

YAMAHA NEWS

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On a wind and a prayer!

An even more sophisticated Yamaha Round the World II heads for the September 25, start of the Whitbread Round the World Race after a grand launching in New Zealand on April 22.

YAMAHA STORMS SYDNEY

Campaign introducing Yamaha syndicate's 2nd Whitbread boat

A Yamaha motorcycle, a Water Vehicle, a powerboat, a golf car and an outboard motor shared the stage with Yamaha's Whitbread Round the World yachting crew in Sydney in late May. Yamaha Motor Australia staff from throughout Australia combined their quarterly management meeting with the opportunity to see the yacht while Yamaha dealers and customers were also at the Darling Harbour function.

The occasion was a well executed media conference to welcome the Yamaha W60 to Sydney. It was also a chance to focus attention on Yamaha's growing worldwide marine involvement.

Less than four weeks after being launched in Auckland, the YAMAHA had undertaken the 1,200 mile voyage to Sydney as its official qualifying run for the Whitbread race. After the five-day sail across the Tasman Sea, the yacht was moored outside Sydney's Maritime Museum for the press conference which attracted exceptional national coverage, particularly on television.

During the week Yamaha was in Sydney it appeared live on nationwide breakfast TV and news programmes and the Yamaha Round the World (RTW) campaign was featured boldly on several TV sports programmes. There was also radio, magazine and newspaper coverage.

More than 30 journalists and about 70 guests were on hand to hear Mr. Akira Sano, the Managing Director of Yamaha Motor Australia, explain Yamaha's investment and develop awareness of the Fremantle (Perth) stopover later this year.

Guest speaker John Bertrand, skipper of the yacht that won the America's Cup for Australia in 1982, enthused about the teamwork and technology involved in yacht racing and endorsed the Yamaha Whitbread campaign.

Bertrand said his current plans for the next America's Cup were like "shooting for the moon" but after viewing the exciting Whitbread film, he thought the Yamaha crew were "shooting for Mars." "I am in awe of these yachtsmen who plan to take on the oceans of the world," he said. This view was shared by Sir James Hardy and Iain Murray, two of the notable seafaring guests.

Yamaha skipper Ross Field was delighted at the Sydney success. "The local subsidiary got right



The crew, main guests and Mr. Sano aboard the YAMAHA with a TV crew on the pier

behind us and used the Yamaha Whitbread involvement to promote the image and awareness of the brand locally."

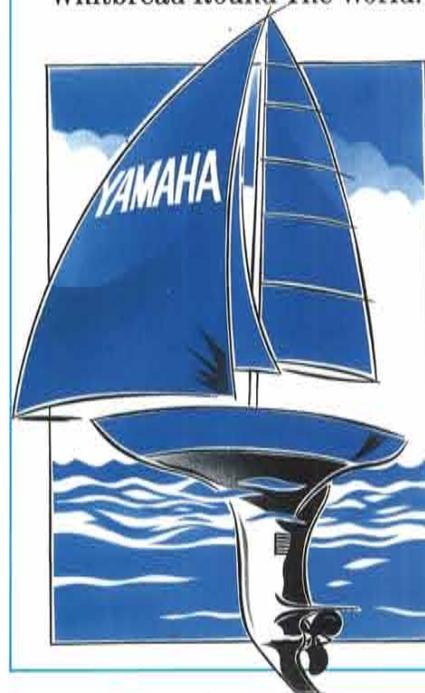
"Yamaha Round the World provides an exciting opportunity for Yamaha in every country we visit and we are pleased to work in partnership with Yamaha personnel to promote the yacht, the race and the Yamaha name," he said. A helicopter film shoot in the big seas off Sydney Heads at the conclusion of the Sydney visit will provide ongoing promotional material for the campaign. The yacht returned safely to New Zealand and is now being prepared for a sea trial in the deep Southern Ocean. If Yamaha had an Antarctic Circle subsidiary that voyage could provide another exciting customer/media promotional opportunity...



Australia's respected America's Cup competitors with YRTW skipper Ross Field. Sir James Hardy (left), John Bertrand (2nd right) and Iain Murray (right)

Invitation card prepared by YMA

Not surprisingly,
the yacht backed by
Yamaha Motor is expected to
do well in this year's
Whitbread Round The World.



Note: Should you have any questions on this Australian Campaign, please contact Mr. Moriyama of YMA, Australia
Phone: 61-2-757-0011/Fax: 61-2-757-1384

BUSINESS TIPS

datatag

ANTI-THEFT DEVICE

Keeping Tags On Motorcycle Thefts

From Jeff Turner of
Mitsui Machinery Sales (UK) Ltd.

More than 70,000 motorcycles are stolen each year in the UK and historically only a small percentage are ever recovered. But these statistics are changing thanks to a high-tech anti theft device that is keeping tags on motorcycles and frustrating thieves.

Datatag, launched last year by Mitsui Machinery Sales (MMS), Yamaha's importer in the United Kingdom, is an electronic tagging system which allows police to trace stolen machines even when they have been broken down into individual components.

It was developed after UK motorcycle thefts skyrocketed, forcing up insurance premiums and the cost of motorcycling. This was a severe blow for the industry and Mitsui-Yamaha realized the problem had to be solved. A research programme was implemented in 1991 and the result was Datatag.

There are now approximately 8,000 Datatagged motorcycles on UK roads. Of these only 11 have been stolen and four have since been recovered. This phenomenal turn-around has been achieved in less than twelve months.

Motorcycles are an especially easy target for thieves. It only takes a few seconds to load a machine onto a trailer and standard serial and conventional identification marks can be easily defaced or erased. In addition, the major components of a bike are often broken down and sold separately from the more easily identifiable chassis and engine. Almost as many stolen bikes are broken up and sold in parts as those that are sold as complete machines. Until now identification and consequent proof of theft of motorcycles was virtually impossible and suspects were seldom ever brought to

trial.

Datatag is designed to combat these problems. It is a coded micro transponder, small enough to be concealed in the major components of a machine. The transponders can be hidden inside wheel hubs, fuel tanks and even injected into the machine's softer components such as the seat.

Discovering and erasing identification marks becomes impossible without causing significant damage to the bike.

When activated by a special scanner, the tag transmits a unique 10 digit number.

This number corresponds to ownership and registration details stored on an IBM AS400 mainframe computer. Access to this database is available to authorized users 24 hours a day, 365 days a year and provides a secure and simple method of enquiry. Information is updated on a regular basis and means the status of a machine is easily established. Even when disposed of separately, components are still readily identifiable.

The transponders require no internal power source. They are activated only when scanned and this passive design feature increases performance and provides virtually an infinite lifespan. Using a special laser etch process, data is inscribed on the tag. This data can never be erased or changed and the 10 digit Hex configuration means no two identification numbers can ever be the same. A chemical etching system allows an attractive and eye-legible code number to be etched into glass or plastic parts on the machine. Potential thieves know the machine has been tagged but have no way of telling where the tags are hidden.

Datatag is now the approved system of the Motorcycle Industry Association of Great Bri-

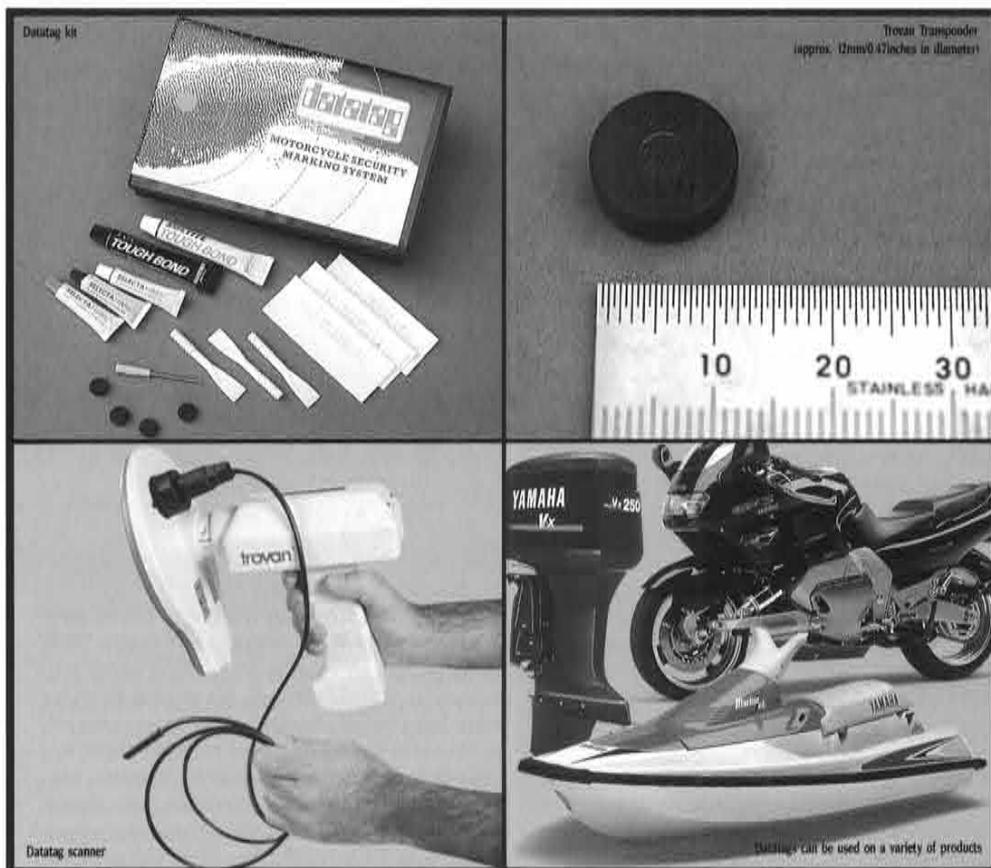
tain and even Yamaha's largest competitors, Honda Motor and Kawasaki Motor, now offer Datatag to their customers.

But Datatag is not for motorcycles alone. The Personal Watercraft Association recommends Datatag to its members and uses are being found for Datatag in applications as diverse as antiques and heavy machinery. Datatag can, for example, be injected into the wooden frames of valuable works of art or concealed within a yacht's hull. The passive nature of the device means that delicate communication equipment is not effected by Datatag.

Although a highly sophisticated product, Datatag is remarkably simple to install. It can be done at home and takes only minutes. Every Datatag installation includes registration on the database and transponders are selected to meet the technical intricacies of the equipment being protected and the commercial needs of the client. Marking can be by transponder only or combined with chemical or other etching systems. Police, Customs Agents and other authorities are issued with the scanning devices.

Special motorcycle Datatag kits are being sold. The kit contains five transponders, etching stencils and the necessary chemicals for their application. The consumer simply conceals the pre-programmed transponders on the cycle's main components and files ownership and registration details with the Mitsui-Yamaha database. The motorcycle kit can be purchased for £45.00 (approx. \$67 US) from all good motorcycles dealers in the U.K.

**If you need further information, please contact Mr. Jeff Turner of MMS, UK.
Phone: 44-932-358000/Fax: 44-932-358030**



Starting with this issue, each edition of Yamaha News will feature an article about what YMC is doing to deal with environmental problems. Our first article is about paper recycling.

Paper us Green

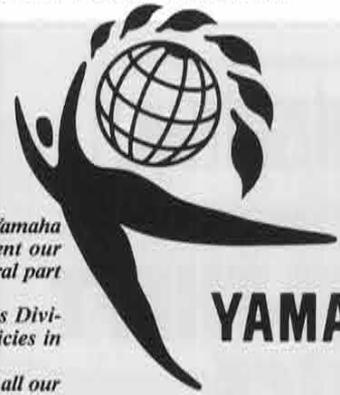
It has been said that a culture can be measured by the amount of paper it uses.

Today, worldwide consumption of paper is estimated to be about 240 million tons a year (1990), and approximately four billion trees are cut down to meet this need. Japan, where Yamaha's head offices are located, is the world's second largest consumer of paper after the U.S.A.

To help protect the world's precious forests, YMC has adopted policies of "not creating unnecessary paperwork" and "using both sides of paper whenever possible" as part of our program to reduce paper consumption within the company by 20% by the year 1995. After we have thoroughly used the paper we do need, it is placed in one of three types of receptacles for "confidential papers", "copy and other general paper" or "catalogues, etc." to be collected along with newspapers and cardboard products for recycling. At present we recycle about 65% of all recyclable paper used at the company. By 1995, YMC aims to increase that percentage to 90%.

In order to help encourage successful recycling

The mark at right is the global environment symbol Yamaha Motor Co., Ltd. adopted in October 1991 to represent our "Environment-sensitive Management" policy, a central part of Yamaha Motor's corporate philosophy. That year, YMC established its Environment Affairs Division to coordinate and promote environmental policies in all aspects of our corporate activities. Since then, full-fledged programs have taken form in all our divisions.



In harmony with nature

activities, we also make it a policy to use recycled paper for many of our paper needs, from copy papers to catalogues, calling cards and of course, Yamaha News. As of this April we have been using recycled paper in our owner's manuals as well. The use of recycled paper not only helps preserve the world's forests but also contributes to energy conservation. Using recycled paper instead of virgin pulp in the paper-making process results in a 70% reduction in energy consumption, which means a reduction in air and water pollution as well.

At YMC our goal is to achieve a 50% recycled paper ratio in our paper consumption by 1995. Meanwhile, Yamaha Motor Europe N.V. has its own program that includes the use of chloride-

free paper in its catalogues. Normally, the pulpfibre is bleached with chloride, which is said to be a toxic substance. Chloride-free paper uses oxygen and hydrogen peroxide and the like as alternatives to chloride.

YMC is also encouraging the planting of trees. In a five-year greenery campaign at our head office from 1985 to 1990 we planted some 20,000 trees around our factory grounds. We also plan to contribute to tree-planting at parks and schools around Japan by participating in our country's "Green Mark" program. Under this program the green mark seals that come on roles of recycled copy paper, etc., can be collected and redeemed for trees and shrubs for planting.

NEW TECHNOLOGY



OES Truss

Experimental structure for breakwaters and fishery

An artificial reef designed for fish gathering purposes was set up in the Pacific Ocean off the coast of Japan in the middle of July. The basic structure of the reef is known as an OES (Ocean Elastic Structure) Truss and was conceived by the OES Truss Research Association*. Although still in the conceptual stage, this new technology may someday become the key to building an ultra-

modern waterfront city.

The first plans for marine projects based on OES Truss structures originated in 1971, when a marine resource researcher established the OES Research Laboratory. The following year, a structural unit was developed that became the model for the present OES Truss structures. Using the OES Truss concept, Mr. Ono, the researcher, then proceeded to plan an environment-conscious coastal community;



Breakwater testing of an OES Truss structure

the ultra-modern waterfront city.

This futuristic city would be located on an open, straight type coastline facing the outer ocean and would feature an offshore breakwater made of OES Truss structures running parallel to the coast. This breakwater, standing on the continental shelf sea floor and rising above the waterline, would absorb wave energy by means of flexible brims.

Meanwhile, the breakwater would also provide space for fishery such as fish reservoirs and aquaculture facilities, as well as protected recreational water areas leading up to the waterfront city.

The fish-gathering effectiveness of an underwater reef built of OES Trusses was recently proven in a yearlong experiment on the sea bottom 2.8 km (1.8 miles) from the shore at

Yamaha XJR400: Instant Best Seller!

The recent reduction in motorcycle insurance rates in Japan seems to have sparked a new trend among young riders to move up to that full-fledged machine or deluxe model they have been dreaming of. It looks like the 250 cc class that has dominated the on-road sports model category until now, may soon be overtaken by the 400 cc class. In short, the trend seems to be moving away from the "economical 250s" to the "full-fledged 400s".

Among the new 400 cc models being introduced by the major makers, it is the no-frills "undressed models" that are winning the greatest popularity.

And, Yamaha's recent entry to this "undressed model" category, the "XJR400", has skyrocketed in a matter of weeks to become the biggest selling 400 cc bike in Japan. After its March release, the XJR400 recorded sales of 2,796 units in April and 1,501 in May, making it the over-night leader not only of the "undressed models" but of all 400 cc categories. Thanks to the new XJR400's performance, Yamaha's overall sales for models over 250 cc also rose dramatically to 5,389 units in April and 2,880 in May; increases of 236% and 167% respectively over the same months last year. This has boosted Yamaha's share of the over-250 cc market to 25%, with the indication that it will continue to rise.

By designing a new 400 cc air-cooled power



Note: This model has been developed specifically for the Japanese market and there are no plans to be marketed overseas. The XJR400 is sold in Japan with a retail price of ¥579,000 (US\$5,200)

unit especially for the "undressed" concept, Yamaha has been able to achieve a unique blend of spunky power feeling and riding comfort that no "undressed" model based on a "supersport" or "racer replica" could ever offer. This is certainly the key to the XJR400's runaway popularity. And it may be a concept that will change the Japanese motorcycle market in a big way!

(As of June 22, 1993)

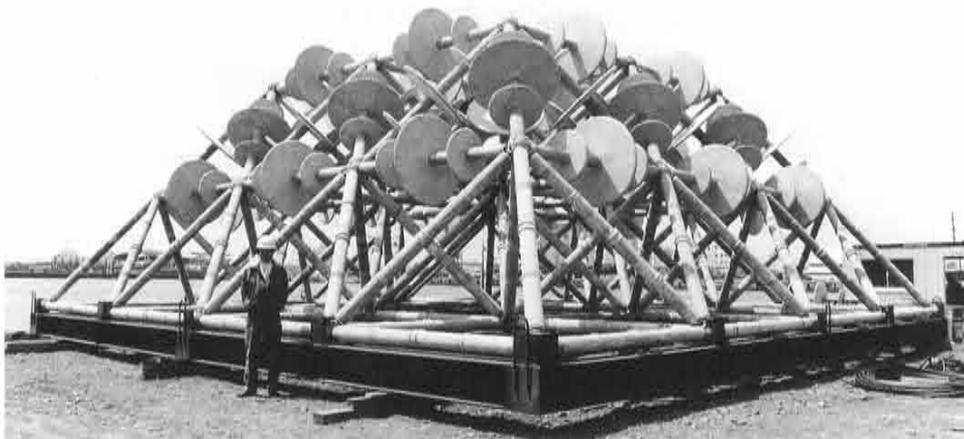
a depth of 28 m (92ft.).

Because the truss structure leaves about 90% of the space within the reef open, sunlight and oxygen can penetrate the reef water. This encourages the growth of plankton that ensures a rich food chain for fish propagation. Furthermore, such a reef can be shaped to entrap migrating fishes and, thus, serve as a type of fish farming reservoir.

The structure of the OES Truss is a simple joining of equilateral triangle- and square-based pyramid trusses. The pyramid units are made from high-strength concrete pipes 17.5

cm (6.9 in.) in diameter and 243 cm (8 ft.) in length. In the case of a breakwater, the pipes are fitted with one 120 cm (3 ft. 11 in.) diameter brim and two 68 cm (2 ft. 3 in.) diameter brims to absorb wave energy. The pyramid units are joined together by means of 28 cm (11 in.) ball joints to form trusses.

*The OES Truss Research Association consists of representatives of Yamaha Motor Co., Mitsui & Company Ltd. and Nakamura Kensetsu Company. Yamaha Motor's President Eguchi has taken on the leadership role in this research group.



Experimental unit of an OES Truss structure



What is the WHITBREAD 2

Jobs of the crew

The basic jobs and responsibilities of the different crew members in a yacht race can be classified as follows:

Skipper:

The position of overall responsibility for the entire crew (captain).

Gives the orders and makes final decisions in matters related to running the boat and race tactics. On the Yamaha Round the World, this position is filled by Ross Field.

Watch captains:

The acting captain during alternate four-hour shifts of the boat watch system. Watch captains have the responsibility to co-ordinate their watch. On YRTW the watch captains are Jeff Scott and Robbie Naismith, each leading a watch team of four crew members.

Helmsman:

Responsible for steering the boat. All the Yamaha crew take turns as helmsman.

Navigator:

Responsible for monitoring weather patterns, the position of other competitors and choosing the best course. Godfrey Cray is the YRTW's navigator.

Bowman:

Performs the jobs on the boat's foredeck area, such as changing spinnakers and headsails and controlling the spinnaker pole during a gybe.

Acrobatic work such as hanging from the spinnaker pole or being winched up the mast is often involved. On the YRTW; Joey Allen and Steve Cotton.

Trimmer:

Responsible for adjusting (trimming) the sails in accordance with changing wind strengths and wind angle to the boat. Constant liaison with the helmsman. On the YRTW; Richard Bouzaid and Mark Hauser.

In addition to the ability to perform one of the above jobs, various crew members must have special training in other areas such as electronics, engine maintenance and computer operation. During the course of a long race such as a circumnavigation of the globe, it is natural to assume that many problems will rise. When trouble does arise the crew must rely on their own skills and ingenuity. An 8-month race like the Whitbread requires the crew to also have the basic domestic skills of daily life; from cooking and laundry to caring for sick crew members. According to race rules, at least two of the crew members must have sufficient medical skills and certification to perform intravenous injections and intravenous drip.

As you can see, being a crew member in such a race is no easy job!

Other responsibilities:

- Sails - Richard Bouzaid, Robbie Naismith
- Rigging - Steve Cotton, Mark Hauser (Also medical)
- Cooking - Steve Treversa
- Physical training - Joey Allen
- Electronics/electrics - Godfrey Cray
- Monitoring weight, safety, deck gear - Jeff Scott
- Engines, filming/video - Kazunori Komatsu
- Deck gear - Grey Flynn, Joey Allen
- Boat building - Ross Field.

WORLD TOPICS

CHINA

SR-Z shows big potential at test rides

Undergoing dynamic growth since adopting a market economy, China was the site of four days of test ride events for the Yamaha SR-Z 125cc four-stroke street model, introduced there in March.

The events were a big success, with some 11,000 visitors gathering at two sites, Shunde and Foshan in Guangdong Province from May 15 to 16 and 22 to 23.

The events featured not only test rides but a variety of attractions from free inspections to demonstrations by an International A class trial competitor. Reports of the success of the test ride events appeared on TV and in the press in both Guangdong and Beijing, giving an extra boost to the SR-Z's reputation and Yamaha's image in China.



At the test rides for the SR-Z



UNITED ARAB EMIRATES

Yamaha boat factory opens in desert country

Under a technical assistance agreement with YMC, Yousuf Habib Al Yousuf, the Yamaha importer in the UAE inaugurated a 12,000m² (40,000 sq ft) Yamaha boat factory in Dubai which has the capacity to produce about 100 boats annually. At the opening ceremony held on April 27, more than 200 people including

ESS

facility to a Yamaha is opens

report

Yousuf Habib Al Yousuf, Chairman of Al-Yousuf Industrial Est., inaugurated a new 12,000m² (40,000 sq ft) Yamaha boat factory in Dubai, United Arab Emirates, on April 27. The factory, which has the capacity to produce about 100 boats annually, was inaugurated by Yousuf Habib Al Yousuf, Chairman of Al-Yousuf Industrial Est., and Yousuf Habib Al Yousuf, Chairman of Al-Yousuf Industrial Est., and Yousuf Habib Al Yousuf, Chairman of Al-Yousuf Industrial Est.



A report on the inauguration is featured in the next day's local business paper

many dignitaries such as Sheikh Hasher Maktoum, Dubai Director of Information, and Yousuf Habib Al Yousuf, Chairman of Al-Yousuf Industrial Est. were in attendance. Senior Managing Director T. Arata was present from YMC to make a commemorative speech.

of Yamaha fishing boats and two types of pleasure boats. In the near future, the factory space will be expanded and its production capacity will be raised by 30 to 40%. As Yamaha outboard motors have been sold widely in the UAE market for more than 25 years and boast the top share, the newly produced Yamaha boats are expected to find increasing demand and become popular among sea-loving people in the region.

JAMAICA

First motor show in twenty years

The fast pace of economic growth and recent reductions in import tariffs on motor vehicles have sparked sudden growth in demand for automobiles and motorcycles in Jamaica. In keeping with this trend, Jamaica's Auto Dealers Association organized its first motor trade show in 20 years from the 4th to the 7th of March.

One of the prominent displays at the show was A.T.L. Automotive Ltd., the company which was officially designated as the distributor of Yamaha motorcycles and ATVs in September of 1990. A.T.L.'s attractive display of the latest Yamaha line-up, from sports



Show visitors show keen interest as they closely check out the motorcycles

models like the Virago and RZ series to utility models drew the attention of show visitors. A.T.L. now plans to build on the success of this show by aggressively working to increase its sales and market share in Jamaica.

CANADA

Promising '94 season with new Vmax

Following a successful 1994 Vmax-4 snow ride event, Yamaha Motor Canada (YMCA) organized its largest dealer conference ever for Vmax snowmobile dealers on March 6 to 7 and some 620 dealers from 240 shops gathered at the Delta Meadowvale Inn in Toronto. Celebrating the completion of a full line-up for the popular Vmax series, YMCA introduced the four-model Vmax500 series, the four-model Vmax600 series and the Vmax-4ST. Participating dealers enthusiastically viewed this newest generation of Yamaha sleds, which is considered to be the most im-



Sales staff swarm over the new Vmax at the snow ride held a few days before the dealer conference

pressive new model introduction in snowmobiling history.

At an open exhibition held on the second day, the new Yamahas were highly acclaimed by some 3,000 potential customers from the general public. The 1994 snowmobile season which is already underway, is expected to be another triumphant success for Yamaha in Canada.

From Steve Manweiler of YMCA, Canada

FRANCE

MBK's Booster/BW's tops 100,000 mark

On February 15 this year, MBK Industrie's total production of the scooter Booster, as the MBK model is known/BW's as the Yamaha model is known, introduced in February 1990, reached the 100,000 mark. With an original annual production target of 10,000 units, the Booster/BW's popularity has continued to grow steadily through its 2nd and 3rd years to become one of Europe's best and longest



MBK staff and suppliers celebrate the success of the Booster

sellers in the scooter category.

On the day the 100,000th scooter came off the line, MBK's Purchasing Department organized a 2nd Suppliers Meeting. On this occasion, some 52 main suppliers from France, Italy, Germany and Spain gathered to celebrate and express their hopes for even bigger development of the scooter business in Europe.

INDONESIA

Coaches for YMKI team riders

At the request of Indonesian Yamaha importer, P.T. Yamaha Motor Kencana Indonesia, instructors were sent earlier this year from YMC to help build the racing skills of YMKI's road race and motocross team riders. Traveling to Indonesia for a week of road race instruction from March 29 to April 3 were Yamaha's road racing director, H. Kawasaki and works rider T. Honma. Serving as motocross instructors



Six riders from Indonesia and Malaysia taking part in the road race training



The six riders of the motocross group got some in-race practice in an international race after their first two days of instruction

from April 5 to 13 were Yamaha employee and former International A Class competitor H. Toh and YESS racing team rider K. Murahashi.

YMKI's riders were given a thorough course of both classroom and on-the-track training in the finer points of riding technique and training methods.

In spite of the shortness of the training period, the participating riders seemed to make good progress and appreciate the training teams' easy-to-understand teaching methods. For the near future, YMC plans to continue sending instructors at a pace of two or three times a year as a way of actively supporting the growth of motorcycle sports in Indonesia.

FRANCE

Janus Award for EVOLIS/ZEST scooter

The Yamaha EVOLIS, as the MBK model is known/ZEST as the Yamaha model is known, became the first scooter ever to win the prestigious Janus Award for outstanding design, this year.

The Janus Award is a coveted prize presented by the Institut Français du Design to between 20 and 30 products judged to be of superior design each year.



The EVOLIS/ZEST is the product of a 3-year development project by MBK to build a scooter specifically for the European market.

Powered by a 50cc engine, it features mud protection, noise reduction and an extra-large fuel tank.

Now that the EVOLIS/ZEST has received the Janus Award recognizing its design excellence, it will be able to use the Janus Mark in future promotions and advertisements.



Janus 1993

THAILAND

Senior Executive VP with community spirit

Khunying Phornthip Narongdej, Senior Executive Vice President of Siam Yamaha, finds time in her busy work schedule to devote to the community, and is recognized as a dedicated volunteer and capable businesswoman. Mrs. Narongdej's community service ranges from promotion of music and the arts to char-



ity and education, and she has earned the admiration of many.

Her achievements were acknowledged in 1980 when she received the Fourth Class of the Most Illustrious Order of the Royal Chula Chom Klao. In January this year

she became the first Asian woman to be nominated for the Cannes FIDOF Award of the International Federation of Festival Organizations. In February, Mrs. Narongdej was named "Business Woman of the Year 1992" by a local weekly magazine and received the "Diamond Golden Prakeaw" of the Royal Chulalongkorn University Alumni Association. She also received the "Outstanding Business Woman" award from the Prime Minister of Thailand, Mr. Chuan Leekpai in March. Other past awards include Thailand's "Economic Personality of the Year 1989" and "Business Woman of the Year 1991." Mrs. Narongdej is also the wife of Siam Yamaha's President, Kasem Narongdej.

From Bundith Phisolyabutra of Siam Yamaha, Thailand

GERMANY

Auction profits to charity

When Germany's leading marine leisure magazine "Skipper" compared 25hp Yamaha and Tohatsu engines in a 500-hour endurance test recently, Yamaha came out on top.

In order to get a little more promotional benefit out of this test, Yamaha's German importer MMG displayed the motor along with its Tohatsu counterpart beside a "Skipper" display at Germany's biggest marine show BOOT '93, held in Düsseldorf. Before the closing of the show the two motors were auctioned off before a large gathering of visitors and the 4,150 DM (approx. \$2,530 US) was donated in full to one of Germany's leading charity funds, DGzRS.

From Karlheinz Vetter of MMG, Germany



(From left) Dr. Erich Münzer of Tohatsu, Dr. Bernd Anders of DGzRS and Mr. Werner Geyer, Sales Manager of MMG's Yamaha Marine Division

WORLD TOPICS

EUROPE

School for advanced motorcycle riders

From August 1 to 4, Yamaha Motor Europe N.V., with the support of the other European importers, organized a Yamaha Advanced Riding Course at Germany's Nürburgring circuit. For this, the 2nd Riding Course in Europe this year, some 125 Yamaha Supersports model owners were selected from competitions held in nine countries. The course aims to improve the riding skills of the participants as responsible road users while also maximizing their understanding of Supersports models in ways that will help them get the most out of their riding experience.

Sixteen professional instructors with plenty of circuit knowledge trained the riders in such fine points as the proper cornering lines, braking points and body position. For three full days the riders got use of the Nürburgring, which is said to be one of the most demanding race circuits with its 72 curves and over 300m (984 ft) difference between its highest and lowest points.

From Robert Landman of YMENV, The Netherlands



Photos from last year's event

MYANMAR

Importer ready for open market

Amidst the economic growth that has accompanied the gradual opening of Myanmar to



YMC Director S. Arai makes a commemorative speech at the opening ceremony

world trade, a new importer, KABS-Myanmar Co., Ltd. has been established to handle Yamaha motorcycles and power products.

A ceremony to launch the new company on March 9 at the Inya Lake Hotel outside of the capital Rangoon, was attended by members of the Myanmar Cabinet and other top government officials as well as officials from the Japanese embassy. YMC Director Arai was on hand to help introduce the Yamaha products and make a present of Yamaha Police bikes and generators to local officials.

Held in conjunction with the new importer launch was a well-received training seminar for importer and dealer representatives aimed at raising the level of local motorcycle and generator service activities. Among the models that will be sold on the Myanmar market is the Yamaha DT125 trail bike which has already won a reputation as a tough, dependable means of transport especially in the country's jade and ruby mining regions.

Just briefly

•From July 17 to 23 the annual **Wave Fiesta Week** was held in Judda, Saudi Arabia.

•The **first service campaign** for motorcycles was carried out in Ho Chi Minh City and Can Tho in Vietnam from July 12 to 21.

•The annual **V-Daze Rally** was held in **Missouri, USA** from July 6 to 9 for the members of the Venture Touring Society.

•**Yamaha Motor Europe N.V.** celebrated the grand opening of their new office building near Amsterdam's Schiphol Airport on July 6. Watch for details in our next issue.

•Yamaha ATVs were displayed in the **Royal Highland Show** (June 24-26), **Royal England Show** (July 5-8) and **Royal Welsh Show** (July 19-23) in the UK.

•A **motorcycle sales and service campaign** called the **Caravan** was held from June 4 for the first time in **Argentina**. During more than 7 weeks, the tour visited some 20 cities throughout the country to introduce new models and offer free check service.

•The annual **Thai dealer meeting** held in a Pathaya hotel on April 25 was the biggest conference Siam Yamaha has ever organized, gathering some 1,200 motorcycle, parts and power product dealers from 400 shops.

•The **new Yamaha outboard line-up** was unveiled for the first time in the world when the Yamaha dealers meeting was held in **Zhongshan City, China** in March.

•The **first motorcycle road race ever in China** was held in Guangzhou on Dec. 6, 1992. Among 96 participants, Yamaha riders swept 1st to 6th in the 125cc class on the TZR125 and took 1st in the 250cc class on the TZ250.

TWO MONTHS AHEAD

August & September

[Abbreviations]

MC represents motorcycles, scooters and ATVs.

Marine represents all kinds of marine products.

PP represents power products like generators, lawn mowers and multi-purpose engines.

AFRICA

Morocco • Casablanca • Africa Summit • All Products • Sept 26-30

PACIFIC

Australia • Sydney Boat Show • Marine • July 29-Aug 4 / **New Zealand** • Auckland • IMTEC Boat Show • Marine • Aug 5-8 / **Australia** • Perth Boat Show • Marine • Aug 25-30 / **Australia** • Sydney • YMA 10th Anniversary • Aug 28 / **Australia** • Brisbane Boat Show • Marine • Sept 9-14

THE AMERICAS

USA • Tennessee • Loretta Lynn MX Races • MC • Aug 9-15 / **USA** • Wyoming • Rider Rally • MC • Aug 17-20 / **Chile** • Santiago • Dealer Meeting • MC • Sept 4-5 / **USA** • Chicago • IMTEC • Marine • Sept 9-12 / **Canada** • Calgary, Toronto, Montreal, New Brunswick • Dealer Shows • MC, Marine • Sept 15-30

ASIA

Thailand • Nakhon Ratchasima, Song Khla • Yamaha Fair • MC • Aug 7-8, Aug 14-15 / **Taiwan** • Taipei, etc. • Supersports Bike Show / Fashion Motor Show • MC • Aug 12-Sept 12 / **Thailand** • Chiang Rai • Yamaha Before-Service Meeting • MC • Aug 18-25 / **Thailand** • Nakhon Sithammarat, etc. • Yamaha Mini Rally • MC • every weekend from Aug 21-26 / **Thailand** • Surat, Samut Songkhram • Yamaha Rally • MC • Sept 4-5, Sept 18-19 / **Thailand** • Saraburi, Songkhla • Yamaha Caravan • ATV • Sept 11-12, Sept 25-26

EUROPE

Germany • Nürburgring Riding Course • MC • Aug 1-4 / **France** • 12 hours of Pont de Vaux race • ATV • Aug 21-22 / **Turkey** • Izmir Show • MC • Aug 26-Sept 10 / **Germany** • Cologne • GAFA Show • PP • Sept 5-7 / **France** • La Rochelle • Boat Show • Marine • Sept 8-13 / **UK** • London • Boat Show • Marine • Sept 10-18 / **Austria** • Motocross des Nations • MC • Sept 12 / **France** • Circuit Paul Ricard le Castellet • 24 hours endurance race-BOL D'OR • MC • Sept 18-19 / **Italy** • Varese • Fast Cross MX Int'l Race • MC • Sept 18-19 / **Italy** • Florence • Dealer Meeting • PP • Sept 19-20 / **France** • Paris • SIMA Show • PP • Sept 19-21 / **France** • Cergy Pontoise • Europe's Service Managers Meeting • Marine • Sept 20-21 / **France** • Paris Show • MC • Sept 24-Oct 3 / **Germany** • Friedrichshafen Boat Show • Marine • Sept 25-Oct 3

YMC TOPICS

Japan trip for South African dealers

For the first time in ten years, South African dealers were invited to Japan. Accompanied by four representatives of Yamaha Distributors Power and Sport, Yamaha's distributor in South Africa, twenty three dealers visited from May 17 to 24. Participating dealers were selected on the basis of their outstanding '92 sales results for Yamaha motorcycles, marine products and power products in spite of the tough market conditions in South Africa today.

During the 8-day trip, the dealers took the opportunity to visit Yamaha's major factories where motorcycles, outboard motors and engines are manufactured. The highlight of the trip was a welcoming party held by YMC staff at Tsumagoi resort, where both dealers and the staff enjoyed cultural exchange through traditional dancing and deepened friendships in a relaxed atmosphere.



Dealers perform a traditional Zulu dance at the welcoming party

Awards for tire and rim suppliers

In recent years, YMC purchases parts not only from domestic suppliers but from a large number of overseas companies as well, and that number is growing every year. At the "1992 Supplier Awards Ceremony" held at a Hamamatsu hotel near YMC's head office, Yamaha expressed its appreciation by presenting its suppliers with some 79 awards in four categories. Among this year's recipients were two overseas suppliers, the German tire company Metzeler Reifen GmbH and the Thai rim maker Union Autoparts Manufacturing Co., which were awarded YMC's "Purchaser Ap-



With President Eguchi (front center) at the awards ceremony

preciation Certificate" and "Outstanding Quality Award" respectively.

This awards ceremony is held every year to express our appreciation to suppliers who have achieved outstanding records, particularly in the areas of cost, quality control and delivery. Commemorative plaques are presented to the recipients personally by YMC's President Eguchi. As a vital part of Yamaha's corporate internationalization policy, we expect to see an increasing number of overseas suppliers becoming important partners for us.

IMMA holds Tokyo conference

The world conference of the International Motorcycle Manufacturers Association (IMMA) was held in Tokyo from May 24 to 27. IMMA is composed of motorcycle industry organizations from 21 countries and holds world conferences twice a year.

At this year's Tokyo conference, 25 representatives from 12 countries were joined for the first time by observers from the four Southeast Asian countries of Thailand, Indonesia, Malaysia and the Philippines. At the Asian Market Conference held on the 25th, reports were heard on the changing trends in this rapidly growing market, followed by discussion of measures to deal with these changes.

The remainder of the 4-day schedule included a Technical Harmonization Meeting, a Meeting for Reports on Market Promotion Activities in light of European market unification, an Organizational Meeting and the main General Conference. On the final day, participants were given tours of the motorcycle factories and test facilities of Yamaha and the other Japanese makers.

Participating Organizations for the General Conference:

A.N.C.M.A. Italy, C.S.N.M. France, C.S.S.A.B.A. Switzer-

land, FEBIAC Belgium, F.F.O. Austria, IVM Germany, JAMA Japan, M.C.I. UK, MOTOKOV Czecho, RAI The Netherlands, SERMOTO Spain and USMMA USA. (in alphabetical order)

Auckland Fukuoka YAMAHA CUP Yacht Race 1993

The Auckland Fukuoka YAMAHA CUP Yacht Race for which Yamaha Motor serves as title sponsor came to a successful conclusion as of the July 1 time limit for finishers.

First held in 1989, this year's race which started on April 24 marked the second Auckland-Fukuoka race, a trans-Pacific contest run in three legs; Auckland to Suva, Fiji, Suva to Guam and Guam to Fukuoka, the major city in Kyushu, the southern island of Japan. The first boat home on Leg 3 was the Yamaha-build Liberte Express 8. With a combined time from all three legs of 778 hrs. 38 min. and 30 sec., the Liberte Express 8 placed 2nd overall, a mere 10 minutes behind the winner, Neutrino.

This year 12 boats from five countries, Australia, Britain, Japan, New Zealand and USA left Auckland in the Southern Hemisphere's early fall to cross the mid-summer heat of the tropics and finish some 12,500km (5,500 miles) later in Japan's early summer. Not only the sheer distance but the changing seasonal weather makes this race a real challenge to the skill and staying power of its contestants. Another event that highlighted the start of this year's race was a sailing demonstration by the Yamaha Round the World boat. Launched just two days earlier, as the second boat of the Yamaha



syndicate for this year's Whitbread Race, it is one of the first of the new Whitbread 60 class ocean racers.

Top US boating journalists visit Japan

Celebrating the 10th anniversary of Yamaha Marine business in the USA, editors from ten leading US boating and outdoor magazines, accompanied by staff from Yamaha Motor Co., USA, were invited to Japan from April 5 to 10. Yamaha has built up a strong standing in the competitive US marine market in the past decade by continuing to offer reliable products of high quality and performance. By taking this chance to visit Yamaha's head quarters, the journalists could see first hand how Yamaha excellence is built into every product. During their week-long tour, the editors visited Yamaha's manufacturing facilities where they were



A commemorative shot at the Sanshin factory where Yamaha marine engines are manufactured

given engineering presentations and held interviews with top executives. The tour was highlighted by test rides with the new '94 outboards at Yamaha Marina Hamana-ko which convinced the visitors that Yamaha will continue to "Power Into The Future".

Just briefly

The following events will be reported in detail in our next issue.

•The press launch for the Electro Hybrid Bicycle took place in Tokyo on July 27, followed by a test ride session.

•The Suzuka 8-Hour Endurance Championship Race was held from July 23 to 25. From Yamaha, three factory teams took part, including the team of Australian Kevin Magee and Kenny Roberts Jr. from the USA.

•The first G5 meeting was held in Iwata on July 1 to 3. Four motorcycle importers gathered from Mexico, Colombia, Brazil and Argentina to exchange information with YMC.

Cool rookie proving hot at World Champs

On the big surprise of this year's GP2 class of the World Championship series, the man who has the best shot at the '93 title is the new Japanese Yamaha ace Tetsuya Harada (22). As of the round 8 held on July 4 at the Catalonia circuit in Spain, Harada leads the pack by a 39-point margin. This is Harada's rookie season in the World GP, having moved up to international competition after winning the Japanese national championship at 250 cc last year. We were able to interview Harada on June 4th when he was back in Japan on a three-week break before the Hockenheim GP.

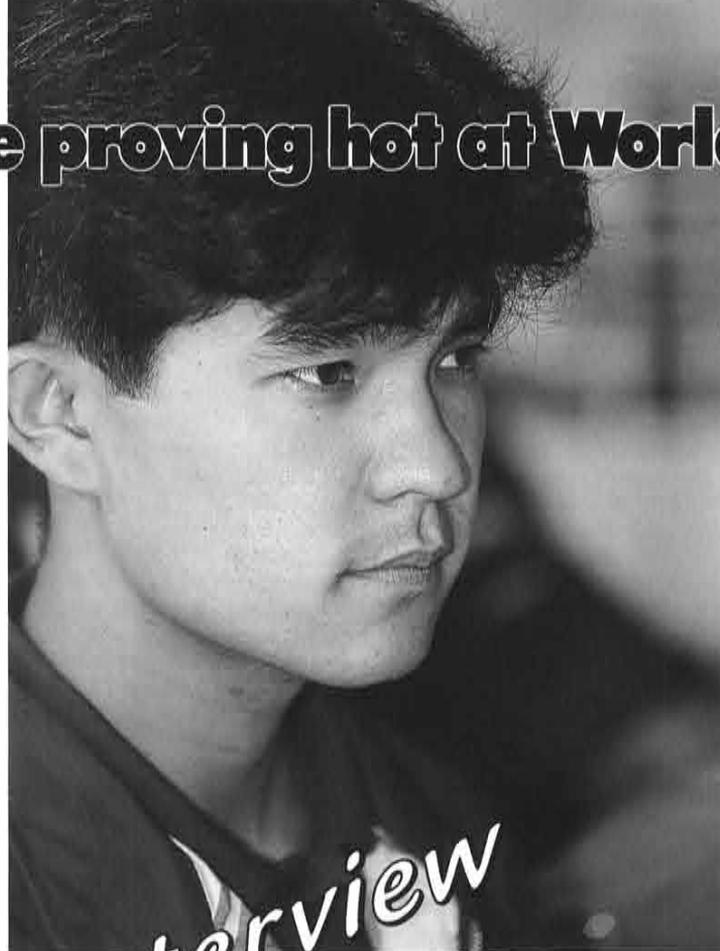


Q: Tell us, how did you first get involved in motorcycles?

A: When I was 10, a friend of mine had a "pocket bike". I

NOTE: In the past ten years, there has been something of a boom in Japan in miniature "pocket bikes" measuring less than one meter in length, for children. Later, the introduction of the Yamaha YSR50 in 1986 sparked a boom in mini-bike racing on small, closed circuits.

thought it was great and I kept begging my dad to get me one, too. At first, he would have nothing to do with the idea, but when I got him to actually go and see the other kids riding, he was impressed. That's when he finally gave in. I started racing mini-bikes at 12. I remember at first I was so intimidated I could barely keep up. All the time I was racing minis I dreamed about the day I would get a try at real road racing. When I finally did enter the 125 cc class, I was determined to go for the national championship. Because I had been racing since I was a child, I figured this was the only thing I had a chance of really being good at. It was



Interview with Tetsuya Harada, new star

only after I had the Japanese national 250 cc championship in my grasp last year that I really began considering moving up to the World GP.

Q: Now you are competing on the world stage for the first time. Is there anything you have tried to change about your approach this year?

A: No, I haven't changed a thing. There is no particular pressure on me, and Yamaha has told me just to consider this a year of learning. So, I've been able to go into it with a relaxed approach. I'll be happy just to finish in the top 10.

Q: You finished first at the Australian, Japanese and Spanish GPs, second at the Malaysian GP and 6th at round five in Austria. This has kept you in the lead in series points. Are you thinking about winning the championship title?

A: No, I'm not. I think the series competition only gets serious when we enter the European rounds. After two races in Europe I've found that the circuits seem a bit smaller than they look on TV and, compared to

Japan, the fans are much more avid. But I try to just race at my own pace and not let these things affect me.

Q: We hear that you adjust to new courses very quickly. In Spain, for example, you won when you raced there for the very first time. At Saltzburg you were just overtaken in the final stage. Do you have any special strategy for the remaining races on the European circuits? And how do you think you'll do?

A: I won't know until I actually get out and run them.

Q: How does constantly racing overseas effect your daily life? Does it cause any inconveniences?

A: None at all, so far. I like Japanese food best of all, but when I'm in Europe I find the Italian food to be great; and it suits me just fine. It's fun traveling with the Telkor Yamaha Valesi Racing Team, and with the exception of greetings, I speak most of the time in Japanese through an interpreter or just make myself understood with gestures and the like. I haven't had any com-

Harada's career

- 1988 - Won Junior 125 cc Road Racing Japanese National Championship.
- 1989 - Placed 4th in 250 cc Road Racing Japanese National Championship.
- 1990 - Placed 2nd in 250 cc Road & '91 Racing Japanese National Championship.
- 1992 - Won 250 cc Road Racing Japanese National Championship.

munication problems while working on the bike settings or anything.

Q: Is your machine the same as your teammate Chill's?

A: Yes, except for the settings, of course.

Q: This season, several Japanese riders besides yourself, like Okada and Sakata, are suddenly doing well in international competition, too, aren't they? What do you think the reason is for this?

A: I don't really know. But in my case, one thing I know for sure is that I don't want to let another Japanese rider beat me. There are a lot more Japanese riders in the competition this year, and that may be one of the reasons.

Q: Do you have a rival?

A: Well, there is no one in particular. Until now I didn't think I could hold my own against the world's best on their home ground in Europe.

For me, the real test is just beginning.

Q: If you do go on to win the GP2 World Championship, would you like to move up to the GP1 class?

A: I don't think so. I'm small, and I've never thought about riding the 500s.

Q: What does racing mean for you?

A: I couldn't say it has any clear-cut meaning, like breaking records or something. It's my job, but it's also an extension of the only real interest I've ever had. The only hobby I have outside of riding is just relaxing by myself. I'm not the kind that likes to go out and party and things like that. I guess I'm just doing what suits me best.

I'll be back for the fans

AMA National Supercross and Motocross series



fans and I will be racing for them next year."

Bradshaw has completed three of the eight Outdoor Motocross races where he currently ranks fourth in points with a victory at the High Point Outdoor 250 National, in Mount Morris, Pennsylvania.

He attributes his victory to the track layout - "plenty of passing room on natural terrain" -- and the fact that he has been racing there for more than 12 years and the fans make him feel like it's his home away from home.

"I'm looking forward to the rest of the Outdoor season and coming out strong and injury-free next year," said Bradshaw. "I also want to thank Yamaha USA's Motorsports Division, the fans, my teammates and mechanics and for all their support!"

From Mr. Bob Starr of YMUS, USA

Yamaha Motor Corporation, U.S.A. applauds factory rider Damon Bradshaw for his return to the Supercross circuit after his knee surgery and capturing six podium appearances with two wins and four seconds and thirds. Bradshaw finished the Supercross season on June 12 in fourth place. "This year was definitely disappointing for me. I tried some new things and none of it worked," said Bradshaw. "I know what I need to do in the off season to get ready for next year and you better believe that I will be coming back strong!"

"I really want to thank all of the fans who stood by me even when I wasn't winning races", continued Bradshaw. "Those are my true

NOTE: The U.S. AMA Supercross series consisted of 16 rounds run from Jan. 10 to June 13 in '93. The National Motocross series runs from Feb. 21 to Sept. 26 this year with competition in 125 cc, 250 cc and 500 cc classes.



New Yamaha star rises Down Under

1993 Australian 250 cc Motocross Championship

New Yamaha star, Leë Hogan, recently won the final round of the 250 cc class of the Australian Motocross Championships riding a Yamaha YZ250E to capture his first Senior national title. This championship series which con-

sists of three rounds with nine races run from April to May, is Australia's biggest motocross event.

Riding for the first time this year as a member of the Peter Jackson Yamaha Racing Team supported by Yamaha Motor Australia, twenty year-old Hogan placed in the top three in each race of the series.

Hogan was also leading in the popular Supercross Masters until he missed round 5 held on July 3 due to injury. But he is expected to return to the top soon.

From Roy Kojima of YMA, Australia



RACE CALENDAR

Date	Motorcycle				Other events	FI
	World Championship					
	Road Racing	Superbike	Endurance	MX250	AMA SX/MX*	
Aug. 1	Britain			Sweden	*San Bernabò	
8		Sweden		Finland	*Washougal	
15	Czech				*Milville	Hungary
22		Malaysia		Japan		
29		Japan			*Binghamton	Belgium
Sept. 5	Italy					
12	USA	Holland				Motocross des Nations (Austria)
19			P. Ricard (24H)			25: Start of the Whitbread Round
26		Italy			*Delmont	The World yacht race (Britain)
Oct. 3	S. Africa	Britain				Trial des Nations (Ireland)
10			Malaysia (6H)			
17		Portugal				6 days Enduro (Holland)
24			Australia (6H)			
31						Japan
Nov. 7		Meico				Australia

*AMA Motocross schedule

F1
INFORMATION

New Machine debuts at British GP

FORMULA ONE WORLD CHAMPIONSHIP

At the British GP, round 9 of the F1 World Championships on July 11, Andrea de Cesaris of the Tyrrell Yamaha Team competed with a new machine. The new "Tyrrell Yamaha 021" machine has been

designed specially to carry the Yamaha 0X10A engine. With the exception of the Tyrrell trademark anhedral wing, the 021 is a completely redesigned machine.

Improving on a winner

TZ125, new production racer for '94

For the first time in ten years, Yamaha Motor has been participating selectively in the 125 cc class of the All Japan Road Racing Championship series with the Yamaha TZ125. These race activities are the final stage of development and data-gathering for the new TZ125 production road racer.

As of July 4, the TZ125 ridden by Yoshiaki Kato has racked up an amazing record of 4 wins and one second place in the five rounds he has entered. In round six at Suzuka on June 13, Kato broke the course record of 2 minutes 20 sec. 046 set by D. Radigues this April in round 3 of the World GP by recording a fast 2 minutes 19 sec. 919. In round 7 held at Sugo, Kato and his TZ125 won again to bring his point total to 97 for a 44-point series lead over 2nd place K. Takao (Honda).

The TZ125 production racer will be launched worldwide in 1994.



POINT STANDINGS

WORLD CHAMPIONSHIP ROAD RACING

GP1 class (as of July 4, 8th round)

1. Schwantz	(S)	USA	172 pts.
2. Rainey	(Y)	USA	153 pts.
3. Beattie	(H)	Australia	106 pts.
4. Doohan	(H)	Australia	95 pts.
5. Criville	(H)	Spain	77 pts.

GP2 class

1. Harada	(Y)	Japan	135 pts.
2. Rombini	(H)	Italy	96 pts.
3. Bradl	(H)	Germany	87 pts.
4. Biaggi	(H)	Italy	85 pts.
5. Caprossi	(H)	Italy	81 pts.

WORLD CHAMPIONSHIP MOTOCROSS

250 cc class (as of July 11, 11th round)

1. Albertijn	(H)	S. Africa	520 pts.
2. Everts	(S)	Belgium	411 pts.
3. Schmit	(Y)	USA	349 pts.
4. Nicoll	(H)	UK	281 pts.
5. Belvoets	(K)	Belgium	258 pts.

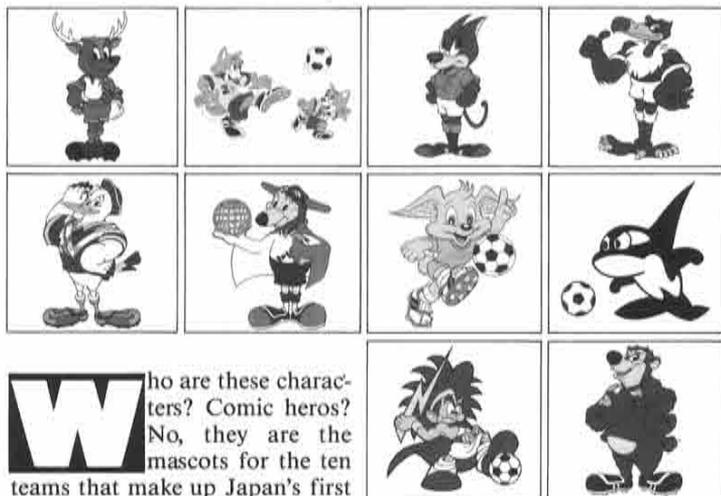
AMA SUPERCROSS (Final position)

1. J. Mcgrath	(H)	USA	358 pts.
2. Kiedrowski	(K)	USA	301 pts.
3. Stanton	(H)	USA	278 pts.
4. Bradshaw	(Y)	USA	247 pts.
5. Lamson	(H)	USA	230 pts.

(Y = Yamaha, H = Honda, S = Suzuki, K = Kawasaki)

PRO SOCCER, A NEW PHENOMENON IN JAPAN

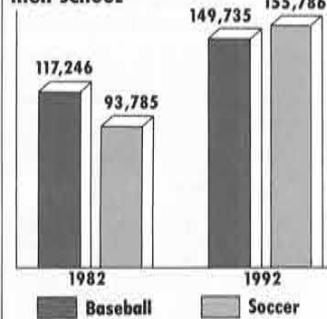
J. League: Blasting into the big time



Who are these characters? Comic heroes? No, they are the mascots for the ten teams that make up Japan's first Professional Football League that kicked off on May 15 of this year. Called "J. League," this new venture in professional soccer is putting the kick back into Japanese sport. Already J. League TV ratings have surpassed baseball ratings, and the new league's top players have become overnight celebrities. Fans can now choose between ten soccer magazines rather than the three available until just recently, and officially licensed goods are selling well. As many as 45,000 fans now gather even for Wednesday night games, when once 2,000 was considered the average attendance just two years ago when soccer was an amateur sport here.

Traditionally, Sumo, baseball and golf have been Japan's three most popular pro sports. But times are changing. As the graph below shows, soccer has replaced baseball in the last ten years as the leading high school sport. Statistics show that more than 90% of the new J. League's fans are people in their teens or early twenties, and avid young male and female fans alike show up at games with

CHANGING POPULATION OF BASEBALL AND SOCCER IN JAPANESE HIGH SCHOOL



their faces painted in team colors to wave flags and blast away on their cheer horns. This differs from European pro soccer, where, like Japanese baseball supporters, the majority of fans are men in their late twenties and older. For this reason, Japanese sports programs have recently become filled with explanations of soccer terms such as "off sides," "yellow card" and "back pass", for the benefit of older people just discovering joys of the sports.

But why the sudden explosion in soccer popularity? Certainly the biggest reason is the excitement that professionalization has brought to the game. Japanese fans can now cheer for some of the world's top players, like **Brazil's** Zico, **Jorzinho** (formerly of Quinze de Piracicava) and **Edu** (formerly of Torino), **England's** Lineker (formerly of Tottenham Hotspur FC), **Argentina's** Díaz (formerly of River Plate) and **Germany's** Littbarski (formerly of FC Köln), all in Japan on million dollar contracts.

However, it was not only the money that brought them to play in the new league. When the legendary Zico left his post as Minister of Sport in Brazil to come to Japan two years ago, he brought with him the dream of building a team that could compete with any pro team in the world. Littbarski was another who came to Japan with a dream of "starting something new." Now millions of fans across Japan are also finding "something new" in the excitement of pro soccer.

One elderly spectator recently

commented: "I don't know much about what's going on, but it's exciting to see the ball go in the goal!" Certainly it must be something special for Japanese fans to see the dynamic moves of these players with shoulder-length hair flying in the wind and their elaborate dances after a goal. Athletes with hair bleached blond and four earrings in one ear bring a new sense of freedom to the traditionally stoic world of Japanese sport.

In today's increasingly staid political and social climate, the J. League phenomenon seems to be taking on even more social significance. Recently, the whole country cheered as Japan's national team went through the first elimination round of matches for

next year's World Cup undefeated. This fall, the J. League stars who make up the national team will battle five other nations in Qatar for one of the two Asian slots in the World Cup and a chance to play against the world's best in the U.S.A. next year. And, if they make it to the World Cup, who knows what will happen?! Football is a young sport in Japan backed by mostly young and always enthusiastic fans. Another look at the ten mascots above will show you this is true.

By M. Toyama of YMC, Japan

Note: Prior to the July 14 closing of the season's first stage, the Kashima Antlers, led by Brazil's Alcindo in place of the injured Zico, clinched the victory on July 7 after 16 of 18 matches.

Júbilo Iwata Strongest candidate for J. League

This season, the Yamaha Football Club (YFC) is competing in the J1 League; J. League's sub league. J1 League consists of ten teams and YFC is one of three specially designated teams, of which two will be selected to move up to J. League next year based on this season's record. Considering the fact that the Yamaha Club has two members on the national team and was undefeated last year, it will surely be the pick to win again this year. Recently a contest was held to choose the team's new name; Yamaha FC Júbilo Iwata. "Júbilo" means jubilation in both Spanish and Portuguese, as does giúbilo in Italian. As of July 11, with two thirds of the first half of the season over, YFC stands in 2nd place with a record of 6 wins and 1 loss.

With the season's second stage ending on September 5, we will be able to report on Júbilo Iwata's success in moving up to J. League in our next issue.



SCORE BOARD

Yamaha Football Club

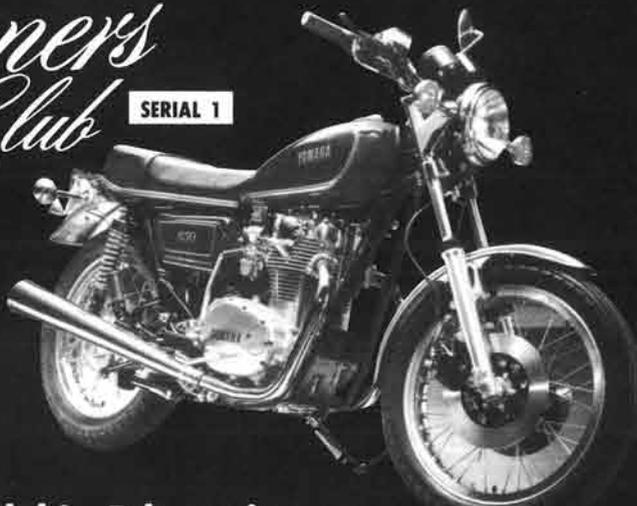
May 31:	vs Otsuka Pharmaceutical	2 : 0
June 6:	vs Kyoto Sanga	2 : 0
June 13:	vs Toshiba	1 : 0
June 20:	vs Tokyo Gas	1 : 0
June 27:	vs Chuo Bohan	8 : 0
July 4:	vs Fujitsu	1 : 2
July 11:	vs Yanmar	2 : 1

Yamaha Rugby Football Club*

* To be introduced in the next issue (Pre-season match)	
May 9:	vs Unitika 10 : 50
May 16:	vs Honda Motors 36 : 36
May 30:	vs Tokyo Gas 14 : 32
June 15:	vs Nisshin Steel 5 : 65
June 20:	vs All Kyoto 43 : 21
June 27:	vs Toyota Motor 7 : 85

Yamaha Owners Club

SERIAL 1



Aad de Wit
TEL: 31-71-131611
Staalwijkstraat 34, 2313
XR Leiden, The Netherlands

Celebrating the club's 5th anniversary

by Antoni van Ginneken, Secretary

In the south of Holland, preparations are underway for a giant meeting of Yamaha 650 motorcyclists celebrating the 5th anniversary of the "Yamaha 650 Twin Klub Nederland" (in short, the "Klub"). Invited to the meeting are not only the Klub members but also members of other motorcycle clubs, so all can enjoy the big exhibition of motorcycles produced in the same time span as the 650 Twins.

Several years after the last 650 was shipped out of the Yamaha factory, Fried Anepool, the present chairman of the Klub mailed a message to a national motorcycle magazine: "Let's keep the Yamaha 650 Twin on the road!" The response to his message was overwhelming and resulted in bringing some seventy 650 Twin enthusiasts together. This is how the Yamaha 650 Twin Klub was born back in 1988. The main goal of our club was to prevent the Yamaha 650 Twin from becoming a motorcycle of the past. To achieve its goal, the Klub needed not only members but also a stock of spare parts and a good maintenance manual covering all models. In order to begin its actual functions, several working groups were set up; one for searching out spare parts and another for gathering technical information for making the manuals. Editorial staff for a club magazine were also selected while other members organized meetings.

Today, the Klub boasts about 500 members and is one of the largest motorcycle societies in Holland devoted to only a single type of motorcycle no longer in production. The Klub is still growing fast and attracting a wide

Yamaha 650 Twin Klub Nederland



The members at the annual general club meeting in 1990

variety of both male and female owners; some of them are doctors, farmers, nurses, policemen and lawyers while many are in technical professions.

Not all of them are Dutch, either. In Belgium, you will find 650s with the yellow sticker bearing the Klub logo, and some members come from places as diverse as Great Britain, Switzerland and Kenya! The average age of the members is 35, which suggests more longtime riders than other motorcycle clubs. Perhaps that is one reason for the friendly atmosphere at meetings and the many strong friendships that have grown among the members.

One of the Klub's aims is to provide the members with technical information. The club magazine "653" contains lots of technical stories and tips. Technical

knowledge is also exchanged at the Klub's spare parts shop when it's open. Whenever the members go to the shop, they end up buying more than they expected, because the shop always carries lots of second-hand parts collected from all over the country. Even more technical information can be found in the Yamaha 650 maintenance manual the Klub has prepared in close cooperation with Yamaha Motor Nederland BV. This book, which will be published by a Dutch motorcycle book publisher soon, contains all available

technical information about the 650s combined with tips from experienced riders. Within a few months the book will be on the shelves in Dutch bookstores. It would be a perfect present to commemorate the 5th birthday of the "Yamaha 650 Twin Klub Nederland."

(As of June 4)

Report from New Zealand



Yamaha life, Kiwi style



In this issue we introduce a report from an executive group of Yamaha's New Zealand importer Moller Yamaha Ltd., a joint venture company which was set up in 1975 by YMC and the Moller family. Now employing 25 staff, the company was originally established to import Yamaha motorcycles and power products, with marine products being added in 1982. The company's modern head office and warehouse have been located in New Zealand's largest city, Auckland, since 1986.

(From left) **Mr. Merv Sharp**-General Manager of the Commercial and Leisure Products Div. **Mr. Greg Fenwick**-General Manager of the Marine Div. **Mr. Graeme Willcox**-National Parts Manager **Mr. Robin Rainbow**-Managing Director **Mr. Russell Moller**-Chairman **Mr. Wally Dumper**-General Manager of the Motorcycle Div. **Mr. Jim Goldie**-Company Accountant and Administration Manager.

THE LAND OF THE LONG WHITE CLOUD

Christened "The Land of the Long White Cloud" by the indigenous Maori people, New Zealand is a vibrant multi-cultural nation nestled in the southwest Pacific, some 1,600km (994 miles) east of Australia. Still sparsely populated, there are approximately 60 million sheep and 8 million cattle compared to only 3.4 million people on the two islands that make up New Zealand. Its people like to be called Kiwi's after the small bird of the islands.

New Zealand is a mountainous country of fire and ice. Friction under the earth's crust thrust up the South Island's majestic Southern Alps and volcanic activity is responsible for the stark windswept interior of the North Island. Hot springs, geysers and mudpools dot the beautiful landscape between the country's largest lake, Lake Taupo, and the famous Lake Rotorua.

HIGH PROFILE FOR MARINE PRODUCTS

As an island nation anchored in the southern reaches of the vast Pacific Ocean, New Zealand boasts colorful choices when it comes to water sports. Some local marine event is always going on somewhere in the country, like Auckland's annual NZ Powerboat Rally that the Buccaneer/Yamaha has won in the "outboard powered boat" section for three years running.

The prowess of New Zealanders on the water is well-known in such major ocean yacht races as the Whitbread Round the World Race. Ross Field, skipper of the Yamaha syndicate for the '93 WRTWR is a good example, as is Bruce Farr, the world-renowned yacht designer who designed both the first and second Yamaha Round the World boats.

Yachting, boating and sport fishing are the country's most popular pastimes and deeply rooted in the Kiwi lifestyle. It is estimated that

New Zealand has one of the highest rates of per capita boat ownership in the world. For many families, the ideal pleasure craft is an outboard-equipped runabout that can pull a water skier, travel to a favourite fishing spot and be towed home on a trailer.



Sport fishing for trophy-sized game fish like this striped marlin is very popular

In order to answer such wide demand, Moller Yamaha introduced the Yamaha outboard line to the New Zealand market in 1982, later adding stern drives and Water Vehicles. Besides the pleasure uses, Yamaha outboards and stern drive units are used in the commercial sector by tourist operators who run New Zealand's world-famous whale watch tours. Looking ahead, Moller Yamaha foresees a great potential for growth in sales of stern drives and Water Vehicles.



Buccaneer/Yamaha: the best performing outboard-powered pleasure boat in the NZ Power Boat Rally for three years running

ATVS/MOTORCYCLES AIM AT BIGGER DEMAND

Amid the diversifying needs of today's agriculture industry, ATVs have won a place in the hearts of New Zealand's farmers. Particularly, four-wheel-drive ATVs are popular for their load carrying and hauling capability, their ease of handling and the fact that they don't damage pastures. About 80% of Moller Yamaha's combined ATV and motorcycle sales are exclusively for farm use.

Yamaha's 350cc Big Bear 4x4 is one of the biggest sellers, and the recently introduced 400cc Kodiak with features like tractor-style handbrakes developed as a result of consultations with farmers, will surely become another hot seller.



The Yamaha exhibition stand at the NZ National Farm Fieldays

In New Zealand, local farm shows are the natural venue for ATV promotions. The NZ National Farm Fieldays held in mid-June gathered more than 100,000 people at the show site in Hamilton, and the display of Yamaha ATVs attracted a lot of visitor attention.

In recent years, Moller Yamaha has launched a number of promotional activities to help increase motorcycle demand in the face of market pressure from inexpensive imported cars. The nationwide 'Yamaha Quality Service'



A custom-built Yamaha-powered observation boat for enjoying the spectacle of Kaikoura's world famous sperm whales

campaign, for example, aims to build stronger dealerships, service workshops, sales and customer support. Each dealership is assessed and measured on its overall performance, and outstanding dealers are awarded our annual Quality Service award.

Moller Yamaha has also set up long-term rental programs featuring buy-back guarantees aimed particularly at the tourist industry. This program is growing successfully now, with models like the XT225 and XT600.

To help promote road and trail bikes at strategic dealerships, Moller Yamaha operates its Travelling Big Bike Display trailer tour, which is presently introducing Yamaha's top motorcycle models such as the GTS1000, YZF750R and the XV1100. For these events, the local dealer arranges test rides and press coverage to help expand people's motorcycle image from farm bikes to street bikes.

From watching majestic whales off the Kaikoura coast to rafting white water rivers like the Rangitikei, and bungee jumping off the historic Kawerau Gorge Bridge, New Zealand offers some of the best recreational opportunities in the world. We at Moller Yamaha are proud of the part Yamaha products play in peoples' lives in "The Land of the Long White Cloud!"



At the work shop



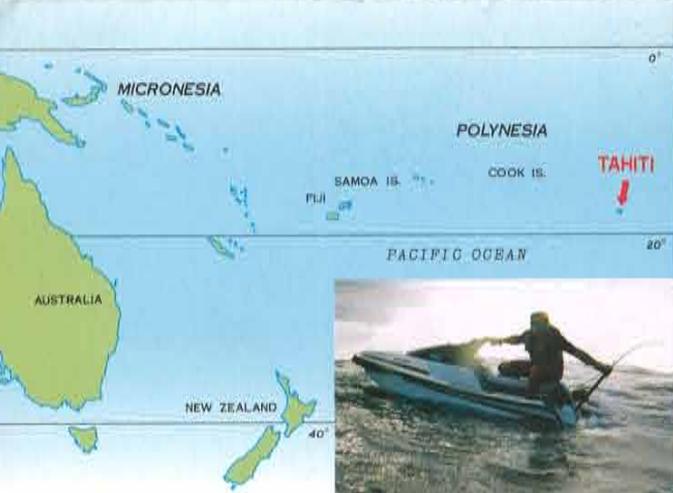
KIWI

New Zealand



Mt. Egmont looks down on a farmer hard at work on his Yamaha Kodiak ATV

A post card illustrated with a Kiwi bird, the symbol of New Zealand



Big Catch

on a Water Vehicle



Mr. Roger Haumani, a Tahitian fisherman, landed this 72-kg (approx. 159lb) yellowfin tuna from his Yamaha WaveRunner III! This dream catch was made last October when he was fishing at a spot some 3.2km (2 nautical miles) from shore. Mr. Haumani's 633cc/50hp WaveRunner III is specially fitted with a fishing rod holder in the rear so that he can handle the Water Vehicle with one hand while holding the rod with the other. "I fought that big one out for about 45 minutes before I finally landed it," the 42 year-old fisherman said with a proud smile.



FROM THE PUBLISHER

PRESENT by Lottery

As you can see, Yamaha Motor News has changed its style and contents as of this issue. We hope you like our new look. In order to keep improving our new Yamaha News we would like to hear the frank opinions of our readers. We also welcome articles and ideas that you would like to submit for publication on the pages of Yamaha News as well as your comments. As a special offer to commemorate the launch of our renewed Yamaha News, we will present 100 of our readers with the beautiful 130 cm x 73 cm (41 inch x 29 inch) "Yamaha Round The World" poster shown at right. To win a poster, just send us your answers to the following questions by fax or letter with your name and address, posted by the end of August. Your name will be put in the hat for the drawing of 100 winners whose names will be listed in our No.6 issue.

- Questions:**
1. What do you think of the size and style of our new Yamaha News compared to Yamaha Motor News' old format?
 2. What do you think of the contents?
 3. Which article(s) was the most interesting?
 4. What percentage (number of articles) did you read of this issue?
 5. Do you have any requests or recommendations for future Yamaha News issues? If so, what?
 6. What is your age, sex and what relation do you have with Yamaha?

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