Building a company we can be even prouder of

President Eguchi’s New Year’s Message

Here is a summary of the message as regards Yamaha’s new corporate policies: “1986 marked the 30th anniversary of our company’s founding. While this was obviously a great milestone in our history, at the same time we stood at a new starting point striving for an improvement in the basic structure of our company by raising the quality of every conceivable aspect of our corporate activities. Now, I am extremely happy to announce that we have successfully achieved our common goals for the past year, and have succeeded in establishing a firmer Yamaha identity. Also, 1986 saw a remarkable leap in the sales of our new model motorcycles as a result of positive efforts to answer the needs of each individual market, while other products such as outboards, snowmobiles, golfcars, 3 and 4-wheeled ATV’s, etc. also showed growth which contributed greatly toward better overall business results. For ’86 we have set three new corporate goals in addition to the continued improvement of quality of every aspect of our corporate activities including the level of our human resources. These new goals are:

1. To further strengthen the Yamaha identity through the speedier development of new technology and new products.
2. To perfect our production system based on the most advanced production technology.
3. To increase productivity to a maximum by combining efforts from all branches of the company.

In addition, even greater efforts will be directed toward the promotion of the New Yamaha Movement, intent on making the structure of our company firmer through the continued improvement of the capabilities of individual employees, thus increasing work efficiency and creating a better, richer life for all. Everyday, we are developing new technology with a distinctive Yamaha quality, the kind that is sure to make the future bright for Yamaha as a corporation. Let’s work toward our new goals and build a company we can be even prouder of.”

An important new-year meeting!

Winners, Eddie Lawson With YZ490

On October 27th of last year Eddie Lawson captured the “Superbikers” crown at the Carlsbad Raceway in California, riding a YZ490. This is his second victory here in three years. Considering that this race contains three different types of surfaces, an asphalt road course, a dirt course including three jumps, and a motocross course in each lap of the circuit, you might have to call Eddie the “biker of bikers” and his YZ490 the “bike of bikes”. This “Superbikers” competition is enjoying a recent rapid growth in popularity in America.
On October 29th of 1985 a reception party was held at Yamaha Home Office for 113 top Yamaha dealers and managing staff of Yamaha distributors from Scandinavia and the U.K.

This trip to Japan was planned as a reward for those dealers achieving outstanding sales records in the ’85 season, and also as an acknowledgement of the year of hard work by everyone. While the past three years have been extremely difficult for Yamaha dealers in the European market due to the worldwide business recession, price control measures taken by the EEC, and the resulting stiff price competition in the Scandinavian market, thanks to relentless efforts of these dealers and distributors and their continuing cooperative attitude with regards to Yamaha, they have succeeded not only in maintaining previous sales levels but actually in increasing Yamaha’s market share even so slightly. On the 30th, the members of the tour were invited to the Yamaha Marine Hamanako to try the new 3-cylinder 50hp, the Yamaha 50, which will be released in the ’86 season. Members of the Yamaha development staff were overcome with gratification to see the seriousness with which the guests applied themselves to the test runs in spite of heavy rains encountered that day. The tour ended with a farewell party at the Hotel Pacific Mandarin Tokyo on November 4th, and the next day they left Narita Airport for their return trip.

Yamaha holds Import Bazaar ’85
in response to national campaigns to increase imports

Over 15,000 people, including Yamaha employees, their families and the general public, turned out to enjoy a day of shopping at the Import Bazaar ’85 sponsored by the Yamaha Motor Co., Ltd. (one of the Yamaha affiliated companies) on October 20th on the grounds of Yamaha Motor’s home office. This event was held in cooperation with the government’s new campaign to increase the import of foreign goods. Shoppers browsed among displays of all sorts of imported goods, ranging from wines, liquors and food items to household items of every description, and an enjoyable day was had by all.

A convenient purchasing system

Latin-American country, Brazil, has grown rapidly into one of the largest motorcycle manufacturers in the world. The vast majority of the motorcycles, here, are used for commuting, and the most common way to purchase a motorcycle is a system officially recognized by the government called “Consortio”.

This is a type of long-term mutual financing system which offers several benefits to the consumer and includes a lottery aspect which appeals strongly to the Brazilian love of betting. This is a system which has, also, greatly contributed to sales growth for Yamaha Motor do Brasil. In hopes of buying a Yamaha motorcycle from 20 to 30 thousand people have already bought into Consortio.

Paris 6 Hour Boatrace ’85
1st place: Haugard-Westergard (Denmark)

Yamaha 70C dominates with 1,2,3 finish

Again in 1985, for the third consecutive time, Yamaha 70C powered boats came through competition to finish 1, 2, 3 in the Paris 6 Hour Boat Race held in October, last year. The winner this time driving a Haugard-Westergard boat, finished well ahead of 1984’s winners. The boat was clocked at 69.63km/h, recording a sensational 103.7km/h. This performance was a reflection of several technical advancements, including the addition of a nose cone to the lower unit of each boat to control the water flow efficiency of the propeller, the fitting of a water pick-up device to the bottom of the boat to water into the lower unit’s water inlet resulting in accurate control of the mounting height of the engine, and improvements to the propeller. With the race being held on a circular course with the center near the Eiffel Tower, spectators crowded onto the river banks and on the sidewalks along the riverbanks to watch the trolley car which crosses the Tocodetot Bridge had to

Brain Stahl (Sweden) stops for a minute to enjoy a glimpse of the race along with their passengers. The winners were awarded for their efforts with a laurel crown, a high reputation symbol.

Moto-4’s for efficient farming

As you have probably already heard, Peru is one of the countries where motocross is extremely popular, and a full range of races from big events to small local ones are held year round. Now, a new machine is also winning popularity here. It’s the Moto-4. Demonstrations of these useful new machines are being conducted actively in farming areas in the country.
INDIA

India begins domestic production of new motorcycles

A first year production of 30,000 bikes (100cc) expected

India’s largest manufacturer of motorcycles, Escorts Ltd., which has held a technical assistance agreement with Yamaha Motor for some time, recently began domestic production of the 100cc motorcycle Yamaha RX100. This is the second Yamaha motorcycle to go into production in India, following the Rajdoot (RD350) which began production in 1983, and a first year’s production plan calls for the manufacture of some 30,000 bikes. Escorts Ltd., located in New Delhi, first established a technical assistance agreement with Yamaha Motor in 1979 for the production of a 350cc motorcycle. Beginning in 1983 a production target of 3,000 bikes per year was set for this 350cc model, and in the same year a new agreement was made for technical assistance in the development of a mass market 100cc model, as well. To accommodate the new model production, Escorts built a new 15,000 sq. meter factory facility on the company grounds, and, with Yamaha Motor Co. President Hidetsugu Eguchi in attendance, a tape-cutting ceremony was held as the first of the new motorcycles came off the line in the middle of November, 1985. The Yamaha RX100 has a 98cc 2-stroke, air-cooled engine which produces 11 horsepower. Its tremendous popularity in India is already proven by the fact that on the second day after Escorts Ltd. began taking orders they had already received enough orders to cover the whole first year’s production quota.

Aerodynamic styling

Four hundred and twelve super energy-saving vehicles showed up at the Suzuka Circuit on November 10th, last year from all over Japan to compete in a "mileage marathon", a competition to see how far one can run on one liter of gasoline. Yamaha’s 100cc Velo, designed by its own team, which won first place in the competition, had an aerodynamic and well-shaped body, with a smooth and aerodynamic design to help with fuel efficiency. The Yamaha RX100 has a 98cc 2-stroke, air-cooled engine which produces 11 horsepower.

Golfcars at work in a department store

Sogo Department Store, featuring the largest sales floor area in the country was opened on autumn, last year. For some reason we found a Yamaha Golfcar (battery type) at work in this big department store. If you think it's being used to carry customers' packages, you're wrong. In fact, it's being used in the store's special information service system. Called the “TISIS” (Total Information Service System), this is an inter-department information service. It combines a cable television for introducing the various departments of the 68,413 sq. meters of sales floor area and a two-way Private Captain System in one unique new system. Customized to accommodate the TISIS including all the equipment necessary for live broadcasts and video tape recording, the Yamaha Golfcar, with its quiet yet powerful drive, moves freely around the floors of the department store as a mini broadcast vehicle.

Yamaha’s "Jog" has already become the best selling scooter in Japan, and now it has been released for sale in the USA, as well, with the name "Riva Scooter C50". The Riva scooter range including the newcomer C50 is enjoying outstanding popularity at recent dealer meetings. Lightweight, easy to operate and inexpensive, the Riva scooters look like they will be appreciated by young and old consumers alike.
Yamaha Motor da Amazonia starting production

The year 1985 was a memorable year for Yamaha in Brazil, being the 15th anniversary of the founding of Yamaha Motor do Brasil, the 10th anniversary of the opening of the Yamaha factory in the city of Guarulhos, and the year that production began at the new Yamaha Motor da Amazonia factory.

In addition, this was a year that saw major changes in the leadership of VMDB, the release of the RD125 last July and the recent announcement of the release of a new 350cc class road model in the latter half of this year. All of these important events have served to stimulate the spirits and expectations of both employees and dealers, resulting in a rise in sales and giving real meaning to the Nova Yamaha (New Yamaha) movement.

A second Yamaha factory in Brazil

In the midst of all this activity, the beginning of production at the Yamaha Motor da Amazonia factory is the event with the largest long-range significance. This factory was opened exactly ten years after the opening of Brazil's first motorcycle factory in 1975 in the city of Guarulhos in the state of São Paulo. The opening ceremonies were a joyous event attended by the governor of Amazonas State, Gilberto Mestrinho, government officials, representatives of Yamaha's long-term importer and also reliable business partner in the Manaus area, T.V. Lar, plus representatives of Yamaha Motor Co. and Yamaha Motor do Brasil. At this time the second motorcycle to come off the line at the new Manaus factory was presented to the governor as a gift, while the first one off the line was put on permanent display in the factory.

By the way, Yamaha Motor da Amazonia is a joint venture company established by YMC, VMDB and T.V. Lar with the three companies contributing 30%, 36% and 34% respectively to the starting capital for the new venture.

Plans call for production of over 30,000 bikes per year

The city of Manaus, where the new factory has opened, lies on the banks of Brazil's largest river, the Amazon, in the middle of the world's largest jungle area. For this reason, various types of incentives from SFRAMA were very important in the establishment of this new motorcycle factory. SFRAMA is an abbreviation for Superintendencia da Zona Francesa de Manaus (Superintendent of the Free Zone of Manaus), and is an office of the Ministry of Internal Affairs established for the encouragement of industrial development in the Manaus area. This office was responsible for the establishment of the Manaus factory housing project. At present there are 80 employees at work in the Manaus factory, and by April of this year there will be 250. During the initial test period ending at the end of last year DT180 and RD125 machines were produc-
Yamaha Service Training School

Recently, a YSTS session (Yamaha Service Training School) was held at the Yamaha Training Center in Iwata and the offices of other Yamaha subcontractors. This session was aimed at technical coordinators and chief mechanics from areas presently conducting CKD programs, with training focused on practical service operations as applied to each different market. The training course lasted for eleven days with participants including eleven representatives from Pakistan, Bangladesh, Thailand, Malaysia, Singapore, and Colombia. In the end, the training touched on the following six subjects:

1. **YBS (Yamaha Before-Service)**
   - The service that should be done to prevent trouble from occurring after sale and thus enhance the reputation of Yamaha motorcycles, was discussed with regards to each market area and activities were planned.

2. **Technical posters**
   - Explanations were given regarding the use of technical posters, which contain a wide range of information from basic principles to actual service practice. After the explanations each of the participants in turn practiced giving the same poster explanations.

3. **Electrical accessories**
   - Seminars were held on service techniques using a newly created electrical accessories panel, and practice in the use of a pocket tester was conducted.

4. **Collection of information**
   - What is vital information? What should be contained in useful information? Seminars treated these questions along with the question of how information should be conveyed so that it will best contribute to affecting changes in the market.

5. **Practical instruction**
   - Using the main models from each market area involved, explanations were made of the key points to be stressed when giving service instruction to local mechanics.

6. **Seminars by parts manufacturers**
   - The group visited NGK, a spark plug maker, Kayaba Co., a suspension maker, Mikuni, a carburetor maker and Moriyama, an electrical parts maker, receiving instructional seminars from engineers of each factory.

A welcome sign for the forthcoming models

As reported in the last issue of “Yamaha News”, 8 motorcycle journalists from North America had a chance to test-ride the new models in Japan in October of last year. Their reports appearing in individual magazines are very positive providing a welcome sign for the new models that will shortly make their debut on the market. Introductions below are the extracts from the articles of “Cycle” and “Rider”, two of America’s most well known motorcycle magazines:

“Yamaha hunting in Hamamatsu”
(Cycle, January 1986)

The Fazer gets its power from the water-cooled, five-valve engine introduced in the FZ750. Like the Maxim X, the Fazer’s engine is destroied for turriff exemption. We can happily report that our favorite Superbike (FJ1200) works even better as a 1200. We saw an indicated 160mph while riding the FJ1200 on Yamaha’s test circuit. The SRX-6, like the SRX500 before it, beats on the classic appeal of a modern single: simplicity, moderate power and light weight. Here, too, is the first look we’ve had at the FZ750, Yamaha’s inspiring fusion of existing technologies. Further good news: the FZ will be West-Coast legal in ’86. “Updates” to the ’86 model SR include fork boots and a drum brake bored into the spoke of the front wheel. But the appeal of tradition has limits even in Japan - the SR1500 comes fitted with an electric starter.

With features like a better cruise control, standard equipment 40-channel CB radio and 90 percent more storage, the Venture Royale moves up to a new level of luxury. To offset the added weight, it gets a bigger (1298cc) motor, stronger brakes and electronic anti-dive.

The new XV1100S Virago proved to be a lot more fun to ride than I expected. Thanks to a longer stroke, which gives it another 82cc, the big Virago has got more, a lot more, low-end torque.

“Cycle” magazine
"Rider" magazine

"Journey to Japan" (Rider, January 1986)

Despite the modest power output of its XT600-derived motor, the SRX is the kind of machine that makes you want to see how deep you can dive and how hard you can come out of every corner. Though it lacks the racy good looks and incredible agility of the SRX, the Radian goes, stops and handles as well as some pure sporting mediumweights of a few years ago. With its peppy in-line four motor, powerful brakes and comfortable seating position, the Radian was a good match for Ashinozo. With its torque, tariff-busting 888cc version of the FZ750 motor and comfortable seating position, the versatile Fazer may be even more fun than the FZ750 itself for the riding styles of some American riders.

The big FJ is as fast as any streetbike I’ve ever ridden. But it’s also deceptively docile down low, thanks to the added low-pm and mid-range torque of its bigger motor. It’s surprisingly comfortable too, for a sportbike, thanks to an even more protective new fairing. It should easily win top honors as the best sport tourer of 1986.
An upturn for '86!

6 million bikes registered for a population of 18 million people! Annual industrywide sales have reached the 600,000 level. In recent years Taiwan has boasted the highest population ratio of motorcycles in the world. In particular, sports models have gained great popularity for the last two years.

This important market, however, is now arriving at a crucial turning point in conjunction with foreseable stiffener control on air pollution, noise and fuel consumption, resulting in tough weeding out of motorcycle manufacturers. Aimed to revitalize a sales network under such a situation, Kung Hua She Co., Ltd., a Yamaha importer located in Chungli, held a dealer conference at the Taipei Holiday-inn Hotel on October 20 of 1985.

During this upturn, it was attended by 128 Yamaha dealers from all the parts of the country, Mr. Warren Hsieh, president of Kung Hua She Co. announced new sales promotion strategies that feature a new regional marketing system. According to the new system, Taipei and Kaohsiung, Taiwan's two largest cities are nominated extra-important markets, while Tainan and Taitung important markets, and all other areas standard markets. Specific sales promotion efforts will be directed toward the above two extra-important markets with KHS-managed wholesale companies being founded. In addition, in order to strengthen the sales front, the number of company salesmen will be increased from 8 to 21. Along with the announcement of the above new business set-up, an exciting new supersports model, the RZX135 was introduced and acclaimed by all dealers. The RZX135 with the class highest performance potential will be the flagship of the Yamaha line for '86, catering to the taste of the young or the young at heart. Test runs given at Taipei were also a success. About 300 young riders were very enthusiastic about riding this high performance supersports.

For the subscription sale period from Oct. 20 to the end of Nov., 2,793 orders were received by Yamaha dealers and sub dealers, far exceeding the predetermined level of 1,000, because the excellence of this model was spread widely by word of mouth and through model & sales policy orientations given by regions for dealers and sub dealers, together with the effective use of demonstration cars.

Let's make it happen

The supersports RZX135 is unveiled

Newly appointed Yamaha salesman.

FIM

A new world championship

Plans of combining the Isle of Man TT formula one and the popularity winning American Superbike rules into a new, world championship class will be presented to the forthcoming FIM Spring Meeting in January. These plans were initiated as the outcome of a meeting held at the MIAC headquarters in late December of last year. The meeting saw the attendance of representatives from the British, American and Japanese federations, together with those from the Japanese manufacturers. Fearing the current 1000cc GP formula may be discontinued, the meeting agreed to press the FIM road race commission (OCR) to introduce a new TT Superbike World Championship in 1987. Future plans are for the new world championship to be held on short circuit tracks and on public road circuits like the Isle of Man TT course.

The proposals are based on the TT Formula engines, with standard carburators, being used with American-style frames. In the long term, this will be the type of racing that could replace the 500GP.

Keeping the peace in town by motorcycle

Yamaha DT175’s are the only motorcycles used by the police of the city of Medellin, Colombia. In this mountain region the DT175 with its Calibmatic carburetor system has won a reputation among the police for its smooth carburation wherever one travels from highland to lowland or from lowland back to highland.

T A I W A N

A top ruder from England

1985 was the 10th anniversary of the founding of the Pathfinders Trials Motorcycle Club in Perth, Western Australia. As a part of the celebrations a top British rider was called in to demonstrate and coach local riders in the fine art of modern European trials riding techniques. With the assistance of the Department of Youth Sport and Recreation and the West Australian Motorcycle Association, Peter Cartwright was invited to act as instructor. The next day of his arrival he was at a local disused quarry practicing with his new Yamaha TY250SN loaned by Ken George Yamaha and sponsors Rockingham Motorcycles. The machine had been prepared by both companies who assisted Peter during his stay. The power of the 250 was more than comparable to his own machine in England and the Mono-shock suspension was exactly to his liking even though he had never ridden a TY over trials terrain before. On Saturday he instructed five coaches in a course designed to teach them how to instruct less experienced riders. A group of spectators enthralled as Peter rode up large rocks, waterfalls and sheer hillsides. The following day it poured with rain but everyone turned out for the trials school where Peter and the coaches put a large group of riders through their paces. The creek on the course rapidly rose to over front wheel axle depth in places but the Yamaha behaved faultlessly.

After a trip 1,200km north to Karratha to instruct a group of local trials riders, Peter returned to Perth and continued with a very busy schedule of instruction and demonstrations the next two weeks, and all the while his Yamaha TY250SN performed beautifully and dependably with only minimal maintenance. A school for junior was also held, and a strong field of junior riders attended listening intently to words of wisdom from the teacher from England on the art of observed section trials riding.

The final weekend saw Peter ride the TY250 in the 3rd round of the West Australian State Championship held just outside the Perth Metropolitan Area. With only routine service the Yamaha, in the capable hands of the champion, won the trials without a hitch. When asked his thoughts on the Yamaha TY250SN Peter replied "Great! It does all you can ask. It does better than most of it's competitors, and it is so easy to ride well". The Peter's visit was an enormous success for Western Australia's trials riders, the Pathfinders Trials Motorcycle Club and for the Yamaha TY250SN.
Yamaha models won four out of the seven categories in the ‘85 Bike of the Year Contest held by Motorrad, one of West Germany’s most popular motorcycle magazines. These models were the FZ750 in over 500cc class, the SRX600 in up to 500cc class, the SR500 in up to 27hp class, and the RD400LC in 50cc class. Under-17hp, chopper and enduro categories, the CB250RS, the Harley Davidson Softail and the Kawasaki KL650E placed first respectively. The honor of overall winner went to the BMW K100RS that collected a total of 37,920 votes. The FZ750 (36,392 votes) placed second overall by massive margins over the Kawasaki GPZ 1000RX (26,165 votes).

**W. GERMANY**

Winning 4 out of 7!

**VENEZUELA**

Venezuela’s capital city, Caracas, is a city abounding in motorcycles. You can drive a car in the streets of Caracas and you stop at the main intersection just after the light has turned red, by the time the light has turned green at least 10 to 15 motorcycles will have pulled up in front of you. Then, as soon as the signal changes they will all take off like the start of a grand prix race. No one wants to be beaten by the other riders. These riders are the so-called “motorizado” message boys and bill collectors. In Caracas, where postal delivery and other services are not so speedy, a young motorizado with a bike can make money by contracting with one or several companies to make deliveries, carry messages and collect bills. Naturally, for these motorizado their motorcycles are their means of support, and nothing is more important. That is why they demand high performance, and usually choose to ride either a Yamaha RX135 or RZ250. And as you can imagine, the heroes that these motorizado look up to are the famous riders like Johnny Cecotto who matured under the guidance of the late Andrea Ippolito (former president of Yamaha importer Venenotocas), and Carlos Lavado who is presently doing so well in the World GP.

**'86 Paris-Dakar Rally kicks off**

Powerful Yamaha Ténéré teams are taking part in the 8th Paris-Dakar Rally that started Paris on January 1. The French Gauloises Blandes Yamaha Team consists of Serge Baco, Thierry Charbonnier and Jean-Claude Olivier. Baco, the top man of the team who was crowned in Morocco and Algeria, eagerly wants to add Paris-Dakar to his victory list. New team rider Charbonnier, nicknamed “Carlo” by his friends outside of the motorcycle society, is trying his second Paris-Dakar Rally. His past big enduro victories are already speaking for himself and it is most likely that he will keep his place in this year’s Paris-Dakar Rally. Olivier, one of the most well known African desert enduro specialists as well as the director of the Yamaha department in Sonauto, says - “The Paris-Dakar event is very important for us, in both sporting and commercial aspects. Our rally machines have been the true prototypes on which technical experiments and tests are conducted, the results of which have been fed back to Yamaha Motor for the improvement of the production model. While Baco and Charbonnier are riding race-tuned XT1000 Ténéré machines in this event, Olivier has decided to use the newly-developed 5-valve Genesis engined FZ750 Ténéré. The Italian Belgarda Team consists of three Italian enduro specialists, Franco Picco, Giampiero Fanchino and Andrea Mannioni. Picco and Mannioni placed 3rd and 4th respectively in the ‘85 event. In particular, Picco became the early-stage pace setter by leading the rally for the first 9 days. These Italian riders are using the basically same XT1000 Ténéré machines as the French riders. Belgian enduro champion Guy Huysman is spearheading the efforts of the Belgian D’Ieteren Sport Team. He is supported by his teammate, A. Fievre. Both on modified XT1001 machines.

**FRANCE**

Gauloises Blanches

**Netherlands**

**W.A.C.U. Formula II British Championship**

First Round

1st. Des Barres
2nd. John Bradley
3rd. Jack Bradley

**W.I.F.M. World Championship**

Formula II

1st. John Waddell
2nd. Willie Reid
3rd. Scott McRae
4th. John Waddell

**Final Round**

1st. John Waddell
2nd. Eddie Lacy
3rd. Neil Trueheart

**WAHAHA**

A world famous British author was once asked to attend a charity (hand-raising) dance party. When he approached a rich woman and asked her to dance. Widow: How kind of you to offer to dance with someone like me. Author: This is, after all, a charity dance, isn’t it, my Lady?”
A $2 Million Bass Tournament!

Larry Nixon, an angler from Hemphill, Texas beat 99 other participants to win a $2 million bass tournament held on Table Rock Lake under the sponsorship of Yamaha Motor Corporation, USA and Yamaha Outboards in Kimberling City, MO. The 100 anglers fished from identically-rigged Skeeter bass boats powered by 150hp Yamaha outboards. Never before has there been such a great number of identically-rigged boats in a single tournament. And there has never been a tournament with such a big purse as $2 million! Each angler who won a fully-rigged boat, and total prize money exceeded $200,000.

In final competition, Nixon caught 5 bass weighing 11.55 lbs., good for $50,000 and first place, plus $1,250 for Big Bass. In addition, becoming a Yamaha owner by winning his new boat, he was given the Yamaha Tournament Bonus of $1,000, thus bringing his total winnings to $52,250. Gary Klein from Grovel, CA, placed second with 4 bass at 9.5 lbs., winning $21,000 together with a $500 second place Yamaha Tournament Bonus.

International Snowmobile Land

in Otaru, Japan

The snowmobile is a machine that can change a drab winter landscape into an exciting playground. And now, a snowmobile land set aside purely for the enjoyment of snowmobiling has opened in the township of Otaru in Japan’s northern island, Hokkaido at the end of last year. Yamaha Hokkaido Co., Ltd. wanted a place near a large city where it could hold snowmobile races and snow festivals, so they selected a site at the foot of Mt. Kenashi near Otaru and began building a sports facility. Seeing it as a new sport which, like skiing, could attract large crowds to the area, the city of Otaru’s tourist association welcomed this plan wholeheartedly.

A group of six sponsors, including Yamaha formed a joint venture project which resulted in the opening of a 456m snowmobile tour course covering a total area of 320 sq.Km last December 14th.

The season calendar for the new snowmobile land:

- Snow Festival
  The snow festival is a full day of winter fun, all centered around the snowmobile. There are snowmobile games, races, test rides and sleigh riding.

- Freshman Races
  These races are the stepping stones to the big championship races, and the place where every young rider gets his start. But they are also the places where anyone who owns a snowmobile can try his skills.

- Athletic Meeting
  While the snow festival placed equal importance on games, races and test rides, the athletic meeting centers mainly around games. Different shops rival each other at coming up with the most inventive games, so there is sure to be plenty of fun.

- Touring
  This is becoming especially popular in recent years. Whether you tour on roads closed in winter or through the mountains or the woods, an outdoor feast at the final gathering point adds the perfect touch to a day of touring enjoyment.