



Creating a sound marine future

The 32nd Tokyo International Boat Show was held from February 9 to 14 at the Tokyo International Trade Center on the Harumi fairgrounds.

Exhibitors representing 174 domestic and foreign manufacturers from Australia, France, Hong Kong, Italy, Korea, Taiwan, the U.K., U.S.A., the host country Japan and the Commission of the European Communities took part in the show.

A total of 123,434 people visited the show during its 6-day run, roughly a 6% increase over last year. Yamaha's position as an industry leader was clearly seen in the attendance of some 130 journalists at the YMC press conference at the show opening.

The Tokyo International Boat Show has grown in importance each year, becoming one of the major yearly events in the marine field today, both in Japan and internationally. The show, which serves as a venue for exchanging information and determining new directions in marine leisure, is highly valued by those in marine-related industries, as well as marine leisure enthusiasts and the general public.

For this year's show, Yamaha introduced high-quality products from various marine fields, as well as the "software" aspects of our business and our projects to promote and support marine sports and leisure, like participation in the Whitbread Round the World '93-'94 yacht race and sponsoring the Auckland Fukuoka YAMAHA CUP Yacht Race. At Yamaha, we conduct our marine business with the prime objective of "offering joy and fulfillment to people all over the world" as well as a strong concern for global environmental protection.

'93 TOKYO INTERNATIONAL BOAT SHOW



Celebrating motorcycle factory in China



On December 18 of last year an agreement was signed and a celebration party held in Chongqing, China, officially establishing a new company, "Chongqing Jianshe-Yamaha Motor Co., Ltd." This event followed a similar one at Yamaha Motor Japan last October. The new company is established with a starting capital invested evenly by Yamaha Motor and the China Jianshe Machine & Tool Factory and will engage in the manufacture, assembly and sales of Yamaha brand motorcycles and engines, as well as service operations and parts sales.

Taking part in the signing and subsequent celebration were some 300 distinguished guests representing the Sichuan Province and Chongqing city governments, including Mr. Song, mayor of the city and Mr. Lai, president of the China North Industries Group to which China Jianshe



The ground-breaking ceremony.

Machine & Tool Factory is affiliated. In attendance from Yamaha Motor Company were President Eguchi, Managing Director Nagayasu and Director Arai.

With registration procedures completed in November, construction has already begun on the Chongqing Jianshe-Yamaha Motor Company's new factory in Chongqing city following a ground-breaking ceremony on Dec. 19. Actual production of 150cc motorcycles at the new factory is expected to begin in 1994.

European distribution center starts operation



A new distribution center, Yamaha Motor Distribution BV., has been completed adjacent Holland's major international airport in the vital industrial town of Haarlemmermeer. As of January, operations have already begun at this high-tech facility capable of filling 25,000 lines a day. As Europe moves toward economic unification, Yamaha has been exploring ways to reorganize its sales and distribution networks and deal with the changing business environment.

The new distribution center and another complex under construction on the same 70,000m² site are part of these efforts. The new complex includes the new Yamaha Motor Europe N.V. headquarters, to be completed in April and a workshop scheduled for completion in

November.

Employees at the new distribution center are proud to be part of this state-of-the-art facility that will take orders from 16 countries, computer process them and send out the parts directly to the dealerships.

Initially the new supply system will service Holland, Belgium, Denmark, Germany and France (marine parts), with motorcycle parts service being expanded to Britain in '93 and France in '94.



YAMAHA ON THE MOVE



Offering the products and the places to enjoy marine sports

Although Japan's economy remains sluggish, its people are finding more time for leisure today, and their interest in marine sports is increasing steadily. Meanwhile, as living standards in Japan rise, customers' demands are shifting toward marine products with more practical functions, while also becoming more and more diverse.

In such circumstances, Yamaha Motor is constantly developing new products to satisfy the needs of our changing market. Furthermore, we are importing power boats and yachts, a business initiated as part of our import promotion program

to meet the more individualized needs of today's owners. We are also at work promoting various licensing and educational programs as well as training marine instructors.

Further, we are involved in national and international racing activities such as the "Whitbread Round the World 1993 ~ 94" and "Auckland Fukuoka YAMAHA CUP" yacht races, both of which will start this year.

The recent Tokyo Boat Show has provided the stage to show the latest of our comprehensive marine activities as one of the world's leading overall marine companies.

Displays reflect boating diversification

Due to the present recession in Japan, there was a roughly 30% reduction in the area of this year's show, and consumers tended to view the products on display with a more discriminating eye.

In spite of the economic doldrums, however, the marine leisure industry in Japan continues to show steady growth as the public and private sectors combine to finance a succession of new waterfront projects aimed at promoting marine recreation. This growth was perhaps best reflected by the number of visitors who came to see this year's show, exceeding last year's attendance by about 7,000. The scene was especially lively on the 11th, a national holiday, as some 40,000 people converged on the Harumi fairgrounds to see the industry's latest products.

As far as boats were concerned, visitor interest focused largely on models under 30 feet.

For this year's booth, Yamaha selected an array of models specifically aimed at today's enthusiastic but highly value-conscious consumers and their increasing-

ly diversified needs.

For its pleasure boats, Yamaha has upgraded functions and equipment to fit different marine lifestyles and different ways of enjoying them, such as an ocean-



The MX-40 is a fishing cruiser for serious boat fans.



The high-performance SR-27 OSP is a sporty model with a top speed of over 50 knots.

going sport fishing cruiser, the MX-40, a family-use sports cruiser, the MR-27, a high-speed sports boat, the SR-27 OSP, etc. to fill out the comprehensive Yamaha pleasure boat line-up.

Sport fishing accounts for about 80% of the Japanese marine leisure market. Sport fishermen go after a wide assortment of game fish, and that means great diversity in their boating needs. To satisfy the needs of these users — from serious fishermen to those whose priority is family fun — Yamaha displayed four series of fishing boats; the UF, the FG, the FC and the FW series.

Sailing is also enjoying solid popularity



The fishing boat FC-23HT has stylish lines reminiscent of a sports runabout.

as people become more nature-oriented. Yamaha exhibited a broad line-up including the Yamaha-35 EX and 40 EX to satisfy everyone from the beginner to experienced racers.



The Yamaha-35 EX. Sailboats around 30 ft. are most popular in Japan.

Yamaha also imports world-famous boats to market in Japan. The F-252 BR sports boat from America's Thunderbird has been added to our Formula series. This year, we have also introduced selected new boats such as the FD-226 FF, a pontoon boat from America's Godfrey Marine Inc., and the J-33 Sun Odyssey, a cruiser yacht from France's Jeanneau for this year.



Imported boat corner.

Reflecting their growing popularity in recent years, Water Vehicles were one of the products in the spotlight at this year's show. These sporty craft are popular both in Japan and overseas for their nimble and dynamic performance on the water despite their compact size. Water Vehicle clubs are springing up in markets like the U.S., while rental business grows in many resort areas and even lifeguard and police groups use them for patrol and rescue work. The models MJ-700TZ and MJ-700TX on display at this year's show represent a whole new genre that feels and performs like a motocrosser on water. Also introduced is the new concept craft "Jet Buddy" powered by the MJ-650TL, for all kinds of fun on the water.



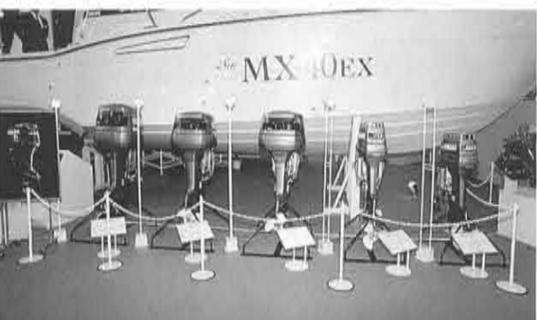
The Water Vehicle corner.

Yamaha offers a comprehensive line-up of outboards ranging from 2 to 250 horsepower. As typified by the Yamaha 250AETO, a microcomputer-controlled V6 outboard spawned from Yamaha's exclusive outboard technology, all Yamaha outboards have outstanding quality and features.

Stern drives and marine diesels represented respectively by the gasoline YE-5.7L and new diesel SX-420KS, are designed to offer the best match for our boats, and are available in a wide variety of models.



Lightweight but powerful, the SX-420KS.



Yamaha outboards are serving in a variety of ways in both pleasure and utility fields all over the world.

In the Yamaha Marine Apparel corner, we offer "YAMAHA Round the World" goods commemorating our syndicate's participation in the "Whitbread Round the World 1993~94" yacht race.



This year's show goes praised the Yamaha brand for the variety of models available, reliability, excellent after-sale service and reasonable pricing.

Educational activities and marine facilities also introduced

Besides our product displays, the "software" aspects of Yamaha's marine business introduced through panel displays and videos, were also an important part of the Yamaha booth.

Yamaha Motor is determined both to attract more marine enthusiasts and to encourage in them high standards of seamanship and sportsmanship.

Yamaha now conducts licensing programs for users of various marine craft at some 230 locations around Japan, which requires licenses to operate boats and Water Vehicles. About 690,000 people have obtained licenses since our Boat License School program began in 1971. We also offer schools for educating users in sailboat and Water Vehicle use, as well as skills like scuba diving and water skiing. Our "Yamaha Junior Yacht School" was established in 1979 for young people ages 9 to 15. Junior Yacht Clubs have also been established for the school's graduates, and at present, most of the club members are participating actively in both domestic and international events.

Yamaha supports and cooperates in educational activities with national or local government agencies, too. One example is our full support of the Japan Marine Sports Promotion Foundation established in July 1992 with the approval of the Ministry of Education for the popularization and promotion of sound marine sports.

For people who have not had easy access to marine sports facilities, or who have a license but few chances to go boating or yachting, we have established our membership-type Yamaha Marine Club and our Yamaha Marine Sports Club which offers boat rental services. Both clubs have five local facilities around Japan.



Five "Yamaha Marine Ladies" appeared in photo sessions with Yamaha Water Vehicle. They will help out at Yamaha marine events throughout 1993.

And, in order to train qualified personnel with in-depth marine knowledge and marine sports skills for such programs, we opened the Yamaha Marine Academy in 1990 at Yamaha Marina Hamanako. Yamaha is also involved in race activities both as contestant and sponsor. The "YAMAHA Round the World" syndicate has launched the first ever two-boat campaign in an attempt to win the Whitbread Round the World yacht race.



Competed over six legs, the Whitbread demands the ultimate in race boat performance and mental toughness and skill on the part of the crew.

The Whitbread race will start this coming September from Southampton, U.K., and circumnavigate the globe with stops in Uruguay, Australia, New Zealand, Uruguay again and then the U.S.A., before finishing back in the U.K. in May or June of 1994. In terms of distance, the race will cover about 60,000 km, equal to 1 1/2 circlings of the globe.

Furthermore, we will continue to co-sponsor big international races such as the "Auckland Fukuoka YAMAHA CUP Yacht Race 1993" starting on April 24 this year and competed over three legs from Auckland, New Zealand, to Fukuoka, Japan, and the upcoming "Melbourne-Osaka YAMAHA OSAKA CUP Double-handed Yacht Race 1995" for yachts sailed by crews of two only.

Another area of Yamaha's marine business involves marinas and other marine facilities. Yamaha has continued to branch out in a wide variety of ventures all aimed at providing more and more people with both the place and the opportunity to enjoy marine recreation. For example,



Many visitors were fascinated by the model showing the new water tank ballast system used on the Yamaha Round the World.

Yamaha runs marinas and other facilities, as well as investing prominently in marine development projects jointly funded with local governments throughout Japan.

18 boats from 5 countries to enter Auckland Fukuoka YAMAHA CUP Yacht Race 1993



The start of the first holding in 1989.

The 2nd Auckland Fukuoka YAMAHA CUP Yacht Race will start this April 24th and run into June. First held in 1989, this second holding of the New Zealand to Japan race has drawn entries from the five countries of Australia, New Zealand, the U.K., U.S.A., and Japan, as announced at a press conference in Fukuoka, Japan, on February 2.

The race progresses through three legs

from Auckland to Suva (Fiji), Suva to Guam and Guam to Fukuoka, for a total of 5,500 nautical miles (10,200 km). Entry for just one leg is also possible, and for the first leg some 60 boats will take part. The fastest boat is expected to reach Fukuoka around June 15. For this race, Yamaha has specially built the "YR44 IMS", which it will also sponsor in the competition.

Starting in New Zealand's early autumn, the race will cross the steaming equatorial waters and reach Japan early summer. Crossing large expanses of both the southern and northern hemispheres in this way, the participants' skill in judging weather and sea conditions will be challenged to the full.

Representatives from the organizer and co-organizer, Nippon Ocean Racing Club's vice-chairman Kaoru Ogimi, Fukuoka City's mayor Keiichi Kuwahara and YMC's Senior Managing Director Tadanori Arata attended the conference.



From right: Mr. Kawamura, chief race official, Mr. Ogimi, Mr. Kuwahara, Mr. Arata and Mr. Kitajima, chairman of Fukuoka Yacht Club.

Camaraderie and the spirit of challenge are ours

The 1993 race season opened on the very first day of the year in France with the start of the Paris-Dakar Rally. Meanwhile in the U.S.A., the AMA Supercross series kicked off on January 10, to the excitement of U.S. motor sport fans.

March will see the start of such World Championship racing as the Formula One automobile race series and the motorcycle road racing and motocross series, bringing the motor sports season into full swing.

Marine sports fans are also looking forward to an exciting year. If the America's Cup is the F-1 of yacht racing, then its Paris-Dakar must be the Whitbread Round the World Race that starts this September and runs until May or June of '94, and which we take part in with our "YAMAHA Round the World" syndicate. Another international race, the Auckland-Fukuoka YAMAHA CUP Yacht Race 1993 will start in April from New Zealand.

Again this year, Yamaha is dedicating itself to the job of promoting the wonderful world of sport in cooperation with our subsidiaries, importers and corporate sponsors the world over.

Back in 1955, Yamaha first entered the world of racing as a fledgling motorcycle manufacture. As the company has grown and branched out into new product fields over the years, so has its program of race activities grown to include far more than motorcycle racing. Today, these activities are expanding in exciting new directions, like America's Cup yacht racing and F1 automobile racing. Last year, as official builder/sponsor of the "Nippon", Yamaha played a vital role in a brilliant first challenge to the America's Cup that reached the semifinals of the challengers' tournament as top qualifier. Since our 1989 debut in F1 automobile racing we have made quick progress, with our Sasol Jordan Yamaha Team placing as high as 6th last season.



The crew of the "Yamaha Round the World" syndicate continue their hard training.

Elsewhere in the world of sports, Stéphane Peterhansel rode a Yamaha YZE850T to win the first Paris-Moscow-Beijing Rally last fall, and was back this January to capture his third consecutive crown in the Paris-Dakar Rally.

The top prize in motorcycle road racing, the GP1 class World Championship has also gone to a Yamaha rider, Wayne Rainey on a YZR500 for three straight years. In the 250 cc class Motocross World Championship, Yamaha YZ250M riders Donny Schmit and Robert Moore finished 1st and 2nd in 1992.

As you know, high-level race activities such as these

continually give birth to new technologies that are eventually fed back into all aspects of Yamaha's work, from product development and manufacturing to sales and promotion. But we believe there is much more to racing than that. Every time we share in the experience of sponsoring, participating in and even watching race activities like these, we feel an important bond being formed between everyone involved. The camaraderie and spirit of challenge that is built through sporting events like these inevitably helps to enhance the Yamaha brand image for people in many walks of life.

F1 RACING

The "Tyrrell-Yamaha" team will take part in the Formula One World Championship with Yamaha's newly developed "OX10A" V10 engine for the full '93 series. The team drivers are Italy's Andrea de Cesaris and Japan's Ukyo Katayama.

Yamaha Motor have developed the "OX10A" in close collaboration with Tyrrell engineers, sharing engine and chassis data and then developing components

together, such as an engine control system to meet the needs of the Tyrrell chassis. Yamaha have built the new engine in conjunction with the British company Engine Developments Ltd., making full use of the skills and experience of both companies. In order to obtain optimum performance under the new 1993 FISA Formula One Regulations, this new V10 Yamaha engine has been designed and built to be both light

and compact yet with a significantly increased power output.

To boost performance, each cylinder will feature a pneumatic valve and two fuel injectors. A variable length induction system is also incorporated in the unit.

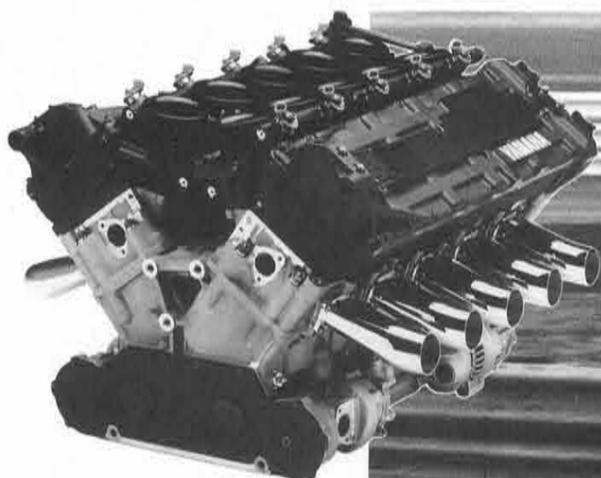
Team driver Andrea de Cesaris is 33 years old and a veteran driver who raced in F3 and F2 before debuting in the F1 World Championships in 1980. In 1983, he won

2nd place at both the German and South African GPs.

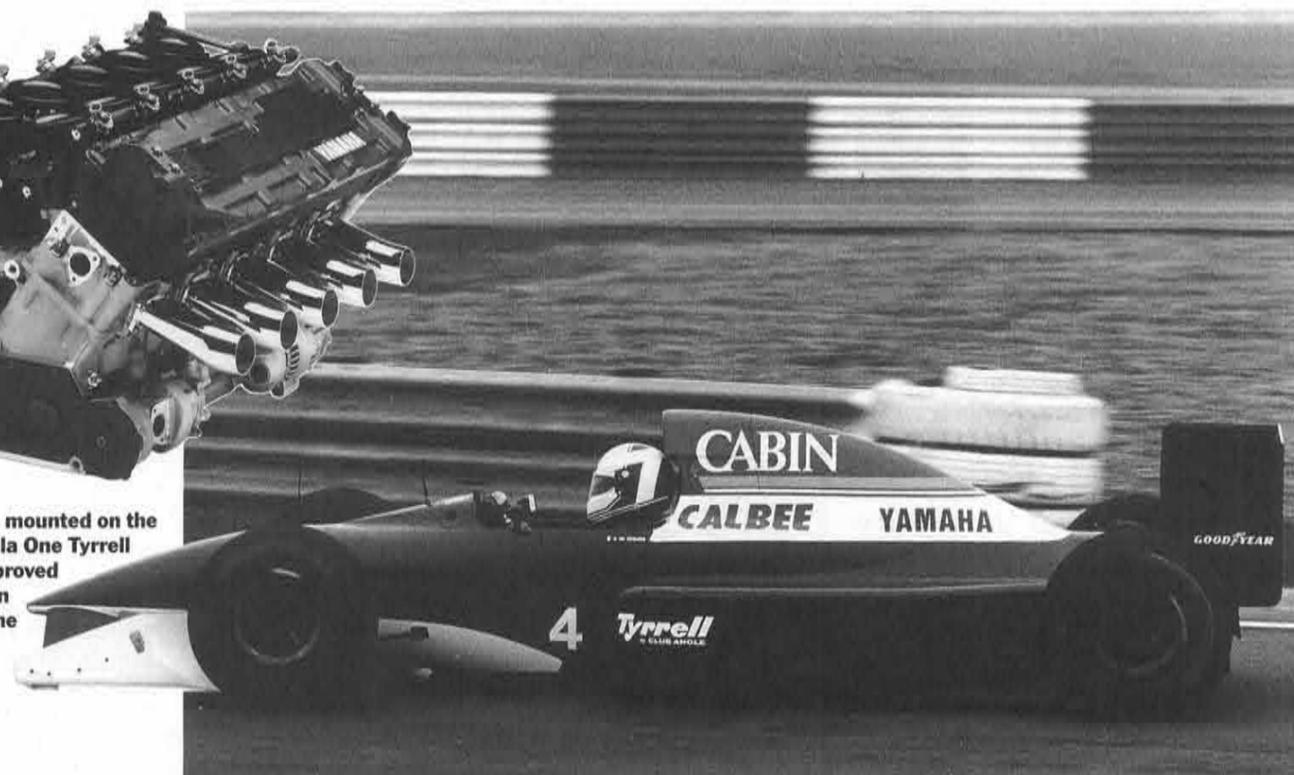
Joining the Tyrrell Team in 1992, this will be his second year under contract. In the '92 season he finished 4th at the Japan GP and also pointed at the Mexican, Canadian and Italian GPs for a total of eight season points. He also finished ninth in the Driver's World Championship.

His teammate, 29-year-old Ukyo Katayama went to France in 1985 to take on the challenge of the Formula Renault and French F3 Championship. In 1988 he returned to Japan to compete in the Japanese F3 Championship series which he finally won in his 4th season in 1991, scoring 2 wins, three 2nd places and three pole positions.

Katayama also served as test-driver for the Brabham-Yamaha Team in Japan for 1990 and 1991. He debuted in the Formula One World Championship in 1992 with the Larrousse Team, finishing six rounds with two 9th-place finishes at the Brazilian and Italian GPs.



The "OX10A" mounted on the '93 F1 Formula One Tyrrell Yamaha has proved its potential in test runs at the beginning of February at Silverstone in the U.K.



A. de Cesaris



U. Katayama

MOTORCYCLE RACING

WORLD CHAMPIONSHIP ROAD RACING

In the GP1 (500cc) class, Team Marlboro Yamaha Roberts will enter Wayne Rainey and Luca Cadalora. America's Rainey won the World Championship on a Yamaha YZR500 in 1992, thus clinching the title for the 3rd consecutive year. Italian Cadalora also clinched a World Championship title in the GP2 class in 1992.

From our French importer, Yamaha Motor France, Freddie Spencer and Bernard Garcia will take part in the GP1 class as members of team Yamaha Motor France with Christian Sarron as its manager.

America's Spencer is a two-time World Championship winner in the GP1 class, in 1983 and 1985. He also doubled as GP2 class champ in 1985. France's Garcia won the French National Championship in the 250cc class in 1992. In the GP2 class, the Mitsui Germany Team, organized mainly by Yamaha's German importer, will enter Jochen Schmid



who placed 7th in this class in the 1992 season riding for the same team. Also competing in the GP2 class for the '93 season from the Telkor Yamaha Valesi Racing Team are Italy's Pierfrancesco Chili and Japan's Tetsuya Harada. Chili placed 3rd in the GP2 class of the '92 World Championships while Harada won the 250cc class title in the Japanese National Road Race Championships.

YZR500

The '93 YZR has taken basically the same works machine that won the Road Race World Championship GP1 class in '90, '91 and '92 while improving the machine even more, with special emphasis on increasing max. power output, etc.



GP 1 (500cc) class



Wayne Rainey (U.S.A.)
Team Marlboro Yamaha Roberts



Luca Cadalora (Italy)
Team Marlboro Yamaha Roberts



Freddie Spencer (U.S.A.)
Team Yamaha Motor France



Bernard Garcia (France)
Team Yamaha Motor France

GP2 (250cc) class



Jochen Schmid (Germany)
Mitsui Germany Team



Pierfrancesco Chili (Italy)
Telkor Yamaha Valesi Racing Team



Tetsuya Harada (Japan)
Telkor Yamaha Valesi Racing Team

WORLD CHAMPIONSHIP MOTOCROSS

Italy's "Chesterfield Yamaha Team Rinaldi" will enter last season's World Champion, Donny Schmit, and 4th place finisher, Alessandro Puzar. Schmit was also the 125 cc class World Champion in 1990.

250cc class



Donny Schmit (U.S.A.)
Chesterfield Yamaha Team Rinaldi



Alessandro Puzar (Italy)
Chesterfield Yamaha Team Rinaldi



Peter Johansson (Sweden)
Hallman & Eneqvist Motor AB team



Paul Malin (U.K.)
Mitsui Machinery Sales Ltd. team

Also competing in this class will be Peter Johansson and Paul Malin from the Swedish importer team Hallman & Eneqvist Motor AB and Britain's Mitsui Machinery Sales Ltd. team, respectively.

WORLD CHAMPIONSHIP SUPERBIKE

Fabrizio Pirovano and Fred Merkel will take part in the '93 World Championship Superbike series from the Belgarda Yamaha Racing Division team riding YZF750SPs. Pirovano and Merkel placed 5th and 13th, respectively in last year's Superbike series.



Fabrizio Pirovano (Italy)
Belgarda Yamaha Racing Division



Fred Merkel (U.S.A.)
Belgarda Yamaha Racing Division

U.S. NATIONAL SERIES

Yamaha Motor Corp., U.S.A. will field Damon Bradshaw, Jeff Emig and Doug Dubach in the 250cc class of the "Camel Supercross" series on their YZ250Ms. Bradshaw and Dubach will also take part in all rounds of the National 250cc class. In the National 125cc class, Emig will ride in all rounds on the YZ125, while Bradshaw and Dubach will participate in the last four rounds only.

In round 7 at Atlanta on Feb. 20 Bradshaw placed 1st, putting him 2nd in the AMA Supercross point standings.



Damon Bradshaw (U.S.A.)
YMUS Racing Team



Jeff Emig (U.S.A.)
YMUS Racing Team



Doug Dubach (U.S.A.)
YMUS Racing Team

AMA National Motocross Series (Supercross 250cc and National 250cc & 125cc classes)

In the U.S. national road racing series, the Vance & Hines Racing Team will enter Jamie James and Colin Edward in the Superbike class, and Jamie Bowman in the Supersports 600 cc class, with support from YMUS. James and Edward will ride Yamaha YZF750SPs while Bowman will race on the FZR600.

Strong mobility for YMUS team

To help their motocross and road race teams get through another big season of racing, Yamaha Motor Corp. U.S.A. (YMUS) has enlisted the services of giant trailer trucks. During the motocross racing season, with some 35 events around the country, the team will travel about 50,000 miles (80,000 km) with its new unit. One look at the size of these trailers gives you a good idea of how seriously YMUS is committed to its race

program. At every stop along this year's race circuit, the fans and the press are also certain to be impressed by these huge "billboards on wheels."



1993 TOTAL Paris-Dakar Rally Yamaha Sweeps top three



France's Stéphane Peterhansel of the Yamaha Motor France (YMF) Team with sponsorship from Mobil 1 and Danzas led a Yamaha one-two-three sweep in the '93 Paris-Dakar Rally on his Yamaha YZE850T Super Ténéré after a grueling 8,877 km run over 16 days. The 2nd and 3rd place finishers were Thierry Charbonnier and Jordi Arcarons on their YZE850Ts with full technical support from YMF. This was Peterhansel's 4th consecutive win in a major long distance rally following the '91 Paris-Dakar, '92 Paris-Sirte-Le Cap and '92 Paris-Moscow-Beijing.

This year, 153 starters including 46 motorcycles, 65 cars and 42 trucks, left Paris for Dakar, Senegal on January 1. This year's course was made shorter than previous Paris-Dakar rallies but, at the same time, harder and more adventurous. The participants had to bat-

tle through deep, soft sand, huge dunes and tire-puncturing fields of sharp stones, forcing 2/3 of the motorcycles to retire as early as January 8.

In the lead from the first Special Stage, Peterhansel ran strongly all the way to win the competition. On the 16th and final day, the three leading Yamaha riders rode their YZEs toward the goal in formation, three abreast with Peterhansel in the middle, to the cheers of the waiting fans. In all, there were only 12 finishers in the motorcycle division and six of the top 10 rode Yamahas.

In the Marathon Class for virtually standard machines, three Yamaha XTZ660 Ténéré riders, Brazilian K. Kolberg, Italian M. Montebelli and Brazilian A. de Azevedo, also swept the top three places.



Exciter II SX and Vmax-4 star in annual snowmobile show **U.S.A.**

The annual SNODEO snowmobile show was held recently in Old Forge, New York with four major snowmobile manufacturers including Yamaha taking part. Now in its 16th year, this event has become a local tradition that tells snowmobile enthusiasts of the advent of another snowmobile season. At the show, the many visitors enjoyed a variety of attractions such as displays of snowmobiles, accessories and optional equipment, demonstration rides, a certified snowmobile correct-riding course and a spectacular fireworks display. One of the highlight events was a snowmobile "shoot-out" called the "Battle of Old Forge" held at Ole Barn, Inlet. For this event, each maker traditionally brings two snowmobile models, which are unpacked

and set up at the show site. These models are then raced over a 1/4 mile course twice for time and top speed. Then, time is allowed for setting adjustment before a second round. All the models are driven by the same rider in order to ensure a fair judgement. Yamaha's two leading models, the Exciter II SX and Vmax-4, both exhibited outstanding power and speed against the other makers' models. The results of the event are reported in snowmobile magazines and become a major topic of conversation among snowmobilers. Some dealers display the results each year, making this event a spur for ongoing snowmobile enthusiasm in the New York state area.



Yamaha GTS1000A wins "Best of What's New" award **U.S.A.**

At the end of last year, one of Yamaha's latest motorcycle models, the GTS1000A, was awarded America's Popular Science magazine's "Best of What's New for 1992" title. This award was given to 100 outstanding products, discoveries and technological advances chosen by the magazine. Product Planning Manager John Gale, of Yamaha Motor Corp., USA was presented the award at a ceremony held in New York. "I was excited that the GTS1000A was recognized with this award," said Mr. Gale. "Popular Science is one of the nation's premier technology magazines, and to have them choose the GTS as the only motorcycle awarded is quite an achievement." Popular Science is a national monthly magazine in the U.S. that reaches more than 1.8 million readers. Each month the magazine focuses on the latest technological advances in science, electronics, transportation, home improvement,

robotics and entertainment. West Coast editor of Popular Science, Stuart Brown commented, "I looked across the spectrum of what is new in the motorcycle industry and this bike leaped out at me. Compared to the few examples of advanced motorcycles that are on the market, the GTS has the technology that is simple and affordable for real people." He also added: "Between the new front end, anti-lock braking system, catalytic converter and torqued-up electronic fuel injected engine, the GTS is an all-around technology winner."



(from right) Mr. J. Gale, Mr. J. Parker, RADD designer and Mr. S. Brown.

Ten most distinguished **AFRICA** distributors of 1992



Recently, Africa's 10 Best Performance Yamaha Distributors were announced by YMC's Overseas Market Development Operations (OMDO). The selected distributors were awarded for their exceptional sales achievements, based particularly on their sales results of 1992, sales growth over the preceding year and various other activities in the sales, business and service fields. Some distributors sell all lines of Yamaha products while others handle only marine products or motorcycles. In order to judge all distributors fairly, evaluations were made based on sales performance with regard to individual product groups and size of the market involved.

The 10 honorable distributors are as follows (in alphabetical order); **ALMARINE (Nigeria), CODIAM (Burkina Faso), EGYPTIAN INTERNATIONAL MOTOR CO., LTD. (Egypt), HAGBES PVT. LTD., CO. (Ethiopia), J. KALACHAND & CO., LTD. (Mauritius), MIFA (Morocco), MOTOR MART GROUP LTD. (Kenya), NAUTI GABON (Gabon), YAMACO (Nigeria) and YAMAHA DISTRIBUTORS POWER & SPORT (South Africa).**

According to OMDO, this commendation will be continued every year to keep encouraging distributors to strengthen their sales performance in Africa. For all the distributors who won this year and all who did not, the competition has already started for the 1993 awards.



The award plaque.

TOPICS

from the WORLD

Thanks for all your letters. We're receiving wonderful letters with interesting topics for Yamaha Motor News from all over the world and every letter we get helps us bring you a more informative and more useful Yamaha Motor News.

More Letters!

Special promotion for ATV **CANADA**

As a powerful complement to Canada's best-selling Big Bear ATV (350cc), Yamaha Motor Canada Ltd. recently released a new 400cc ATV model called the Kodiak Bear (YFM400FW). For this promising new model, YMCA has launched a unique cross-promotion in a tie-up with the Kodiak boot company, one of the most respected outdoor footwear makers in Canada. With this campaign, YMCA will give each Kodiak purchaser a pair of premium Kodiak boots.

YMCA is advertising the promotion through magazines, an extensive p.o.p. kit featuring a life-size Kodiak bear and billboards. In the creative advertising, the Yamaha Kodiak Bear ATV has been likened to a male Kodiak, which can weigh over 2,000 pounds and run up to 40 miles per hour! With the help of this promotion, the Kodiak Bear is expected to be a hot seller in its first year and become the new king of ATVs in Canada.



The terrain is wild, the spirit is free, and the Kodiak bear is king.

Yamaha Motor Canada Ltd. is pleased to announce the launch of the new 400cc Kodiak Bear ATV. This new model is a powerful complement to the Big Bear ATV. The Kodiak Bear is a true off-road machine, designed for rugged terrain and long-distance travel. It features a powerful 400cc engine, a 4-speed transmission, and a variety of accessories. The Kodiak Bear is available in two models: the Kodiak Bear and the Kodiak Bear with a cargo rack. For more information, contact your Yamaha dealer or call 1-800-368-5729.



A double-page magazine ad featuring a shot of a real Kodiak bear.

Hong Leong Yamaha hosts major motorcycle event **MALAYSIA**

Last November, Hong Leong Yamaha Distributors Sdn. Bhd. (HLYD) organized for the first time a major motorcycle sales promotion event named "Yamaha Yahoo" which is expected to become a major milestone of Yamaha history in Malaysia. The prime objective of this event was to bring motorcycle dealers, customers and franchise holders together in one place to share and enjoy a day full of events in a family atmosphere. The event was also part of a series of promotional campaigns HLYD is pursuing under their "No. 1 in customer satisfaction" policy. The event drew more than 20,000 people to the SAMP complex with displays of the new Yamaha motorcycle range including the latest

GTS1000A model and Wayne Rainey's winning YZR500 machine. In addition, accessories and a wide variety of fashionable Yamaha riding gear attracted visitors' attention. Exciting motorcycle races were also held using the Y100, Y110SS, RXZ and TZR250.

One of the big highlights of the day was a trial-bike exhibition by Atsushi Ito, winner of the '90 Japanese National Trial Championship. The audience could not take their eyes off Ito throughout his skillful 30-minute performance. The highly successful Yamaha Yahoo day ended in a pleasant atmosphere with the crowning of "Miss Yamaha" selected from a group of 15 attractive young ladies.



A. Ito demonstrates his trial riding skills before a large audience.



The tape-cutting ceremony to celebrate the one million mark.

ATV production reaches one million mark **JAPAN**

Yamaha Motor Company celebrated the fact that its total ATV production reached one million units in a ceremony held on November 27 last year. Production of Yamaha ATVs started back in 1979. Over the years, Yamaha ATVs have earned high acclaim in the market while going through numerous changes including the shift from 3-wheelers to 4-wheelers and addition of 4-wheel-drive models. Yamaha ATVs are used extensively in both the sports and utility fields as their popularity has grown among ranchers, farmers and off-

road sports lovers everywhere. Recently, great news has come in from North America telling about a big boost in sales of the Timberwolf ATV (YFB250), one of Yamaha's most popular 250cc models ever. At the ceremony held at the 5th Iwata Factory where Yamaha ATVs have been manufactured in recent years, many dignitaries were in attendance, including Managing Director Nagayasu and Director Watanabe who both gave congratulatory speeches encouraging everyone to set their aim on the 2 million mark.

Mongolian astronaut visits YMC **MONGOLIA**



Mr. Gurragchaa at Yamaha head office.

At the end of November '92, Mr. Gurragchaa, a Mongolian astronaut, visited the Yamaha head offices due to a strong personal request when he came to Japan to attend the Asia Pacific International Space Year Conference. Mr. Gurragchaa joined in the Soyuz 39 flight in 1981 and succeeded in conducting various experiments during his 8-day space experience. In Mongolia, Mr. Gurragchaa has held several responsible posts including president of the "Technical Sport" organization, a motor sports organization dealing mainly with motocross and ice racing. YMC's Overseas Market Development Operations has maintained a good relationship with this organization by cooperating in such jobs as the training of riders and mechanics. Mr. Gurragchaa was very interested to tour the 5th Iwata Factory and other factories, in spite of his busy schedule.

14th President Award for Timberwolf ATV team **U.S.A./JAPAN**

The team that launched the Timberwolf ATV (YFB250) was honored with the 14th President Award at a ceremony held at YMC's head office on January 6. The Timberwolf, for sale mainly in the North American market, was developed to be a low-cost ATV which still offers excellent performance, work function and reliability. The dedicated project team consisting of selected staff from Yamaha Motor Corp., USA and Yamaha Motor Co. exhibited excellent teamwork throughout the production process from planning and development to marketing. And, thanks to the abundant research and precise analysis of user needs, the product concept behind the Timberwolf has earned high acclaim in North America.

On receiving this coveted award, a project leader of the Japanese team said: "This award is the fruit of long efforts on the part of the entire staff. The valuable experience we gained through the production process has given everyone new confidence to tackle future development." Other members of the staff added: "Those days of struggling with a large



Mr. M. Porter

amounts of data and reports have turned out to be unforgettable memories." And, "Making this award a step toward our next goal, I would like

to continue working on ATV development and help people the world over discover the joy of ATV riding."

From YMUS, Manager Mark Porter of the Testing Dept. sent his words of appreciation in a letter: "I am very honored to be a part of this team award..... We liked the simple design and high function of the Timberwolf right from the early prototype testing. This is truly a product that Yamaha can be proud of."

Mr. Mike Wikinsons of Press Relations also expresses his gratification in a letter to YMC: "It is very exciting when hard work pays off with success. Taking the Timberwolf from concept to a successful sales record was not easy, but great teams at YMUS, YMC and GK Design Group made it a reality!"



U.S.A./JAPAN



Mr. M. Wikinson



The Yamaha Timberwolf ATV

The Yamaha President Awards were established in 1986 for YMC employees or groups and subsidiaries that have made outstanding contributions in development and company business activities.



GERMANY Today



The Brandenburg Gate, symbol of the newly united Germany.

In this issue, we introduce reports from three Sales Managers, Mr. Schauerte from the Motorcycle Division, Mr. Geyer from the Marine Division and Mr. Geominy of the Power Products Division of Mitsui Maschinen GmbH in Germany. Formed in 1972, MMG is now a joint venture company of Mitsui & Co., Europe and Yamaha Motor Europe N.V. In total, MMG has 155 employees in two offices, the new head office in Neuss near Düsseldorf and the other in Löhne in Hannover area. While the former handles mainly the sales of motorcycles, power products and marine products, the latter handles spare parts, accessories, MBK products and technical service.



Meeting customer needs in a changing society



The Yamaha booth at the '92 IFMA show.



Motorcycles gain top market share in Germany

by Ansgar Schauerte, Sales Manager



In 1964, when the first Yamaha motorcycle was introduced into the German market by Mitsui at the traditional IFMA Show in Cologne, it marked the beginning of a long and fruitful collaboration between Yamaha and Mitsui.

At first, Mitsui started the motorcycle business with only one person in charge, but two years later 23 dealers had already signed contracts for sales and service of Yamaha motorcycles, and the Yamaha brand began to spread further into the German motorcycle market year by year.

After holding the No.2 position for a long period, Yamaha became the market leader in Germany in 1988, and has maintained that position since. This achievement was due to Yamaha's consistent model policy, stable prices and an extensive, qualified dealer network. Starting from a humble total of only 200 units in 1966, MMG's motorcycle sales grew yearly to reach a '92 total of approx. 40,000 units, including 80cc and 50cc scooters. MMG's aims for the 1993 season are to achieve even better sales results and hold onto the No.1 spot.

Today's motorcycle market has completely changed compared to the growth years in the early '50s or late '70s, when people

bought whatever the manufactures offered. Recent customers are looking for something more. A motorcycle that they can enjoy their leisure time with, that is individual, attractive, environment-friendly and sporty, or one that will help them save time and money on commuting. The new Yamaha motorcycles "GTS1000" and "YZF750" and "Zest" scooter will surely answer these customer's needs and be a great help in expanding motorcycle demand.

After long being a product with a weak image, the motorcycle is becoming more accepted in German society today. In 1992, we saw a positive trend in the remarkable increase in the number of people of all ages applying for motorcycle licenses.

The unification of East and West Germany in 1990 also had a very positive impact on the Yamaha motorcycle business. MMG has carefully set up a network so far of 47 qualified dealers in the former GDR. During the last two years, all our new partners have made excellent progress in meeting our high standards for dealer competency and service. Also, the retail business has been stimulated by increasing demand for used motorcycles for the East that has caused a shortage of used bikes in the West and encouraged customers to buy new models.



The '93 European model, Yamaha GTS1000.

Marine business shows steady growth

by Werner Geyer, Sales Manager



Since the unification of Germany, our annual sales of Yamaha outboards increased from 15,000 to 22,000 units a year. Yamaha is the best selling outboard brand in Germany and we

are aiming at at least a 25% market share in the coming years. In Germany, the popular outboard models are below 3.6kw (5hp) because a license is not required for operation.



Yamaha outboard in action.

ed boats are predominant. The German boat industry concentrates on sailboats, pleasure boats and large-scale yachts. According to research by the German boating industry, nearly 10% of the population would like to enjoy water sports while less than 2% actually does, which means even in this period of recession, Yamaha marine business still has high potential to expand its market in Germany.

Lawn mower is a key part of power product sales

by Paul Geominy, Sales Manager



Our Power Products Division was founded in 1988 with a staff of 11, consisting of 3 internal sales people, 4 sales reps and 4 service reps to build up a strong network of Yamaha

dealerships. Today, the number of dealers handling Yamaha power products has reached 400, and most of them are specialized in motorized garden equipment such as lawn mowers. Totally, 4,500 units of lawn mowers, which are our key products, and 1,000 units of generators were sold last year, while the market is still developing for snow throwers, lawn tractors and other products. Also, the market for ATVs is now being researched and analysed to see what should be sold in Germany and how.



A Yamaha lawn mower for gardening.