



INSIDE PAGES

See pages 4 and 5 for two case examples of successful Yamaha promotions in Europe. One is a "Selectgroup 82" Yamaha promotion in Holland and the other introduces the wonderful performance of standard XJ900 machines in European endurance racing.



New Management Team to Spearhead Revitalization Effort

Hideto Eguchi Appointed New President

On August 1, 1983, Hideto Eguchi, formerly Senior Managing Director of the Yamaha Music Foundation, took office as the new president of Yamaha Motor Company. Calling for the entire Yamaha organization to join with him, Eguchi immediately announced a major drive to revitalize and reinvigorate the company.

Eguchi was previously associated with Yamaha Motor for more than two decades from 1959, when he left Nippon Gakki to join the company, until 1980. He brings to his new post as president a broad expertise in motorcycle marketing. From 1965 to 1968 he served as president of Yamaha International Corporation, U.S.A. He was next appointed Director of Yamaha Motor and assumed responsibility for the company's exports, and then was promoted to Managing Director in 1969.

Drawing on his wealth of experience in international business, Eguchi summed up his view of the company's situation and his goals for the future:

"The world recession has made the last few years very difficult for all industries. Our domestic market has declined, high unemployment levels and growing trade frictions have severely hampered our efforts in the United States and Europe, and the hard currency holdings of many developing countries have declined. We are not alone, however. These same conditions have led to sharp declines in both domestic and foreign sales throughout the Japanese motorcycle industry. Aggravating the situation, intense competition to develop new models has resulted in oversupply and excessive inventories in the United States and Japan.

"We must, however, never be pessimistic about the future. And I personally will be taking every possible step to restructure our management within the shortest possible time, doing whatever is necessary to restore the company's energy and prepare the way for vigorous new growth.

"It is my firm belief that the motorcycle and

related industries are quite different from other industries currently suffering from structural depression. Our market potential is still enormous, and indeed motorcycle sales are already beginning to pick up, although the pace of recovery differs from one market to another. The recent period of excessive competition seems to have ended, and the tone of the market is rapidly returning to normal. Looking inward at our own organization, we are seeing new technical advances every day. We can be confident that our long-standing reputation for quality and performance will rise even higher — and here I am including not only motorcycles, but also outboards and all our other products as well. Our dealer networks are strong and vigorous both at home and abroad.

"So now is the time for the entire Yamaha organization to pull together. If we concentrate our efforts, we can overcome the difficulties which face us and forge a brighter tomorrow. In this effort, I am counting on

the continued cooperation of each and every member of the Yamaha family."

Personal record

Hideto Eguchi was born in Nagasaki on February 27, 1927. His father was an engineer by occupation. Three years later he moved to Tokyo with his family. There he completed his education, graduating finally from Tokyo University in 1953 with a degree in economics. He has been an ardent lover of music since his early teens. He is a father of one son (22 years old). He has broad experience in sales, marketing and international operations, and his presence at Yamaha's helm is expected to rejuvenate the company's operations. Of his work, he says he enjoys the opportunities to communicate with persons from different countries and cultures.

World
Championships '83
at the height

A brilliant finale for Carlos Lavado



Venezuelan star Carlos Lavado (Venemotos Yamaha) put an dramatic end to this year's 250cc title battle when he placed fourth in the British Grand Prix held at Silverstone on July 31.

The 27-year old Caracas rider clinched the title with one more round of the series remaining because he widened the lead over the nearest rival to an unsurpassable 25 points.

This is the second world championship crown ever won by a Venezuelan rider and the 11th 250cc title for Yamaha.

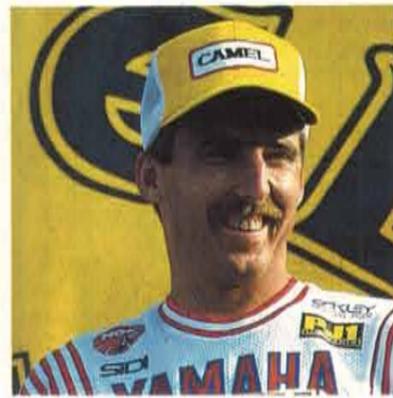
World championship status after the British GP

1. C. Lavado	Yamaha	90 pts.
2. D. de Radigues	Chevallier	65 "
3. C. Sarron	Yamaha	58 "
4. T. Espie	Chevallier	55 "
5. H. Guilleux	Kawasaki	51 "
6. M. Wimmer	Yamaha	44 "

SPORTS NEWS FLASH

Hakan Carlqvist Captures the 500cc Motocross Crown

Swedish motocross star Hakan Carlqvist (Yamaha YZM500) captured the 500cc world championship title when he finished in 6th and 4th in the two legs of the Dutch GP, the final round of the hard-fought 12-round series held at St. Anthonis, southern Holland on August 21. Carlqvist collected 13 more championship points from these results and increased the total to 260 points against his archrival Andre Malherbe's 253 points. (see the next issue for further particulars)



World Championship Road Racing

Determined to recapture the 500cc crown, "King" Kenny Roberts beat his arch-rival Freddie Spencer (Honda) thrice in succession, namely in Holland (June 25), and Belgium (July 3), and Great Britain (July 31).

A new lap record — Dutch TT

Marlboro Yamaha-mounted Roberts scored a brilliant record-breaking victory in the Dutch TT, the 8th of the 12-round series held at Assen on June 25.

Roberts made his almost customary bad start and was lying eighth as the Honda ace led into the chicane to start the second lap.

Spencer began to pull away from the pursuere including his teammate T. Katayama (Honda) and also R. Mamola (Suzuki) as Roberts began to speed up, consistently closing the gap on the



K. Roberts

leading pack until he took fourth place by the end of the second lap.

Setting a new lap record of 102.62 mph for this world-renowned GP circuit, Roberts had forged ahead of Mamola by the fifth lap.

A lap later he caught and shot past Katayama, accelerating his V-4 Yamaha to set after Spencer at the front.

It was two laps later that Roberts took the lead from Spencer, and Katayama also pulled ahead of his team-mate.

Katayama stuck to Roberts but he mounted no serious challenge until the finish.

A giant battle — Belgian GP

Despite a massive slide at the famous La Source hairpin before taking the lead, "King" Kenny Roberts beat the Honda ace to the flag again. With a superhuman effort Roberts fought off the slide that could have spelt disaster for him. What a spectacular display of skill!

From then on it was the Yamaha ace all the way. Roberts kept the leading position unchallenged until the finish.

"King" Kenny closing the gap on Spencer

— 500cc class —



A re-run drama! — British GP

Kenny Roberts proved himself to be the King of Silverstone when he won both parts of the British GP, the 10th round of the series, on July 31.

Roberts made a good start and had taken the lead from F. Spencer (Honda) by the end of the 6th lap when the red flag brought the race to a halt because of a death accident. According to the FIM rules, Roberts was the winner with Spencer second. The 23-lap

second-part race started after a one hour delay. He set a new lap record in this race and beat Spencer by 4 seconds overall. In the Swedish GP held at Anderstorp on August 7, the Honda ace finished first after a hot race-long battle with Roberts.

World Championship Motocross

Carlqvist keeping the crown in sight

— 500cc class —

Superswede Hakan Carlqvist (Yamaha) massively reduced A. Malherbe's championship lead by winning the Italian and US Grands Prix overall.

In the Italian GP, the 6th of the series (June 19), Carlqvist finished 1st and 2nd in the two races, and Malherbe was 6th and 1st in the same races.

Carlqvist's ride was even more spectacular in the US GP organized in sunny California on June 26.

He took the overall victory on time with a 22-second aggregate advantage over American Yamaha rider Bloc Glover after tying on total points with a win and a second place. Malherbe managed to place 6th and 5th in the two races of this round.

Carlqvist was out of luck in the French GP, the 8th of the series on July 3. He led the first race until he picked up a rear tire puncture, and had to pull out after 15 minutes. In the second race he had to slow by breathing problems as a result of heavy crash during practice.

The Yamaha ace showed one of the best rides ever in the British GP at Farleigh Castle on July 24. He smashed the opposition and thrilled the crowds by cruising to

a double race victory. His arch-rival Andre Malherbe placed 3rd and 2nd in these races. This meant the Yamaha ace recaptured a 5-point lead over Malherbe. "I could win on this track every time" said Carlqvist after winning this crucial round overall.

In the Belgian GP on August 7 Carlqvist finished 1st and second, scoring 27 championship points against Malherbe's 21 points (5th and first).

ROAD RACING RESULTS

7th round — June 12 — Yugoslavia

- 500cc class
1. F. Spencer (Honda)
 2. R. Mamola (Suzuki)
 3. E. Lawson (Yamaha)
 4. K. Roberts (Yamaha)
 5. T. Katayama (Honda)
 6. M. Fontan (Yamaha)

250cc class

1. C. Lavado (Yamaha)
2. C. Sarron (Yamaha)
3. M. Herwen (Real)
4. J. F. Balde (Chevallier-Yamaha)
5. G. Bertin (MBA)
6. J. Bolle (Pernod)

8th round — June 25 — Holland

- 500cc class
1. K. Roberts (Yamaha)
 2. T. Katayama (Honda)
 3. F. Spencer (Honda)
 4. R. Mamola (Suzuki)
 5. E. Lawson (Yamaha)
 6. J. Middelburg (Honda)

250cc class

1. C. Lavado (Yamaha)
2. I. Palazzese (Yamaha)
3. H. Guilleux (Kawasaki)
4. J. L. Guignabodet (Yamaha)
5. M. Wimmer (Yamaha)
6. T. Espie (Chevallier-Yamaha)

9th round — July 3 — Belgium

- 500cc class
1. K. Roberts (Yamaha)
 2. F. Spencer (Honda)
 3. R. Mamola (Suzuki)
 4. T. Katayama (Honda)
 5. E. Lawson (Yamaha)
 6. M. Fontan (Yamaha)

250cc class

1. D. de Radigues (Yamaha)

2. C. Sarron (Yamaha)
3. C. Lavado (Yamaha)
4. T. Espie (Yamaha)
5. H. Guilleux (Kawasaki)
6. M. Wimmer (Yamaha)

10th round — July 31 — England

- 500cc class
1. Kenny Roberts (Yamaha)
 2. F. Spencer (Honda)
 3. R. Mamola (Suzuki)
 4. E. Lawson (Yamaha)
 5. M. Fontan (Yamaha)
 6. T. Katayama (Honda)

250cc class

1. J. Bolle (Pernod)
2. T. Espie (Chevallier-Yamaha)
3. C. Sarron (Yamaha)
4. C. Lavado (Yamaha)
5. M. Wimmer (Yamaha)
6. R. Roth (Fath-Yamaha)

MOTOCROSS RESULTS

500cc class

5th round — June 5 — Finland

- 1st heat
1. T. Pikkarainen (Honda)
 2. J. Sintonen (Yamaha)
 3. G. Noyce (Honda)
 4. H. Carlqvist (Yamaha)
 5. A. Malherbe (Honda)
 6. L. Persson (Husqvarna)

2nd heat

1. A. Malherbe (Honda)
2. H. Carlqvist (Yamaha)
3. H. Everts (Suzuki)
4. T. Pikkarainen (Honda)
5. J. J. Bruno (Suzuki)
6. G. Noyce (Honda)

6th round — June 19 — Italy

- 1st heat
1. H. Carlqvist (Yamaha)
 2. D. Thorpe (Honda)
 3. H. Everts (Suzuki)
 4. F. Picco (Yamaha)
 5. G. Noyce (Honda)
 6. A. Malherbe (Honda)

2nd heat

1. A. Malherbe (Honda)
2. H. Carlqvist (Yamaha)
3. F. Picco (Yamaha)
4. H. Everts (Suzuki)
5. I. V. den Broeck (Suzuki)
6. C. de Carli (Yamaha)

7th round — June 26 — USA

- 1st heat
1. H. Carlqvist (Yamaha)
 2. B. Glover (Yamaha)
 3. D. Chandler (Honda)
 4. A. King (Suzuki)
 5. B. Lackey (Yamaha)
 6. A. Malherbe (Honda)

2nd heat

1. B. Glover (Yamaha)
2. H. Carlqvist (Yamaha)
3. A. King (Suzuki)
4. K. Howerton (Kawasaki)
5. A. Malherbe (Honda)
6. B. Lackey (Yamaha)

8th round — July 3 — France

- 1st heat
1. H. Everts (Suzuki)
 2. A. Malherbe (Honda)
 3. D. Thorpe (Honda)
 4. A. Vromans (Suzuki)
 5. Van den Broeck (Suzuki)
 6. N. Hudson (Yamaha)

2nd heat

1. A. Malherbe (Honda)
2. H. Carlqvist (Yamaha)
3. J. Van Velthoven (KTM)
4. D. Thorpe (Honda)
5. I. Van den Broeck (Suzuki)
6. J. J. Bruno (Suzuki)

9th round — July 24 — England

- 1st heat
1. H. Carlqvist (Yamaha)
 2. H. Everts (Suzuki)
 3. A. Malherbe (Honda)
 4. L. Spence (Kawasaki)
 5. D. Thorpe (Honda)
 6. A. Vromans (Suzuki)

2nd heat

1. H. Carlqvist (Yamaha)
2. A. Malherbe (Honda)
3. H. Everts (Suzuki)
4. I. Van den Broeck (Suzuki)
5. G. Noyce (Honda)
6. J. van Velthoven (KTM)

250cc class

6th round — June 12 — West Germany

- 1st heat
1. D. LaPorte (Yamaha)
 2. D. Watson (Yamaha)
 3. J. Whatley (Suzuki)
 4. G. Jobe (Suzuki)
 5. J. Martens (Yamaha)
 6. D. Rangelov (Suzuki)

The crown goes to Bacou on his Yamaha Ténéré

The Second Rally of Atlas

- 2nd heat
1. G. Jobe (Suzuki)
 2. D. LaPorte (Yamaha)
 3. A. Drechsel (Honda)
 4. R. Dieffenbach (Honda)
 5. J. Martens (Yamaha)
 6. D. Watson (Yamaha)

- 7th round — June 19 — Great Britain
- 1st heat
1. G. Jobe (Suzuki)
 2. D. LaPorte (Yamaha)
 3. K. Vander Ven (KTM)
 4. J. Martens (Yamaha)
 5. S. Mortensen (KTM)
 6. S. Berggren (Yamaha)

- 2nd heat
1. D. LaPorte (Yamaha)
 2. G. Jobe (Suzuki)
 3. K. Vander Ven (KTM)
 4. J. Martens (Yamaha)
 5. J. C. Laquaye (Honda)
 6. E. Sundstrom (Suzuki)

- 8th round - July 24 - Canada
- 1st heat
1. K. van der Ven (KTM)
 2. G. Jobe (Suzuki)
 3. R. Pederson (CN)
 4. D. LaPorte (Yamaha)
 5. D. Watson (Yamaha)
 6. H. Kinigadner (KTM)
- 2nd heat
1. K. van der Ven (KTM)
 2. G. Jobe (Suzuki)
 3. D. LaPorte (Yamaha)
 4. R. Pederson (CN)
 5. D. Watson (Yamaha)
 6. A. Drechsel (Honda)

- 9th round — July 31 — U.S.A.
- 1st heat
1. D. Bailey (Honda)
 2. Brian Myershoun (Honda)
 3. G. Jobe (Suzuki)
 4. D. LaPorte (Yamaha)
 5. R. Pedersen (CN)
 6. J. Martens (Yamaha)

- 2nd heat
1. D. LaPorte (Yamaha)
 2. D. Bailey (Honda)
 3. J. Martens (Yamaha)
 4. G. Jobe (Suzuki)
 5. B. Myershoun (Honda)
 6. R. Pedersen (CN)

- 125cc class
- 8th round — June 26 — Spain
- 1st heat
1. M. Rinaldi (Suzuki)
 2. J. Gibson (Yamaha)
 3. P. Vehkonen (Yamaha)
 4. J. Vimond (Yamaha)
 5. G. Andreani (KTM)
 6. C. Maddi (Gilera)

- 2nd heat
1. M. Velkeneers (Gilera)
 2. M. Rinaldi (Suzuki)
 3. J. Vimond (Yamaha)
 4. C. Maddi (Gilera)
 5. G. Andreani (KTM)
 6. P. Vehkonen (Yamaha)

- 9th round — July 10 — Soviet
- 1st heat
1. E. Geboers (Suzuki)
 2. M. Rinaldi (Suzuki)
 3. J. Gibson (Yamaha)
 4. P. Vehkonen (Yamaha)
 5. J. Hensen (Yamaha)
 6. G. Andreani (KTM)

- 2nd heat
1. M. Rinaldi (Suzuki)
 2. P. Vehkonen (Yamaha)
 3. E. Geboers (Suzuki)
 4. G. Andreani (KTM)
 5. J. Gibson (Yamaha)
 6. N. Kouki (Suzuki)

- 10th round - July 24 - Sweden
- 1st heat
1. M. Velkeneers (Gilera)
 2. P. Vehkonen (Yamaha)
 3. C. Maddi (Gilera)
 4. E. Geboers (Suzuki)
 5. J. Gibson (Yamaha)
 6. J. Hensen (Yamaha)

- 2nd heat
1. E. Geboers (Suzuki)
 2. P. Vehkonen (Yamaha)
 3. C. Maddi (Gilera)
 4. J. Hensen (Yamaha)
 5. M. Rinaldi (Suzuki)
 6. J. Blancquaert (Yamaha)

- 11th round — July 31 — Finland
- 1st heat
1. M. Velkeneers (Gilera)
 2. J. Gibson (Yamaha)
 3. P. Vehkonen (Yamaha)
 4. E. Geboers (Suzuki)
 5. J. Vimond (Yamaha)
 6. G. Andreani (KTM)

- 2nd heat
1. M. Rinaldi (Suzuki)
 2. J. Gibson (Yamaha)
 3. M. Velkeneers (Gilera)
 4. E. Geboers (Suzuki)
 5. J. Hensen (Yamaha)
 6. P. Vehkonen (Yamaha)

The Rally of Atlas is still a new event being held only for the second time this year. Perhaps the reason this rally seems to be so familiar is because it is so much like the Paris-Dakar Rally. The Rally of Atlas has its similarities with the Paris-Dakar Rally in that it starts from Lyon, France and crosses the Mediterranean at Sète over to Agadir of Morocco and runs right over the Atlas Mountain Range more than 2000 meters above sea level, and although the course is straightforward enough, anything could happen during this rally and a tough lineup of riders assemble to challenge the rock strewn desert of Morocco.

For the Paris-Dakar Rally held this January, those diehard riders M. Merel, S. Bacou, P. Vassard, M. Joineau, H. Auriol, C. Neveu and others once again gathered to challenge this most rugged of rallies. These same riders also all entered the Rally of Atlas to pit themselves and their machines against the rugged terrain. But nevertheless, in these two rallies so similar to each other, there was something completely different about them. That is to say, Yamaha won the Rally of Atlas! Thirtysix year old Serge Bacou a member of the Yamaha Gauloises team, who came well prepared for this rally with all of his past riding experience took the crown with his XT600Z Ténéré.

The rally that puts you to the test

The course of the Rally of Atlas which covers 1500km started on

E. Hau takes the crown again!



German rider Eddy Hau who won the Two Days' Enduro Championship of Europe with a Yamaha XT550 (over 500cc 4-stroke class) last year has clinched the crown again this year by dominating the hard-fought 6-round series (Spain, Italy, France, Germany, Czechoslovakia and Austria).

This year Hau used a highly reliable Yamaha TT600, the performance of which was proven in other big enduro events as well.



Yamaha XT600 Ténéré



The Moto Journal report of Bacou's victory

May 11 and finished on May 19, and it consisted of the following seven sections.

Section 1: Lyon — Sète
Transport: 450km/Special (Valbonne): 30km

Section 2: Tanger — El Ksiba
Transport: 480km/Special (from Oulmes): 74km

Section 3: El Ksiba — Erfoud
Transport: 160km/Special (from Imilchil): 250km

Section 4: Erfoud — Tazenakht
Transport: 53km/Special (from Zagora): 412km

Section 5: Tazenakht — Agadir
Transport: 180km/Special (from Tata): 287km

Section 6: Agadir — Agadir
Transport: 130km/Special (from Tiguermine): 224km

Section 7: Agadir — Agadir
Transport: 94km/Special (from Tiznit): 214km

The distance in each section is comparatively short, but most of the course is in Morocco which is very mountainous, and it can be seen by the geography of the region that it requires even higher standards of mechanical performance and driving technique than in the Algiers (the course for the Paris-Dakar Rally). This course which was carefully chosen to bring out the best and the most demanding features in desert rallies, can even be called the most interesting rally course in Africa. In other words, this course is the stage on which the mental and physical endurance of the driver, not to mention the mechanical performance of his bike are subjected to the most rigorous test.

The crown is captured at long last

The entrants in this rally started out from Bellecour in Lyon on May 11. The course does not head straight for the Mediterranean right from the start, but first circles around a French Army base in Valbonne located near Bellecour. This section is gravel and fully of puddles, and is quite slippery, but no one was in the mood for taking risks here, what with the big desert ahead of them. Everyone plays it safe. Serge Bacou lost over ten minutes getting started and finished the first section in (would you believe it?) the 112th place. The first in this section was P. Drobecq (Honda) and second was Y. Tcheniavsky on a Yamaha IT490. In the second section between Tanger and El Ksiba, A. Titone of Honda leaped out to the first position and Drobecq and Tcheniavsky backed down to second and third places respectively. Bacou with his wealth of riding experience and masterful technique came in second for this section and rose to 89th place overall. The third section was between El Ksiba and Erfoud, and this is where Yamaha really showed its stuff. Tcheniavsky, M. Merel (XT600Z) and Serge Bacou, picking up steam formed the top group all through this section. The

Honda riders, however, ran into trouble and accidents here and some had to drop out.

In the fourth section Bacou displayed perfect form again to get a firm grasp of the top position. On the other hand, Tcheniavsky and H. Auriol, the winner of the Paris-Dakar Rally, misread their map and strayed off course to lose precious time. The Honda riders headed by Vassard and Neveu chased after Bacou and began closing in on the top position.

In the fifth section the only rider Bacou had to look out for was C. Neveu on a Honda 600XLR. Neveu is one of the riders who was in contention in the Paris-Dakar Rally, and has always given Bacou a tough fight.

In the sixth section finally approaching the showdown, Bacou placed fourth, but the first place overall was still secure. Neveu placed second in this section and Tcheniavsky and Vassard followed.

In the final seventh section, Bacou, fearing a flat tire, rode very cautiously. Neveu himself had mechanical trouble for which he had to change his engine. Both of these riders got slightly off track and were passed up by H. Auriol (BMW) and F. Cornevaux (Yamaha). Even so, Bacou kept at bay Neveu on his Honda who tenaciously hung on to the last, and placed first overall. Bacou on his Ténéré not only conquered the rugged terrain of Morocco, but was able to wreak vengeance on the expert Honda riders, Neveu, Drobecq, Vassard, and H. Auriol of BMW who won the Paris — Dakar Rally. For himself, Serge Bacou was able to add even more luster to his brilliant racing career with seven championships in France.

FINAL RESULTS

1. Serge Bacou	Yamaha XT600 19h50'18"
2. Cyril Neveu	Honda XLR600 20h04'58"
3. Yvan Tcheniavsky	Yamaha IT490 20h36'07"
4. Philippe Vassard	Honda XLR600 20h41'48"
5. Hubert Auriol	BMW GS800 21h01'12"
6. Jacky Barat	Honda XLR550 21h21'55"
7. Pierre-Marie Poli	Honda XR350 21h37'57"
8. Pascal Portalier	Honda XR350 22h31'59"
9. Eric Noel	Yamaha IT490 22h58'29"
10. Marie-Claire Bassot	Honda XR350 23h28'13"
11. Bruno Courtois	Yamaha XT550 23h35'14"
12. Nicole Bassot	Honda XR350 24h00'15"
13. Xavier Gueyraux	Yamaha XT500 24h11'46"
14. Pierre Bellino	Honda XR350 24h35'45"
15. Philippe Rémy	Barigo XT500 24h37'35"

XT600 TENERE. LA VICTOIRE HAUT LA MAIN.



As soon as news of Yamaha's victory arrived, multi color and two-tone color advertisements of the XT600 were made ready for motorcycle magazines to quickly meet marketing needs.

XT600 TENERE.

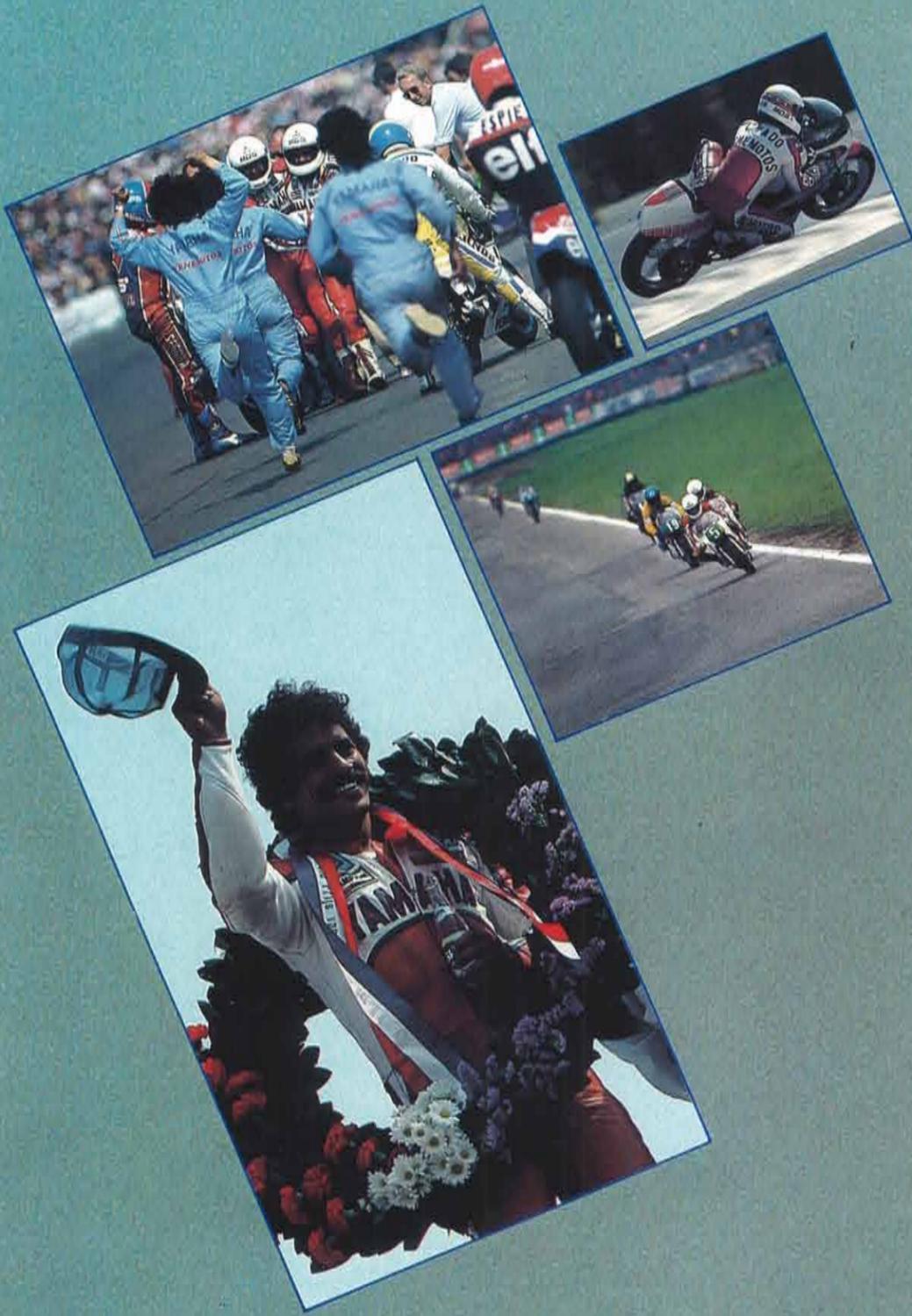
Le Dakar a prouvé son endurance.
L'Atlas consacre sa maniabilité.

Rallye de l'Atlas

1^{er} Serge Bacou, YAMAHA, XT600 TENERE Gauloises.

2^e Cyril Neveu, HONDA, XLR600.
3^e Yvan Tcheniavsky, YAMAHA.
4^e Philippe Vassard, HONDA, XLR600.
5^e Hubert Auriol, BMW, GS800.





WORLD CHAMPIONSHIP ROAD RACING 250CC CLASS

**YAMAHA, THE ONE
NEVER SURPASSED!**

Venezuelan star
Carlos Lavado rides
a Venemotos Yamaha TZ250
to his first and Yamaha's 11th
Championship victory



SUCCESSFUL YAMAHA PROMOTIONS IN EUROPE

"Come to test all the Yamaha

"SELECTGROUP 82" Yamaha Promotion

In order to sell a product, first you gave to make people aware of its existence, or nothing else will happen. This is the reason advertising becomes necessary, but just advertising at random cannot be called effective strategy. There are cases where simple words and lettering are not enough to get buyers to really consider a product. On the other hand, once the real value of a product becomes well recognized, its reputation spreads rapidly without the need for so many words. The word travels by mouth from the users, and otherwise, the presence of the product in itself serves as advertising.

With this reasoning Yamaha believes in the philosophy that dealers should have a number of machines in stock for demonstration and test purposes.

Dealers' action in response to the Yamaha philosophy

During the Yamaha dealer meeting which was recently held in Holland, Yamaha Motor N.V. introduced a special discount system for "demonstrators".

The reaction from the dealers to the discount system and the abovementioned Yamaha philosophy were quite positive, especially for the CV80 Beluga, which will be introduced soon in Holland. And the "Selectgroup 82" (a 14-dealer cooperation system on marketing, promotions, advertising, combined purchase, service etc.) decided to put all their demonstrators together and to organise a joint promotion with Yamaha machines. They rented the famous Zandvoort Circuit for joint test-riding. It was timely, indeed, because one week earlier than the test-riding day, the Amsterdam motorcycle show was held. In the two leading motorcycle magazines a double-page advertisement was published, inviting all interested motorcycle riders to come to Zandvoort to test all the Yamaha models. During the Amsterdam motorcycle show pamphlets were handed out with the same information. All 14 dealers managed to arrange 40 motorcycles by themselves. Yamaha Motor N.V. lent them another 10 units, amongst which there were 2 XJ900s airborne from Japan, just for this purpose.

The test-riding day

One of the pits in the Zandvoort Circuit was used for receiving test-ride applicants. Since in total 50 motorcycles were available for test-riding and each time 50 customers were allowed to test-ride these motorcycles. Each customer was requested to sign a waiver, at the same time giving all necessary information for future mailing purposes, for example, name and address.

After registration the 50 riders were divided into two groups. The first group left, with one experienced rider in front and two experienced riders following the group in order to control the group's behaviors. For safety reasons the two riders following the group each had a walkie-talkie to alarm one of the two ambulances that were prepared, if any accident should happen. The second group of 25 riders followed the first group with a time difference of about 45 seconds. The original idea was to let them make two full laps on the circuit. But as the number of visitors became bigger and bigger, the organizers decided to cut the number of laps to one only.

Although the invitation mentioned that test-riding would begin at 11 o'clock, the first visitors already arrived at the circuit at 8:30. So at 10:30 the first two groups left — the last lap was made at 5 o'clock. In the meantime some 3,000 people made a test-riding on the circuit. The biggest interest was for the XJ900 and the XJ650T, but the other XJ models were also popular. The atmosphere was fantastic, nobody complained about the long waiting time and even those visitors who wanted to make a test-riding with the XJ900, but found out that only the SR250SE was left, were quite happy just to make a lap around the circuit.

In addition, behind the pits area special



"Leaning angle is delicate when taking a corner, I know....."



Test-riding for DT125s



People are gathering to reserve for test-riding.

short circuits were laid out for Beluga test-riding, DT125L/C off-road riding and PW50 test-riding by children. For the press a special pocket-bike race was organised and Dutch BMX team performed several stunts during the day.

Furthermore, 1983 RD350L/C model was just displayed in order to avoid "war" among those who wished to demonstrate. Also Yamaha Motor N.V. sponsored 1983 Paris-Dakar machine (rider Anne Kies) was introduced and world champion of side-car motocross in 1981, Ton van Heugten attended with the TR1 engine machine.

Each pit is Yamaha shop

Each dealer opened his own little shop using the pits. In these shops they each exhibited Yamaha products they usually sell in their normal retail shops (Yamaha accessories, fairings, clothing, maintenance equipment etc.). In addition, one pit was exclusively for Yamaha Mode. The complete fashion line was available for both display and sale. In a big tent on the circuit the catering was arranged: coffee, sandwiches, soft drinks, snacks, etc. were all served. On video the latest films were shown.

According to the managing director of the Zandvoort Circuit, he had never seen such a big group of spectators during the last few years, not even during a formula 1 car



Each dealer using the pits as his little shop.



Test-riding

models"



The second group follows 45 seconds after the first group starts.

race! At about 2 o'clock in the afternoon the crowd became so big, that those who wanted to make a test-riding had to wait in line for 1 hour and half.

Excellent results

The philosophy concerning the importance of motorcycle demonstration prove to be absolutely true. 12,000 visitors and 3,000 registered test-riders; these figures showed that general interest for motorcycles was still very high. Thanks to the weather and to a very good organisation, the event was brought to a very big success.

And the reaction of the 14 dealers after the event was very positive. They had seen many of their own customers and people asking for information (delivery schedule, prices, accessories etc.) in the small pits shops.

Selectgroup 82 is already planning more joint promotions for the next season.

As for the actual sales results, they are of course very difficult to estimate. From several dealers we heard, that they sold 1 or 2 and some even 3 Yamaha motorcycles to people who attended the Zandvoort promotion. Whether this is the direct result of Zandvoort or whether these people were already interested in a Yamaha motorcycle is not clear, but Zandvoort has certainly had a positive influence on their decision.



r Belugas



The XJ900 proves tough and reliable enough to stand the punishing 24 hours of Le Mans.

Incredibly tough, reliable Yamaha XJ900

The Yamaha, XJ900 introduced into the European market this year, is already being raced by enthusiastic Yamaha people.

In both Germany and England the XJ900 has competed, in almost standard specifications, in several Endurance races, at both national and international levels.

Minor modifications bring a big boost in power

—West Germany—

Yamaha dealer Peter Häfner, partner in the Yamaha dealership, Moto Parts of Krefeld, and his friend Thomas Hauser, have raced throughout Europe this season with considerable success on their XJ900.

While preparing the machine for racing, Mr. Häfner kept modifications to the XJ900 to the absolute minimum. Following a running in period of 500 km minor modifications were made to the carburation. The carburetor and filter box were left open and jet sizes changed, and a specially made 4-in-1 exhaust system was fitted.

Even with these minor changes power was boosted to 105 PS, an increase of approx. 8 PS above standard.

The standard frame was kept as the handling of the machine is excellent, the front forks were equipped with Marzocchi-springs and Bel-Ray SAE 20 fork oil and the brake lines changed to aircraft type steel cased nylon, and brake fluid changed to Bel-Ray DOT 5. Twin halogen headlights, a Krober electric rev-counter and Metzeler tyres completed the machine preparation, no further changes were made and the machine was ready to race.

The first race for the machine was the 1,000 km race at Hockenheim where against many machines in full Endurance specifications the team of Häfner and Hauser finished a very impressive 8th place in a trouble free ride. Following their initial success the machine was entered for the highly prestigious 24 Hours of le Mans in France, a round of the World Endurance Championship.

Competing against the World's best

machines and riders, the XJ900, again in the hands of Häfner and Hauser, ran trouble free for the entire 24 hours and finished in a magnificent 15th position, a performance which took the motorcycling world completely by surprise. Zolder in Belgium was next on the program, and another trouble free 1,000 km ride earned Häfner and Hauser, 8th place at the finish.

Three races, three impressive trouble free high places, the team and the XJ900 have impressed the Endurance race world and the countless thousands of race fans who have seen them ride.

Straight from the shipping crate to high world championship placing

—Great Britain—

An absolutely standard Yamaha XJ900 was used by young British riders, Ray Swann and Ken Irons, in the UK round of the World Endurance Championship and placed a highly-creditable 18th at the end of six hours racing. One of the smallest machines in the race, and the only one not built to full racing specifications, the XJ900 averaged 89.21 mph over 183 laps of the Silverstone

Grand Prix circuit. (143.59 km/h). This speed included time deducted for all pit stops and eight laps lost when rider, Ray Swann, missed his pit signals and ran out of fuel. As a result, he had to push the



Ken Irons (left) and Ray Swann (right) with the Yamaha XJ900 that they took to a top ten placing in the World Endurance Championship UK round at Silverstone.

XJ900 for almost two miles! Actual speed on the road was in excess of 94 mph with Swann putting in the fastest lap on the XJ900 at 99.65 mph! Over the six hours of racing, the Yamaha averaged 26.8 miles per gallon despite its near-100 mph average speed! It was also clocked on the fastest part of the course at 138 mph, the combination of speed, handling and reliability proving too much for over half of the 40 true endurance racing and Formula One machines ranged in opposition. Both Swann and Irons are leading riders in Britain's Yamaha RD350 Pro-AM Series. They were entered at Silverstone by series organiser, Bruce Cox and Yamaha UK importer, Mitsui Machinery Sales (UK) Ltd. in accordance with their policy of giving assistance to RD Cup riders in other categories of racing.



The race-modified XJ900

NEWS ROUNDUP

The dependable police motorcycle troop of Caracas



Parading down Main Street



XJs lined up waiting their turn for action

From Venezuela: With the efforts of former president Andre Ippolito and his eldest son, Vito Ippolito, who took after his father as the president of Venemotos, the Yamaha importer of Venezuela, this company has managed to retain the greatest share of the motorcycle market in that country for the past few years. Venemotos has consistently promoted the wholesome Yamaha image by sponsoring motor sports events and other activities. The former road racing world champion (350 cc class, Yamaha), J. Ceccoto got his start with Venemotos, and C. Lavado, the rider currently making his mark in the 250 cc class of World GP Road Racing, is a member of the Venemotos Team. Most recently, there was another event which boosted the Yamaha image tremendously in Caracas. It was the inauguration ceremony

for the Venezuela Transit Police Motorcycle Troop. Naturally, all the bikes ridden by this troop are Yamahas. The total number of Police Motorcycles purchased by the Venezuelan police to date is 350. This includes one hundred XS650Ps and one hundred RD400Ps for the Policia Metropolitana, and another one hundred RD400Ps for the Transit Police, along with the most recent purchase by the Policia Metropolitana, twenty five XJ 400Ps and twenty five XJ550Ps. The special motorcycle patrol troop for protecting the safety and lives of the citizens of Caracas was formed with fifty brand-new powerful XJ machines. These fifty bikes were lined up in formation for the grand parade of the inauguration ceremony. The members of this special motorcycle troop were handpick-

ed from among the Transit Police and almost every one of them is a seasoned rider of police bikes with ten to twenty years of riding experience under their belt. Not only this, but two of the troop members are ladies! These policewomen also have a great deal of experience patrolling on RD400s, and their presence astride the new XJ550Ps in impressive, and yet has a special charm.

Almost every one of the XJ police bikes is ridden a minimum of 500 kilometers a week, and by their displaying complete reliability in aiding the police in their important work, the XJs have been fully living up to the expectations placed on them by the police officials and the citizens of Caracas. Some of the main comments of the troop members concerning the new XJ400Ps and 550Ps are as follows.

1. Their running performance is excellent (especially their maneuverability, power, braking and suspension) and stable riding is possible under all conditions.
2. They are quiet and free of vibration, providing smooth riding so that riding for long hours and distances poses no problem.
3. Low fuel consumption
Troop members with fifteen to twenty years of experience as motorcycle police say that these Yamahas are by far the best running motorcycles among all they have ridden. These bikes are sure to serve as dependable partners for the patrolmen in carrying out their demanding duties. It seems that these XJ400Ps and 550Ps have already won the confidence of these police.



The two policewomen on bikes are the center of attention.

LTR school for passola

From Malaysia: Recently brand-new Passola bikes were introduced in Malaysia. And in connection with this, LTR schools were conducted with the instruction of Yamaha Motor's special instructor Mr. Toh, for about two months from March 28 to June 2. The number of LTR schools held in this period totalled twenty five and these were held at twenty different locations. The total number of participants in these LTR schools offered in this two month period was 4660, and 4277 of these were women. The ages of the participants ranged from the teens to the fifties, but a good 50% of them were in their twenties. As the locations for holding these LTR schools, the parking lots of supermarkets, soccer fields and the parking lots of parks were selected. The LTR schools held in the parking lots of supermarkets in busy downtown sections were very conspicuous and therefore

a lot of people signed up. The soccer fields were also very suited for teaching people how to ride motorcycles because one could not go too fast, and there was little damage done even if someone should take a spill. Also the soccer field has the merit of the in-

structor's eyes being less likely to become fatigued. The parking lots of parks were ideal for holding LTR schools during weekends and holidays when lots of people would gather there.

In Malaysia, it is not yet very popular for women to ride motorcycles, but there were many ladies who expressed an interest and wanted to try it out for themselves after seeing others in the same age



LTR school in supermarket parking lot



Yamaha Turbo on the Isle of Man

From England: Somebody rode up to the Isle of Man on his Yamaha XJ650 Turbo to see the '83 TT Races. Just take a

look at the interested faces of those gathered around the Yamaha.

group receiving riding instruction. The majority of these women, after taking a ride on a motorcycle, expressed opinions such as "that was fun," or "I'm glad I gave it a try." Since these LTR schools were such a great success and there have been many requests to have the school again, the next LTR school program is scheduled for August around East Malaysia and West Malaysia. Aside from the abovementioned LTR school which was for general users, this opportunity was also used to train local instructors and to provide riding instruction for

motorcycle policemen. In order to train instructors locally, the servicemen and partsmen from Hong Leong Yamaha (six persons) were made to participate in all the events held in the two month period to give them on the spot training on being an instructor. As for the training for the motorcycle policemen, in addition to the instruction provided after the police bike presentation ceremony which was reported in the last issue of Yamaha News, fifteen policemen were given high speed riding instruction at the Shar Alam Circuit.



LTR school on a soccer field



LTR school in the parking lot of a park



Policemen receive high speed riding instruction

The beauties of Motopark

From El Salvador: This picture of many beautiful ladies all lined up was sent to us from El Salvador, along with a letter and best regards. According to the letter,

these ladies visited the Motopark Yamaha recently. The Motopark Yamaha is a motosports and leisure complex with a land area of 19,449 square meters which was built around the end of 1981 by the Yamaha importer for El Salvador, Motomundo S. A. Here at Motopark Yamaha there are many



facilities for bike riding which include the Chappy Course (LB50s) for beginners and ladies, a Motocross Course (where AG100s are rented), and an LTR Course for children. Just recently, a mini-golf course was opened here also. Well what relation do these lovely young girls have with Motopark

Yamaha? These beautiful ladies happen to be the contestants for Miss Universe, and the Motopark is the place where Miss El Salvador is to be selected. The girl who wins the title will be presented with a DT100 from Motomundo. Which lady is your choice?

ing Sportsland Sugo as the place for get-together of Yamaha enthusiasts from every part of Japan.

The program is arranged to hold 10 events in 10 different regions of Japan during the festival period, thus offering more convenience to local Yamaha enthusiasts and helping Yamaha dealers concerned improve their communication with Yamaha users. Each event is given much variety and features plenty of local color. The first event held for two days over the picturesque shores of Lake Tazawa was a great success. Riding around the lake, singing together round a camp fire and exchanging good wishes with Yamaha road race and motocross stars, all participants, mostly young, spent most enjoyable hours.

Yamaha Venture Royale Road Tests

The Yamaha Venture Royale (XVZ12TD), built as the ultimate tourer and called the top of the Yamaha line, has been road-tested by the expert riders of American and European motorcycle magazines.

The following is the extracts from the test reports appearing in these magazines:

"A comprehensive answer from Yamaha"
(Road Rider, USA)

Yamaha customers and dealers continued to ask and wait. The XVZ12TK is intended to provide a comprehensive answer to those patient Yamaha philes ... I've never ridden a large displacement two-body rig that can be shoved around as easily or as effectively as the Venture. At parking lot speeds, the maneuverability of the machine belies its weight (734 pounds with oil and a full gas tank). U-turns on narrow roads are strictly a matter of proper technique; tight quarters simply serve to give the Venture an opportunity to strut its stuff. Unlike other elephantine two-wheelers, this one's been taking ballet lessons ...

"How does the Venture compare with the Gold Wing?" Inevitable comparisons aside, the Yamaha Venture is definitely a worthy road machine in its own right. Its lighter weight, outstanding performance, handling qualities and trim, sporty design represent a small but significant evolutionary step for a Japanese manufacturer — that of bringing some of the intangible pleasures of light-weight motorcycling back into the realm of heavyweight touring ...

"A luxurious means of travel"
(Motorrad, West Germany)

Powered by a massive 1,198 cc engine larger than that of a standard VW Golf, and equipped with



Siam Yamaha continuing promotion efforts

From Thailand: Siam Yamaha recently promoted the 1983 Yamaha Motocross School Program in 5 provinces: Ayudhya, Pichit, Roi-Ed, Chiengrai and Surathanee.

Mr. K. Iwao, Yamaha's special instructor who had contributed greatly to the promotion of motocross in Thailand, trained the participants in basic motocross techniques which would prove useful for safe riding on normal roads as well.

Racing was also adopted in this school and the first three finishers of each class (DT100X and DT125MX) competed again in the

final round held near Bangkok. Mr. Pitsanuwat Pumee won the class of DT100X and Mr. Narong Uthaitam the class of DT125MX. These riders were awarded a bonus tour to Japan in the end of July!

Siam Yamaha held also recently the 7th Grand Dealer Convention and presentation of the new model "02U". The meeting was divided into two sessions; in the morning at RPM Discotheque and in the evening at the Convention Hall of Ambassador Hotel. All dealers enjoyed the program arranged and were extremely interested in this excellent model. Mr. J. Nakagawa, senior General Manager of Yamaha Motor, also attended this Convention.



Both volleyball and Yamaha are nice!

From Fiji: Volleyball is very popular in Fiji. And also Yamaha products are as much popular as volleyball games, because Yamaha sponsors the country's paramount volleyball competitions: the East West Yamaha open, and the Fiji National Yamaha Volleyball championships. (This is not the only reason that people like Yamaha. Of course, because of the quality, too, we believe!)

The '83 tournaments were recently held in Lautoka on the western side of the island and in Suva, Fiji's capital city and hundreds of players competed before thousands of fans.

In both the competitions, a Yamaha tent was set up with Yamaha products featured inside. Streamers and banners were also used to display Yamaha. News stories in both the newspapers and the radio also helped keep the Yamaha name before the public. General manager of motor divi-

sion, Mr. Alan Jessop said that the tournaments were successful in promoting Yamaha products. "A major portion of our sales is to those living in the rural areas of Fiji where volleyball is very popular, and by making use of this sport we can promote our products very effectively," said Mr. Jessop.

Local Summer festival



Singing together round a camp fire

From Iwata: The first event of the local Yamaha summer festival program recently took place, attracting a lot of local Yamaha fans to the shores of Lake Tazawa, a famous summer resort in the northeastern section of Japan. This event called "Moto-Ring Meeting" was organized by a local Yamaha dealer.

The local Yamaha summer festival program has taken the place of a big one-place event which was annually organized until last year us-



all sophisticated touring equipment, the Yamaha Venture Royale comes as a real touring model for those enthusiasts who wish to enjoy 2-wheeler touring to faraway places in the most comfortable way possible...

There must be direct competition between this model and the Honda Gold Wing especially in the United States where the latter has been the only grand touring model for the past years...

The newly designed liquid-cooled 70° V-4 1,198 cc engine features a low level of noise and vibration with plenty of power, thus making this model an easy chair for long distance touring, aided by a number of sophisticated equipment and luxury accessories, such as the unified brake system, adjustable handlebars and footrests, computer leveling air suspension system (C.L.A.S.), computerized monitoring system (CMS), AM/FM stereo cassette and optional CB radio...

Max. torque (10.4 kg-m/5,000 rpm) is obviously another score for this model. The 6-cylinder Kawasaki 1300Z is the only model that gives out higher max. torque (10.8 kg-m/6,000 rpm)...

"The very machine desired"
(Moto Journal, France)

Although 2-wheeler touring itself has long been popular in Europe, European enthusiasts, in general, have been little mindful of what a real touring bike should be like. But the situation has changed with the newly introduced Yamaha Venture Royale, the very machine desired for the purpose! It is the first real grand tourer ever made available on the European market at least...

Its luxury appearance is truly excellent. The Venture Royale never fails to become the center of attention on European roads just

because of its appearance. In fact, for a considerable number of European touring enthusiasts, the appearance is prior to anything else in making a tourer choice... The newly developed 4-stroke DOHC 4-valve V-4 engine delivers plenty of torque in the low and middle speed ranges, which is suited to the intended purpose of this grand tourer...

Upgraded touring equipment and luxury accessories are also wonderful. A massive 144-page service manual kept in the case is of great use for the rider who wish to handle these equipment accessories correctly...

"A carefully refined improvement"
(Cycle World, USA)

Yamaha has done a wonderful job of integrating all the accessories into the Venture. It is the care shown in details that make this bike such a pleasure to ride...

With engine parts capable of handling much higher specific output, the Venture motor should be indestructible. How much power the Venture puts out, Yamaha doesn't say. But performance figures, compared with the Honda, show that it has substantially more power at every engine rpm...

Yamaha's Venture Royale has the most sophisticated suspension available on a street bike...

In roll-on tests, the Yamaha is dramatically stronger than the Honda... Below 3000 rpm is where Yamaha has its greatest advantage. This is also the range where these bikes can be easily ridden... Overall, the Yamaha wins performance evaluations, with more power, better handling and easier control...

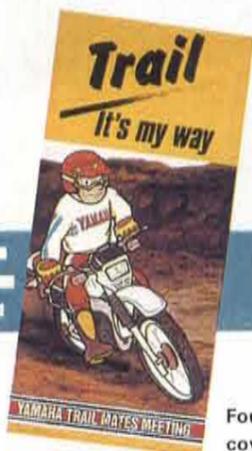
It is faster, more comfortable and more convenient to use in all varieties of riding. It is a carefully refined improvement on Honda's Gold Wing...



Back side (spread out)



Front side (spread out)



Fourfold (front cover)

A handy, practical guide "Trail, It's my way"

"Yamaha News" brings from time to time the news concerning the development of Yamaha's rider education program being promoted in a number of different countries across the world. This program includes "Yamaha LTR", "Yamaha Motocross School" and "Yamaha Trail School". These schools are all conducted by Yamaha-approved special instructors or locally trained instructors aided by a variety of teaching materials such as a manual, guidebook, text, pamphlet, etc., each and every one of which proves very useful for the successful promotion of the

program. These teaching materials have been completed into what they are through many years of Yamaha's rider education experience and efforts will also be continued to improve these teaching materials further, with local particular conditions in mind, so that they would serve the purpose better.

Introduced here is the latest version of Yamaha Trail School pamphlet which has been compiled under the supervision of Mr. Kazutoshi Iwao (special instructor), Yamaha Sports Promotion Dept. It is unique in both design and contents as follows:

Type: one sheet folded in four (multicolor)
Spread-out size: 42 x 59.4 cm

Fourfold size: 21 x 10 cm (pocketable)
One side of this sheet is devoted to explaining all basic techniques of trail riding such as cornering, downhill, uphill, jumps, off-camber riding, etc., while introduced on the other side are "Safe riding gear", "Pre-riding machine inspection" and "The ways off-road riding can be enjoyed (Exciting Trail World)". The new pamphlet, unlike any conventional pamphlets or guidebooks, adopts a unique method of explanation using the combination of photographs and illustrations.

This method makes the points of each learning item more understandable to students. For example, let's take up the item of "off-camber riding". The points of this learning item are "correct weight shifting" and "well balanced machine control".

These points are plainly explained by the combination of a photograph and an illustration plus brief, simplified notes. The photograph was taken on an actual camber and the illustration shows the rider's correct posture on a machine leaning uphill. The new pamphlet brings both better teaching and better learning together.

Please contact the following address for more information:

Motor Sports Promotion Department
Yamaha Motor Company
2500 Shingai, Iwata-shi, Shizuoka-ken
(Japan)

Information from AD & PR Division

1984 YAMAHA CALENDARS

Production of two different types of Yamaha Calendars is under way for shipment about the late-Oct.

One is titled "Yamaha Racing Calendar" which brings alive various race highlights of '83 GP and other big international series, and the other "The Four Seasons of Japan" featuring Japan's beautiful landscapes.

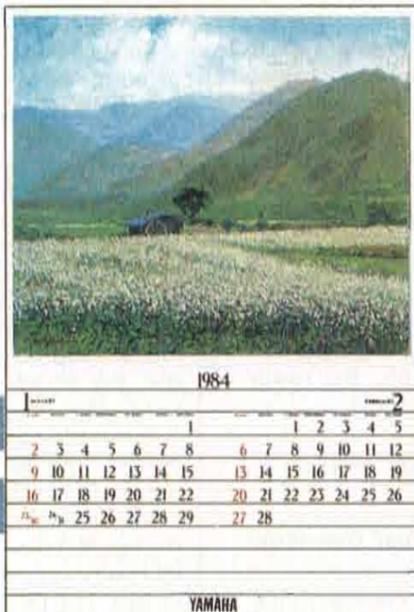
These calendars are fit for various uses as follows:

1. Tool for shop decoration
2. Complimentary item to customer at an open show, roadshow or other sales promotion event
3. For sale to the public at reasonable prices.

We hope you can conceive many other ways these calendars can be used effectively in direct or indirect connection with your business.

Please contact your nearest Yamaha importer for more information.

'84 "Four Seasons of Japan" Calendar



'84 "Four Seasons of Japan" Calendar

Size: 594 x 420 mm: Printed in 6 colors, 7 pages including a front cover (2 months per page)

This is an attractive landscape calendar which features the beautiful seasonal changes in the scenery of Japan.

The pictures used in this calendar are masterpieces by three of our most celebrated artists, Sadao Soeda, Kunji Yokoyama and Asoo Koga.

'84 Yamaha Racing Calendar

Size 594 x 420 mm; 7 pages: Printed in four colors

This brings alive the thrill and excitement of the '83 World Championship Road Racing and Motocross GP and other big international events where Yamaha riders and machines are in full action.



'84 Yamaha Racing Calendar

