1983 with health, joy prosperity, peace and happiness.

Siem Yamaha Co., Ltd. Thailand

Back to Basics

The U.S. dealers are cautiously optimistic about the prospects for the coming sales season. Their optimism is based on an enthusiastic response to the 1983 model line-up. The new Ventura touring bikes are expected to attract serious touring riders and to generate good profits. Other specific stand-outs in the line include the new 4-stroke tri-motors, the Midnight, the new Virago 500, and the re-designed Vision. The dealers believe the 1980 Yamaha model line is the strongest they have ever had. Also boosting the dealers' confidence is the fact that they weathered a severe economic period in 1982, and they believe the economy will improve moderately in 1983. The dealers also have confidence in Yamaha's "Back to Basics" marketing plan for the coming season. The special promotions, programs and advertising scheduled for the year have the strong support of the dealer network. The dealers believe Yamaha's "Back to Basics" program will attract many buyer prospects to their dealerships. However, the dealers remain cautious about optimism because of certain elements affecting the market for next season. The high level of non-current inventory numbers shows promise of a short run. Also, the negative effect that high unemployment has on all buyers adversely affect sales. In addition, there still are no strong signals that the general economy is improving significantly. Despite the economic uncertainty, we are confident about the reception for several new Yamaha products in the U.S. in 1983. The new Riva line of scooters has great potential for future growth. Also, there is exceptional dealer response to the outboard motor line and the new closed-comand vehicles. The 1983 season will be a very challenging year for YUMUS. We have great confidence in the products and programs expected to emerge, even slight improvement, Yamaha will regain its strong momentum in the marketplace.

Yamaha Motor Corporation U.S.A.

We face the future confidently

To Yamaha Dealers:

On this last day of the new year, a year certain to be full of prosperity and greater achievements, we wish to express to you our appreciation and thanks for your constant efforts which have allowed us to maintain first place in the market. With this message we want to convey to all of you the optimism held by all of us at the Venenmotos group. We are determined as ever this year again to gain an ever larger share of the national market. Venenmotos is the only firm in the national motorcycle market and it is established as a domestic concern and involved in the production of its products, this allowing us to make our own qualities and prices. And, combined with the superiority of our products and the integrity of our brand, we are sure to see success in the domination of the national market.

The reason for our conviction is in the high technological level which Venenmotos possesses in design and testing of all models of motorcycles, outboard motors, generators and buses, and the high-quality levels which have brought prosperity to all those related to the brand of the "YAMAHA". We face the future confidently after a difficult year of recession not only for our country but for the rest of the world. Nevertheless, the YAMAHA family has maintained first place in the market, for all its products. YAMAHA and Venenmotos confidence are two important themes of this New Year's message, but we must not forget that the key to success is hard work, dependability, and faith in our ultimate triumph. And we hope the year 1983 will bring the New Year. Take a few moments out from your daily routine to think about what you've done, and come out with even stronger fighting spirit: because all its all up to us, let's make 1983 and even better year, a year for the YAMAHA family. Wishing success to you all.

Distribuidora Venenmotos Venezuela.

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Thanks from Editorial Room

We at the Editorial Room of "Yamaha News" would like to express our utmost gratitude for your best cooperation.
GOT 4 PRIZES OUT OF 7
The test for the 4th item was conducted on October 20th on Honda CX90, Suzuki FR80, Kawasaki JOY and Yamaha Y80MATE CDI using only half litre of gasoline and judged by the distance ridden at 3 different speeds: 30Km/h, 60Km/h and 80Km/h.

YAMAHA 2-HOUR RACE IN NEW ZEALAND
From New Zealand: On November 20, the day prior to the annual Castrol NZ 6-Hour Production Race, the Yamaha 2-Hour was held at the Manfield circuit. This was the second year that the 2 Hour race had been sponsored by Muller Yamaha Ltd, the New Zealand Yamaha distributors, and the event was divided into two classes, O-250cc and 251-410cc. In 1981, the top limit was 350cc but only Yamaha RD350s and RD250s entered the race which limited the spectator appeal as Yamaha victory was a certainty.
This year all entrants in the O-250cc class were mounted on RD250Ls, but the line-up in the bigger class included 2 Honda C65400s. The battle was on.
After 2 exciting hours racing, a Yamaha R0390 was in first place. The announcement of the new power- valve RD350LC means that Yamaha is very confident of complete victory in the 1983 event next November.

Motorsportsman of the Year 1982
West Germany
From West Germany: Mittal Germany supported rider, Eddy Hau who became a German motorcycle enduro champion in the over 500cc class has been crowned by the A.D.A.C (the governing body of all German motor sport) "Motorsportsmen of the Year 1982".
Eddy Hau won his championships riding a Yamaha XT1000.

Contributing to the promotion of coastal-water fisheries in the Comoros
From Ivata: Yamaha, as Japan's largest producer and supplier of FRP fishing boats, is actively cooperating with the Japanese Government's overseas fishery aid program through development and sale of such fishing boats as meet local fishing methods and sea conditions.
As part of the above program 50 Yamaha BLC-30 fishing boats will shortly be delivered to the Federal and Islamic Republic of the Comoros, an island group country located in the northern part of the Mozambique Channel between the African mainland and the island of Madagascar.
In connection with this, Mr. Oikura Said Omar, General Director of the Society for the Development of Fisheries in the Comoros, visited the Yamaha main office at Ivata recently.
"We are actively implementing a coastal fishery development project", said Mr. Omar. "At the time the Japanese Government's proposal was given to me, I was already aware of Yamaha's positive fishery development policy as evidenced by their publication "Fishery Journal", so I decided I would like to use Yamaha fishing boats if possible. At first I was thinking of using ked type boats (D type), but after consulting with the Yamaha staff we decided that the BLC-30 type boat which could be beach-launched would prove the most advantageous choice."

Four Motocross Championship Titles
From England: Yamaha took four titles last season in the British National Motocross Championship. First of all, the '81 world champion, Neil Hudson, won the ACU British 500 Championship on a YZM500. Also in the same championship, Peter Mathias of the Mit- susi Yamaha Team took the seat of glory on a YZ125.
Yamaha also won in the Amateur Motor Cycle Association (AMCA) National Championship, in which works machines are not allowed. Also, in the open class of the same championship, Peter Archer in his YZ490 and Barry Skelkis on his YZ251J came in first and second respectively.
We are hoping that they will make the same good showing this year, as they did last year.

THE GOOD DESIGN AWARD RECEIVED
For CA50 & DT50
From Japan: The CA50 (Salient) and DT50 introduced in the Japanese market last year were selected as products with good design (G-mark product). In Japan every year, the Ministry of International Trade and Industry selects and awards the products with specially excellent designs. This selection is based not only on the beautiful appearance of the design, but also recognizes the product's superiority in all its features including functional efficiency, durability and safety. The aim behind giving these awards has been to improve the standards of Japanese products by recognizing and recommending those products superior in quality and to thereby improve the quality of life in Japan. 1982 was the 26th year since there awards were first given and a record number of 3,057 products were submitted from 305 companies, of which 877 products of 126 companies were given the award as G-mark products. It is the eleventh time that a product of Yamaha has been granted the G-mark product award since 1971 when the first one was received for one of the motorcycles. In fact, all the models of Yamaha scooters have been designated as G-mark products so their high quality has once more been underscored.

INTRODUCTION OF EF600
From Germany: The EF600, a new model portable generator from Yamaha, was first introduced in the International Boat Show held around the end of last year in Hamburg. A large crowd gathered to look at the Yamaha display. The new EF600 portable generator was the talk of the day and considered as a real new product by the journalists who visited the display. Also, the outboard motor line was very much appreciated by the customers and many orders were received during the show.

Yamaha soccer team gives full play to its ability
Yamaha soccer team members with the Emperor's Cup
From Ivata: The Yamaha soccer team led by Mr. Sugiyama was very successful throughout the '82 season, thus bringing on good PR results for the brandname of Yamaha. The team dominated the '82 national minor league championship. With this brilliant win, the team has made a comeback to the national major league. This success was followed by an even greater victory at the beginning of 1983. The team won the '83 All Japan Soccer Championship contesting the Emperor's Cup which was contested by a number of strong teams selected from the three different leagues of this sport. The baseball team also played an active part in the '82 amateur baseball championship. The team only two years since its formation clinched the national championship title which was competed by 24 company teams from all the regional blocks of Japan.
I'M COUNTING ON YOU BIG BROTHER!

From Holland: Yamaha Motor N.V. has introduced a sidecar for the PW50, for those families with more than one child. Ever since the PW50 was introduced for sale in Europe at the end of 1980, it has proven itself to be the perfect machine for children to enjoy motocross on. The parents of these children also put a great deal of trust in this bike. The recent introduction of the "Ton van Heugten world champion replica" has added to the enjoyment of the growing number of "Pee Wee" fans.

THE PRESIDENT LIKES ALCOHOL!

From Zimbabwe: Since the price difference between alcohol and gasoline has recently begun to grow again, interest in bikes running on alcohol has been rekindled. In Zimbabwe, presently they use 20% Ethanol (gasoline mixture with alcohol), but the government wishes to conduct local tests on vehicles powered by 100% alcohol. Yamaha Motor, ahead of all other companies, built an alcohol powered RX125 and donated one free to the government. This RX125 was built at Yamaha Motor do Brasil. President Banana of Zimbabwe took a test ride on this bike and seemed very pleased.

In addition, requests for information regarding alcohol bikes are coming in from other countries as well.

RECENT EVENTS AT SIAM YAMAHA

From Thailand: Just like the many other Yamaha importers, Siam Yamaha also conducts various activities to bring about the wider distribution of motorcycles. Recently, as one part of their on-going program of sales promotion, a motor cycle repair course was offered with cooperation between their department of industrial promotion and Yamaha. The students who attended this course from all over the south of Thailand were mostly young people, and because they took this training so seriously and studied earnestly, this course turned out to be a very rewarding experience for both the students and the sponsors.

Also, just recently Siam Yamaha donated a Yamaha motorcycle and a musical instrument to the Social Welfare Association of Thailand as a prize for "1982 Social Welfare."
NEWS ROUNDUP

THEY ALL SAY THE YAMAHA IS THE BEST

The customers who purchased XT900s and Mr. Frank Bayliss (standing behind them) from Australia: Recently, there was a dealer who sold as many as twenty XT550s in just three weeks. He is Mr. Frank Bayliss, the owner of F. W. Bayliss and Son, in Victoria. He is the third generation in the business of selling two-wheelers and four-wheelers. One reason these bikes sold so well was because the XT550 is very suited to the terrain around Victoria. In addition, Mr. Bayliss commented as follows: “We are a small company, but everyone of our staff is a motorcyclist and they work very hard. I am very proud of my staff, and their dedication shows in their work.”

GALACTIC BIKE RIDE

From Australia: Do you know about the popular television series in the United States called “Battletech Galactic”? The Yamaha XJ550 Turbo, in appearance, closely resembles a pair of space bikes used by Colonial Warriors in the series when the Battletech reaches Earth. This television series was brought to Australia; Annand & Thompson and the television station joined together to conduct a campaign. The sales staff of Annand & Thompson, Dave Luck and Geoff Wise, donning the costumes worn in this program have created an instant hit in Brisbane and suburbs with daily rides in peak time along major city arteries. The turbos and their riders created incredible interest among children and adults due to their futuristic look and identification with the highly popular television series.

YAMAHA BIKES PLAY A ROLE IN BALLOON CHAMPIONSHIPS

From Australia: Annand & Thompson of Queensland is going to be a sponsor for the Australia team competing in the World Hot Air Balloon Championships which is being held from August 26 to September 7, 1980. This championship is going to be held together along with the Biennial of the First Manned Flight Festival. A large number of spectators are expected so the Barns Balloon with the Yamaha colors and emblem should serve as very effective advertising.

Furthermore, in the Australian Balloon Championships for deciding the entrants in the World Championship, Annand & Thompson supplied the organizers with motorcycles. The launch master of this event spoke as follows recommending the convenience of these bikes: “My assistants and I were kept extremely busy moving around the airfield at launch times. We found the bikes were perfect for the job and I would recommend their use at any future ballooning event.” Their appreciation is understandable when one considers that getting the hot air balloons off the ground requires the most experience because 20 balloons have to be launched in just 15 minutes.

SHOP DESIGN GUIDE

An effective shop design policy is the most important and basic aspect in the wide range of sales promotional activities. Ina Yamaha shop design guide has been made to supplement the already-supplied AD Box, which we hope will assist you in formulating a uniform shop design policy for remodelling existing shops or building new shops. The contents of this Shop Design Guide consists of the following three parts:

A. What makes a shop effective
B. How to design an effective shop
C. Shop checklist

Press response to the 1983 European model range “Evolution, not revolution”

From Europe: The 1983 Yamaha European model range which was unveiled last autumn, is receiving good press response in a number of European countries. As announced already, the 1983 Yamaha European model range includes some spectacular new models, like the RD250LC and the XJ900, which are sure to lead the respective segments of the market which they are aimed at, and at the same time Yamaha has given greater emphasis to the further development of already successful model concepts under a new theme—“Evolution, not revolution”, so that the solid engineering values could be improved in order to meet the diverging needs of motorcycling of the nineteen-eighties still better. The new Yamaha theme is undoubtedly finding general acceptance as seen in a number of press articles on the 1983 Yamaha European model range as shown above.

Yamaha RD250LC
Machine of the Year

From Great Britain: The Yamaha RD250LC topped the up to 250cc category for the third consecutive year in the annual motorcycle contest “Machine of the Year” organized by Great Britain’s leading motorcycle journal “Motor Cycle News” (week 44).

The Honda CB250RS placed second, but most popular of the new breed of restricted 125 to 250cc bikes on the British market was the single-cylinder RD125LC which finished third in the same category.

“Machine of the Year” is one of the most prestigious bike contests in Europe.

The Dependable XS1100!

From France: The Yamaha XS1100 which is popular for its toughness was driven carrying twenty five hardy policemen. This stunt was attempted for the sake of a television program, and it probably set a world record of its kind. The total weight of the twenty five policemen added up to more than two tons so the tire pressure of the XS1100 was put up to 8kg/cmt. A frame was fixed around the bike so that the many riders could hang on. The front and rear suspension mechanisms were welded firmly. Believe it or not, they succeeded in setting a distance record of 580 meters. However, it is not certain whether the driver was able to see out in front of himself.

From Brazil: Mr. Oswaldo Mereon, the leader of the Moto Grupo da Bahia, a well-known motorcycle club in Salvador, Bahia, as well as a motorcycle dealer (introduced once in issue No. 10 of Yamaha News, 1980), has strived to promote the spread of motorcycles since the club was founded about 7 years ago. Riding his favorite 74 Yamaha XJ850, he has already covered a distance of 100,000 km in an effort to realize the club’s slogan: “On top of each bike, there is a life” — in a number of different countries.

CONQUEST OF THE PHILIPPINES ON TWO WHEELS

From the Philippines: Recently a sales promotion campaign for the DT75 served as a campaign using the above catch phrase. This campaign which was conducted using a banner between the Norkis Trading Company and the Ministry of Tourism involved five riders covering the entire country of the Philippines in 35 days, from the islands in the north to the top of the highest mountain in the south, Mt. Apo. It goes without saying that the 1982 model DT75 served as their feet in getting around. Everywhere they went they received a warm welcome from the local people.

MR. MEROI'S YAMAHA CAMPAIGN

From Brazil: Mr. Oswaldo Mereon, the leader of the Moto Grupo da Bahia, a well-known motorcycle club in Salvador, Bahia, as well as a motorcycle dealer (introduced once in issue No. 10 of Yamaha News, 1980), has strived to promote the spread of motorcycles since the club was founded about 7 years ago. Riding his favorite 74 Yamaha XJ850, he has already covered...
THE FUTURE OF ENDURO LOOKS BRIGHT!

From Tahiti: Recently, the very first enduro race in Tahiti was held and Freddy Mouni riding the Yamaha IT465 and Karl Lichte riding the IT250 won in their respective classes. The Yamaha importer, Tahiti Automoto, held a cocktail party in celebration and invited not only the Yamaha riders, but all of the riders who took part in the race. The friends of all the riders ended up coming to the party and it turned out to be a very lively party. The future of enduro racing in Tahiti is looking very bright.

From the FIM Congress

The following decisions were taken during the Congress of the Fédération Internationale Motocycliste (FIM) held late in October of 1982 in Yugoslavia:

South African GP
The 1983 road race GP season will start with the South African GP which was approved by the FIM for the first time. Only two solo classes, 250cc and 500cc, will be run in this GP scheduled to take place at Kyalami on March 19.

Imatra and Bruno axed
The Imatra and Bruno public road tracks.

Motocross with a new twist

Super Cross which is otherwise known as Stadiumcross has had a somewhat different twist from conventional motocross on tracks that make the most of the natural features of the land. In America where it first originated, Super Cross is already one of the hottest spectator motor sports going.

Super Cross was conceived early in the 70's by organizations in America who were interested in preserving the originality in the arena and bicycle sports and added a new twist to conventional FIM events to come up with something even more "American.

The very first Super Cross event was held in the Los Angeles Coliseum in 1971 and its popularity has been skyrocketing ever since. Now, every year a series of twelve rounds is scheduled and it has become an important title event prominently listed in the American sports calendar.

In contrast to the World Motorcross Championships which seem to be all out no nonsense races, Super Cross tends to emphasize the show value in it. The conventional motocross track is shortened to only a fraction of the length to become a special track that riders circle funnily. Motor sports stars not only less skill than those in conventional events show fantastic riding techniques which cannot be seen in World Championship Motocross, and they provide a bundle of excitement for spectators numbering in the tens of thousands.

Super Cross is a full fledged 350cc class international event approved by the FIM. Sparked by the success in the United States, various motor sports organizations in Australia and Europe have sponsored individual events. In every case, these events proved successful with the invitation of those American riders coming from the home of Super Cross.

The first Super Cross event in Japan

The first Super Cross race in Japan was held in the end of last November right in the middle of Tokyo with approval from the FIM and the joint sponsorship of MFJ, Sanki Shimbu and Fuji Television, along with the backup of the four major bicycle manufacturers of Japan. The full cooperation of the AMA was enlisted and almost all of the Super Cross stars from America took part, and this event turned out to be much more of a success than ever imagined.

There were several new factors involved in the first Super Cross event in Japan, and although these were to the advantage of the spectators such as 1) the availability of convenient public transportation to the stadium, 2) the lack of concern about getting covered with dust or mud, 3) the availability of concessions and rest rooms facilities, and 4) since the event was held inside a stadium the progress of the race could be viewed at a glance; nevertheless, opinions remained divided among the organizers as to just how successful Super Cross would be in Japan since the ordinary motorcycle races are less popular compared with the United States and Europe.

To start off with, since this was an international event approved by the FIM and MFJ, the Kōkuen Baseball Stadium located almost in the very center of Tokyo was chosen as the best spot. All the necessary permits had to be obtained from the various authorities concerned including the police, the fire department and the ward office. This ball park is in constant use not only during the baseball season, but also during the off season for many other events, so an adequate surplus of time was not available to construct the Super Cross track.

After the basic construction of the track was completed with boards and plastic sheets, artificial dirt which is firm and does not raise dust was dumped into the 11,493 square meter stadium grounds. A total of 40 eleven-ton truck loads of dirt were used.

Thus a 2,000 square meter track of artificial dirt sided with safety paddocks made out of four tons of straw matting was laid down on the artificial turf of the stadium. The 600 meter long track featuring a huge jump stand five meters high, double jumps, whoops, and tight corners was built in approximately three days of around the clock work. The large jump in the center of the field was built with scaffolding used in construction.

For the organizers, this event must have been a bagful of worries until they saw the turn out. The outcome, however, was a great success. In addition to the advertising

of television and in magazines, the good weather helped to bring in a large crowd and most of the tickets were sold that day to almost fill the 40,000 capacity stadium.

The Japanese fans who watched Super Cross for the very first time were extremely delighted. "This was probably the first time that such an exciting and fantastical thrilling sport for the spectators and riders alike was held in Japan. This is the kind of race people pay to watch!"

This enthusiasm and excitement from the races that day were broadcast on a nationwide television network in prime time during the New Year's Holidays to bring the excitement this time to an even larger audience. Another great thing about this race was that the riders who captured the first and second place were Rick Johnson and Bloc Glover who were both riding Yamaha YZ250S.

The night before the race, the fine details of the track were checked over and things were reconsidered one last time to prepare for the real run. All the trimmings including the ropes around the track, hanging banners and sign boards were set out and all was made ready for the race.

(Photos are offered by "Riding Sports")
The start of the final heat. The atmosphere reached a high point under the multi-color illumination. Twenty riders from America, the home of SuperCross, were invited as feature attractions in the race to show everyone what real SuperCross was about.

**artificial track**

**thrilling Jump**

**thundering cheers**

The winner, Rick Johnson (Yamaha). The outcome of the race is flashed out prominently on the electronic sign board behind the center field.

**New PR Films**

**The Racing Game**

The Yamaha Pro-Am Cup series puts young amateurs and professional riders against each other on identical machinery – Yamaha RD350. The film follows 24-year-old Martin Winner, winner of the first Yamaha Cup series in Germany and now a full-time motorcycle racer who has already won a 250cc Grand Prix. Working towards the 500cc category, Winner has a chance to show just how much a 500cc works Yamaha at Hockenheim, thus preparing for a landmark in his racing career. The film also brings alive various exciting scenes from the Yamaha European Cup Final '82 at Brands Hatch, together with action shots of the great professionals, such as Kenny Roberts and Barry Sheene.

**Specifications**

Title: The Racing Game
Size: 16mm
Running time: 25 minutes
Narration: English or Spanish
Price: $50.00 (FOB Japan)

**The Big Jump**

This is a '82 world championship motocross film in which American star Danny LePorte (250cc champion – Yamaha YZ250) has a hot fight with George Jodoin (Suzuki) in the Dutch, Finnish and Swedish Grands Prix. In addition, Yamaha's 500cc title contender Hakan Carlqvist shows his outstanding ride in the West German GP, and Yamaha XS650 sidecar machines dominate the sidecar cross world championship.

**Specifications**

Title: The Big Jump
Size: 16mm
Running time: 21 minutes
Narration: English or Spanish
Price: $50.00 (FOB Japan)