

Yamaha News

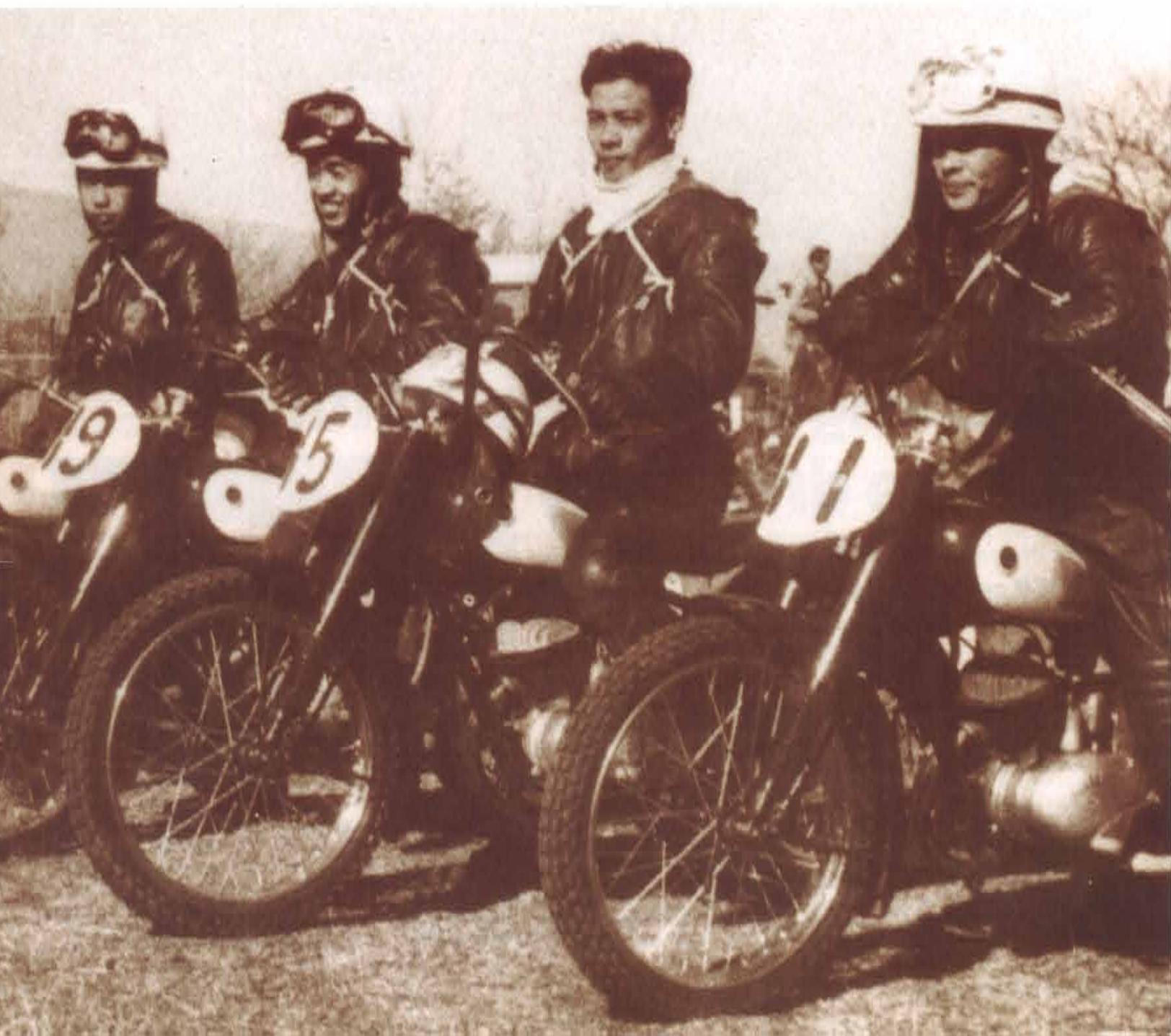
BIMONTHLY
No.3

YAMAHA MOTOR CO.,LTD.

JULY 1995 English

The wheels of history

On July 1st Yamaha celebrates its 40th birthday. The history of Yamaha has been a history of racing successes, starting right from the year of the company's founding, 1955, when the very first YA-1 won its debut race at Asama Highlands.





A rare Bekko dragonfly at Okegaya Pond near YMC's Head office in an area boasting the largest number of species in Japan

Keeping a place in nature for the dragonfly

Environment-friendly incineration facility ACEP enters full operation

As part of our corporate policy of environment-sensitive management, Yamaha Motor is applying itself to a wide range of environmental problems. One of the recent fruits of these efforts is the completion of the company's new "ACEP" facility for the incineration of industrial wastes. To help keep the natural environment beautiful and preserve valuable resources, this plant uses unique Yamaha technology to reduce industrial wastes while also contributing to energy recycling.



The ACEP facility has a floor space of 686m², the size of about three tennis courts

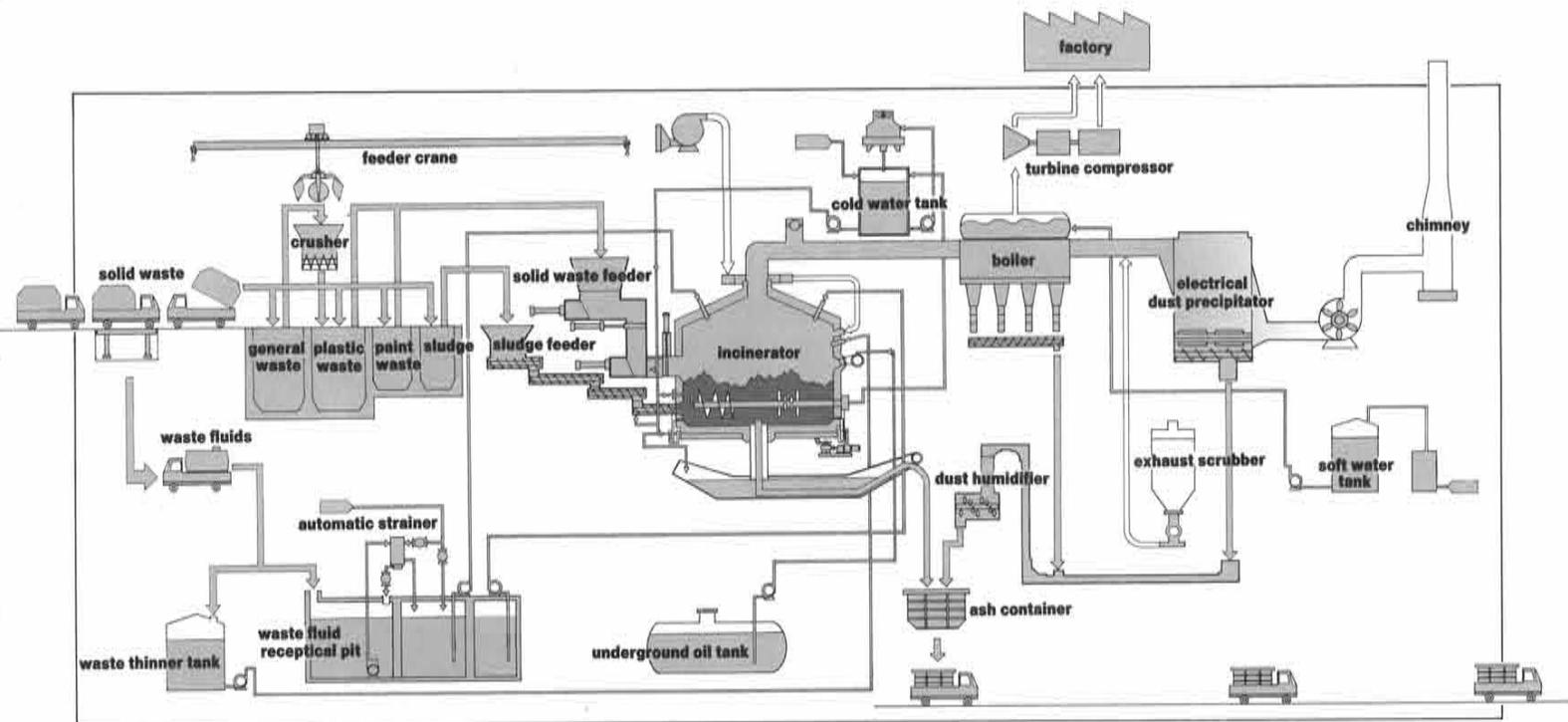
Q: What exactly does ACEP mean?

The initials ACEP stand for Amenity - Clean - Energy - Plant. It is the name we have given to Yamaha's new-concept incineration facility designed to reduce overall industrial waste. This new facility was completed on the grounds of our Head Office this March.

Q: We hear that it is a product of Yamaha's "Environment-sensitive Management" policy.

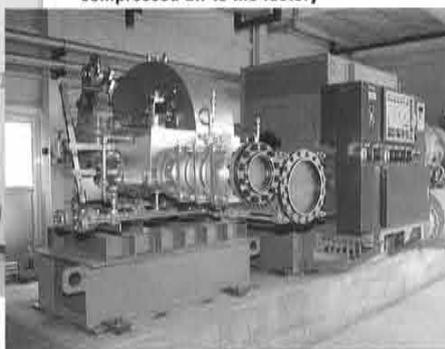
As you know, under our corporate policy of striving to be "In harmony with nature," all the divisions of YMC are tackling environmental problems under the coordination of our Environ-

mental Affairs Division. These efforts include the active promotion of energy and resource conservation, recycling and the reduction of industrial waste, as well as support of many environmental groups. The completion of the new ACEP facility represents a major strengthening of our program to reduce industrial waste.



All the systems of the ACEP facility are controlled from this central control panel

Steam generated from the boiler is used to drive a turbine compressor that supplies compressed air to the factory



Q: What are some of the things Yamaha is doing to deal with industrial waste?

The annual volume of industrial waste generated in Japan today is some 400 million tons. Said to be over eight times the volume of total household waste, disposal of industrial waste like this is a major problem in all industrialized countries today. To deal with this problem, YMC is concentrating its efforts in three main directions: 1) measures to reduce the amount of waste generated, 2) measures to reuse waste materials and 3) reclaiming energy from waste materials.

Q: And ACEP will function to achieve these aims?

That's right. The role of ACEP first of all will be to reduce the overall volume of waste. Incinerating a wide range of industrial wastes, including foamed plastics, paint waste, liquid wastes and sludge, reduces them to about one-tenth the original volume. The revolving-bed type incinerator used in the ACEP facility has

the capacity to process 3,200kg (7,055 lb) of waste per hour.

The second function of the facility is to reclaim energy. About 60% of the heat energy given off in the incineration process is reclaimed for use in such things as compressing air for use in the factory tools and equipment and heat for the painting process and factory interior heating.

Q: Doesn't incineration create secondary waste in the form of exhaust gases?

Yes, that is an important point. That is why the ACEP is equipped with an exhaust "scrubber" that cleans elements like sulfur dioxide, a cause of acid rain, and toxic HCl from the exhaust. The facility also makes use of electronic filtering equipment that reduces particle content to less than 0.1g/m³N.

Q: Are there any more special technologies like these in sight for the future of waste treatment?

There is a limit to the resources of our earth. If we continue to use petroleum, for example, at the present rate, some experts say this resource that took hundreds of millions of years for nature to create will be used up in another 200 to 300 years. Looked at in this way, the act of preserving resources like this is in fact the act of preserving human life for posterity. On the ACEP facility computer we are also compiling important data on waste materials that will contribute to the development of new ways to reduce waste.

Q: Cooperation with and contribution to the local society is an important factor too, isn't it?

It certainly is. In fact, the ACEP facility has been designed around a unique concept of "Regional Industrial Waste Processing." In the future we plan to use the facility to process the wastes of other affiliated companies in our region as well.

Q: Are there any specific numerical goals that YMC has in mind?

With the start of operation of the ACEP facility, we will succeed in reducing the total volume of wastes generated in the manufacturing processes by 80% compared to our 1990 level. This represents a dramatic increase over our original corporate goal of reducing waste by 50% of our 1990 level by the year 2000.

The area in which our Iwata Head Office is located happens to be home to an especially large number of the dragonfly varieties native to Japan. Certainly numerical goals have their significance, but at Yamaha our biggest hope is simply to do everything we can to help preserve the beautiful natural environment and the ecosystems that support not only human life but also precious little creatures like these.

Dealing with the problem of product disposal



In harmony with nature



A marked plastic part

Statisticians tell us that as much as 650,000 tons of electrical household appliances and some five million automobiles are disposed of annually in Japan. In many countries around the world today, a lack of landfill sites and illegal dumping by users have become serious problems. In response to this, some governments, particularly in Europe, are pursuing the idea of making manufacturers responsible for collecting and disposing/recycling their products when users are ready to discard them.

At YMC we are already devoting ourselves not only to the task of dealing with products that are disposed of today, but also reducing the waste that will result when the products being manufactured now are eventually scrapped at the end of their product life.

Regarding motorcycles, Yamaha and the other manufacturers in the domestic motorcycle industry are working to prevent the problem of illegal disposal of old bikes by providing disposal service to the users through the local dealerships. The motorcycles that are retrieved in this way are then turned over to scrapping operators for recycling of reusable parts and proper disposal of those parts which are not.

As Japan's major marine manufacturer, YMC is also concerned with the problem of disposing of used boats. To help owners dispose of

their boats properly, we have prepared our own manual on the subject and offer our services in introducing owners to local boat scrapping companies and answering all manner of customer inquiries.

Meanwhile, Yamaha is also fully aware of our responsibilities regarding the products we manufacture today that, in time, will eventually need to be disposed of too.

Part of that responsibility is making sure that the products we are manufacturing now will produce as little waste as possible when that time comes. That means developing products that have as high a recyclability ratio as possible.

In order to practically evaluate the recyclability of the products we manufacture, YMC has introduced its own Recyclability Evaluation System. This system is used at the design stage of new product development to check such factors as the recyclability of the materials used and whether the structure will enable easy disassembly at the time of disposal/recycle.

Plastic parts, often present a problem when recycling because it is difficult to distinguish different types of plastic. So we employ a system in which each and every part is marked by type to facilitate recycling when the product is eventually scrapped.

We also help stimulate recycling industries by using recycled materials in some plastic parts

such as chain cases and fenders. In addition to our present efforts centered primarily around motorcycles, YMC is now beginning to develop similar measures for our other product fields as well. All of these efforts are part of Yamaha's long-term commitment to continue to research and develop ways to increase the recyclability of our products.

For further information, please contact YMC's Environmental Affairs Division. Tel: 81 538 32 1100 / Fax: 81 538 37 4258

FROM THE PUBLISHER

Thank you very much for your cooperation with our questionnaire.

We received 157 answers from readers all over the world and we were glad to hear how many of you enjoy reading Yamaha News. Based on your opinions, we will try hard to make Yamaha News, which becomes bimonthly as of this issue, a more inviting and valuable publication for all our readers. Here are some of the comments we received.

"More specific articles to help make dealerships more profitable", "a little more humor," "more about my counter-parts in other offices," "through it we realize just how large YAMAHA is worldwide," "too pompous" "information on products not available to everyone," "would like to see more sports articles and action photos," "more on Yamaha policies and opportunities," "information is often old," "too positive!" "in general it makes a well-balanced impression," "more information on future events," "it is a powerful tool for us," "should become more of a coffee table piece," "keep up the good work, thanks for the variety."

<Favorable articles>



Club Ténéré Sweden

c/o Håkan Persson
N. Pigga g. 5
296 33 Åhus Sweden
TEL: +46 44 24 22 09
FAX: +46 39 23 63 62



Club members at the 1994 International Ténéré meeting in Sweden, get instructions before they enter the track



Moose like their roads rough

From Håkan Persson, President

The Club Ténéré Sweden was founded in 1992, by a few participants in the Yamaha Spirit of Adventure Tours, and has just grown beyond 100 members. The versatility of off road bikes is reflected in the diversity of the club members; they represent a spectrum from touring riders with distant destinations to dust road enthusiasts with severe cases of Peterhansel complexes.

Our club activities are centered on riding, and the club makes an effort to find roads in as miserable a state as possible. A dirt road that hasn't had proper maintenance for years is considered perfect for some inspired riding, whereas one that's had the "benefits" of civilization (i.e. asphalt) has little appeal for us Ténéré riders. An increasing number of local rally meetings are being held on the numerous dirt and gravel roads the Swedes are fortunate to have. Usually, these rallies use roadbooks, just like Paris-Dakar, which helps the members feel just a bit like Peterhansel. The typical rally length of 150-250 km (93-156 mi.) may not seem much, but on narrow, twisty roads with loose surfaces and numerous opportunities to get lost, it usually translates into four to eight hours of very active riding. It also translates into somewhat exaggerated stories by the campfire afterwards, such as "I jumped so fast and far, that I had to refuel twice in the air before touching the ground again!"

The main event of the year for many of our members is the annual, international meeting arranged by the club on a large military exercise area in the south of Sweden. Last year, this was a great success which attracted visitors from most of Europe (and even Cyprus). Some of them had rarely seen a dirt road, whereas others had ploughed through African deserts just for the hell of it. All of



The board of Club Ténéré at the Motorcycle Fair in Stockholm

them were euphoric as well as exhausted after a full day's riding on the off road circuit on the area. (Anyone who is interested in this event, which will be held from July 28 to 30, please contact us at the phone or fax numbers above.)

When the club participated in the 1995 Stockholm Motorcycle Fair, other exhibitors polished their bikes to look their best, but Club Ténéré was riding an XTZ750 around, looking for suitable mudholes to give it the right look. The result was the dirtiest bike on the entire fair grounds, standing on a small

hand-made dirt road together with a Paris-Dakar video on a TV-screen. It had a magnetic effect on fair visitors as well as a shocking the chrome polishing crowd.

This year, the club was invited to take part in the infamous rally "Cannon Bike Race," arranged by the Swedish motorcycle magazine "SuperBike." The prospect of riding the "Cannon Bike Race" was too intimidating for most of the members, but finally two brave ones accepted the invitation in order to defend the honour of the club. The length of this rally is on par with that of one stage of the Paris-Dakar.

We have five rallies of our own planned for this year so far, and the longer ones will be "scalable." That means that they'll be divided into 2-3 shorter stages and at the finish of each stage, the riders can get a roadbook showing the shortest highway routes to the final finish, in case they think they've had their share of dirt road detours. By giving the riders the choice of different difficulty levels in this way, we will hopefully attract more of the touring rider.

Finally, let us introduce our club symbol; a moose riding a Ténéré. If you visit Sweden and see one, don't be surprised. Mooses will do anything to outrun the hunters these days!

For the love of sports

As of this issue our YMC MAKES IT column which has featured unique topics from Yamaha's Head Office has been retitled SPOTLIGHT ON YMC, and in it we will bring you a series of articles that introduce the many faces of YMC from an ever wider range of perspectives. In this first serial we spotlight two of the many diverse Yamaha employee clubs, the Rugby Club and the Women's Volleyball Club, both of which are fast approaching the top level of national amateur competition as official company-supported teams.



Captain Goto (left) from the Accounting Dept. and Captain Takeuchi who works in the Materials Purchasing Dept.

The

Yamaha Rugby Football Club and the Yamaha Women's Volleyball Club (9-a-side) are two clubs

that have been improving steadily in recent years to the point that they are now competing at the national level. Unlike in many countries of Europe and North America, amateur sports consisting of teams of company employees receiving support from their respective corporations have long been the dominant form of competitive sport here in Japan. In the case of Yamaha as well, all the members on these two teams are company employees who meet to practice daily for two or two and a half hours after work. The competition schedule is tough, too, with most weekends being taken up by matches against other teams. That means the players who stick with it are the ones with a real passion for their sports.

Starting out in prefectural competition 13 years ago, the Yamaha Rugby Club grew and matured like young bamboo. By 1992, the team had qualified for entry into the tough Kansai (Western Japan) B League. And last year the team finally won a coveted spot in the National Corporate Team Tournament. Under the direction of its new head coach, Akira Nakao, the 40-member team will be led on the field by 2nd-year captain, Sadakazu Goto. Joining the company six years ago, Goto has won himself a place of leadership on the team as a gutsy flanker.

"With the addition of eight players, including two from New Zealand, last year and six more this year, the depth of the team has grown markedly. It's always been a closely-knit team with little sense of hierarchy among the players, but I want to do my best to make sure that communication runs even smoother between the coaches and the players," says Goto.

The real season starts for the Yamaha Rugby

Players prepare for a heat during the National Corporate Team Tournament



team each year in September with the beginning of league competition. The clubs of the Kansai League, are divided into five levels. In order to advance to the A league this year, Yamaha has to finish first among the eight teams of the B league where it now competes and then win a playoff with the last-place team in the A league (also 8 teams). And only the top two teams in the B League get a chance to play the 6th and 7th place teams of the A League to win the right to participate in the national tournament in December.

"Our club's goal this year is to move up to the A League and also win a spot in the Nationals like we did last year. In order to do it, we are concentrating a lot of effort on building the kind of fitness and strength it takes to compete physically with the best teams in the nation. In addition to working on the three rugby essentials of endurance, speed and power, we know it is also vital to focus on building basic individual skills like passing

and kicking." As Goto talks about the team's 3-year goal of an A League slot, we see that he is determined that "this will be the year."

The Yamaha Women's Volleyball Club founded in 1989 is a small but powerful young team, with an average age of 21 and just fourteen members led by manager Kyosuke Hirohata and coach Fumitoshi Ishikawa. The team captain, Minae Takeuchi, is also one of the team's top point-scorers from her position as right forward attacker.

"Last year we missed the chance to compete in two of the major national tournaments, so this year our goal is to make it to all three," says captain Takeuchi.

Already this year the team has passed the qualifying rounds for the All Japan Intercity Tournament and the All Japan Corporate Team Women's Championship, so the big remaining goal of the season is to qualify for the All Japan Open Championship this autumn. Every day the team is practicing

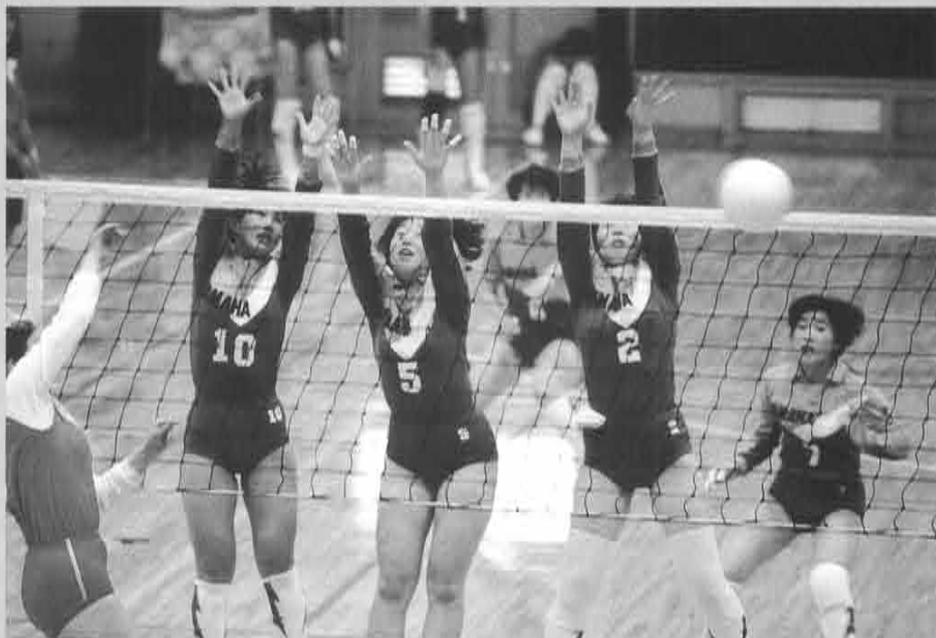


In the first game of last season's Kansai B League competition. Breaking a tackle to power ahead is David Atkins (No. 8), Yamaha News staff member from the PR Dept.

especially hard with the goal of competing well in these tournaments.

"Because of the club's lack of members, we can't afford to lose any of our starting players to injury. That is why we give special importance to building the kind of basic fitness that prevents injuries. We use soft 2 - 4 kg medicine balls for muscle conditioning exercises and once a month we put every player through a physical conditioning test to get a detailed and accurate picture of such elements as back strength, endurance and leg strength." One of the team's competitive strengths is the especially large number of offensive patterns they command. Although the team's average height is lower than most, they work hard to make up for this disadvantage with the variety of patterns at their disposal, like a one-two attack pattern where the setter shoots directly, and the versatility to be one of the few teams in the nation to boast strong left-side attack potential.

During breaks in their busy competition schedule, the Yamaha Women's Volleyball Club also makes it a point to participate in local events like the unique "24-hour Volleyball" competition. By being involved with



The Yamaha team puts up a perfect block in a recent match

local and junior teams, the club is also doing its part to contribute to YMC's CCS (Customer and Community Satisfaction) activities. Interaction between the other YMC clubs is another enjoyable part of being a team mem-

Club Records

Yamaha Rugby Football Club

1987: 1st in Shizuoka Pref. Company B League

1988: 1st in Shizuoka Pref. Company A League

1989: 1st in Shizuoka Pref. Company A League and enters Tokai League

1990: 1st in Shizuoka Pref. Company A League

1991: 1st in Kansai C League

1992: 2nd in Kansai B League

1993: 1st in Kansai B League

1994: 2nd in Kansai B League and enters National Tournament

Yamaha Women's Volleyball Club

1993: Advanced to 2nd rounds in the All Japan Intercity Tournament and the All Japan Corporate Team Women's Championship

1994: Enters All Japan Corporate Team Women's Championship

1995: 1st in the Shizuoka Intercity Championship

2nd in the Prefectural Preliminaries of the All Japan Corporate Championships

Seeded in the All Japan Intercity Championship

ber. For example, the women's volleyball team is invited to the barbecues hosted by the Rugby Club, which offers everyone a delightful chance to relax and forget the rigors of their daily training.

WORLD TOPICS

GENERAL

EUROPE

Distributors on the right track

Over the four days from April 24 to 27, a European distributor working meeting was held at YMC's head office in Japan, attended by representatives from four distributors from Germany, France, Italy and The U.K. and staff from YMENV.

In addition to introducing new '96 models and sharing valuable opinions and information, the meeting offered a rare opportunity for the distributors to test-ride the new models at Yamaha's test course. This experience will certainly prove valuable as they prepare to launch the models on their respective markets.

The distributors, YMENV and YMC were very satisfied with the fruitful meeting and agreed to hold this event more regularly in the future.

From Haruo Okui of YMC, Japan



The participants at the Fukuroi Test Course where the test rides were held

MOTORCYCLES

FRANCE

YMF launches Yamaha Club card

Yamaha Motor France introduced its new Yamaha Club Membership Card as of March 1, 1995, as part of a comprehensive

new quality program.

With this card, Yamaha dealers will be able to offer their customers many advantages, such as payment and credit, advances for repair costs and price discounts on parts and accessories. Also, Yamaha Club members will enjoy many privileges, including priority information on promotional activities carried out by Yamaha, discount tickets for all motorcycle sports events throughout the year, attractive price reductions for motorcycle riding schools, driving license courses, travel and subscriptions to motorcycle press magazines.

More than 1,000 applications were received in the first month, and YMF expects to register around 5,000 members within the first year.

From PR Department of YMF, France

LA CARTE YAMAHA CLUB



The Yamaha Membership Card is totally free of charge and can also be used as a credit card in Société Générale's cash points

AUSTRALIA

Former MX Champ teaches the keys

The 1995 schedule of Stephen Gall's Yamaha Academy of Off-Road Riding schools kicked off on May 6, with former motocross champion Stephen Gall and co-instructor Lyndon Heffernan traveling across Australia to teach correct riding skills for off-road motorcycles.

The emphasis of these riding clinics will be on improving machine set-up and preparation, choosing the correct riding apparel, and advanced motorcycle riding techniques.

Each school takes place at an established motocross circuit and the two-day agenda covers a thorough curriculum that includes braking, jumping, cornering, bike set-up, training, diet and mental preparation.

The number of participants at each school is limited, so that every student is assured quality personal instruction from Stephen and Lyndon.

During a race career spanning more than 15 years, Stephen has won five Australian motocross championships and four Mr. Motocross series victories, countless state title wins, and raced in countries all over the world.

Co-instructor Lyndon is the reigning Aus-



ACADEMY OFF-ROAD RIDING

More than 30 schools are scheduled across Australia this year

tralian Thumper Nationals 4-Stroke Motocross champion, and has raced extensively overseas, including seasons spent based in Europe full-time contesting international and world championship motocross events.

With careers like these Stephen and Lyndon certainly have all the necessary credentials to teach motorcycle riders of all skill levels.

From Jill Sullivan of YMA, Australia

FINLAND

Formula 1 star lights motorcycle show

Mika Salo, the Finnish F1 pilot for the '95 Nokia Tyrrell Yamaha Team, visited the Motorcycle Show held in Helsinki on February 3 to sign autographs for his fans at Yamaha's booth.

The '95 Motorcycle Show in Helsinki was very successful, attracting 30,000 visitors. At the Yamaha booth, Yamaha motorcycles



F1 star, Mika Salo was the highlight of the Yamaha booth

and MBK products were displayed. As soon as Mika appeared, the booth was full of people asking for autographs.

Mika Salo will cooperate with Oy Arwidson Ab, Yamaha's distributor in Finland, on several advertising activities while he is in the country.

From Kalle Nyqvist of Oy Arwidson AB, Finland

ITALY

YZ125 Motocross Supercup



The participants' ages ranged from 14 to 39

Yamaha's Italian distributor, Belgarda S.p.a. is running a five-round amateur race series called the YZ125 Yamaha Motocross Supercup from April 2 to September 17 this year. This series is open to anyone who has a '94 YZ125 or a '95 YZ125 bought in Italy from official Belgarda dealers, and an Italian Federation license. There are 77 riders on the entry list riding 14 '94 models and 65 '95 models this year. The races consist of the Cadetti and the Junior/Major classes and prize money is awarded to the first five finishers in the qualifying heats and the first ten in the final at each round. The winner of each class receives a new YZ125 at the end of the season.

What's more, the first three riders for each class and three other riders for each class drawn by lot from the last ten in the final standings, will attend a training course conducted by Michele Rinaldi and his team members, Alessio Chiodi, Andrea Bartolini, Yves Demaria, Bob Moore and also Alberto Barozzi, former World GP rider.

From Roberto Martini of Belgarda S.p.a., Italy

CYPRUS

Yamaha bikes for police

20 units of the Yamaha FZ750P, which boasts the latest technology and highly efficient equipment to meet stringent police



Seven trainees were instructed in the work shop on FZ750P motorcycles to enhance their practical skills

requirements, were delivered through Yamaha's distributor Anastasios Stephanides & Son Ltd. to the Police Force in Cyprus. With cooperation from YMC, the company organized training sessions on the FZ750P for mechanics at their company's Training Center at Nicosia on March 27-28, 1995.

At the training session, conducted by Mr. Takashi Morishita of Yamaha Motor, seven trainees were instructed both in the lecture room and in the workshop.

Training seminars like this are important for improving the level of technical knowledge and skills of the participants, and will also guarantee greater customer satisfaction and boost brand image.

From Loucas M. Ellinas of Anastasios Stephanides & Son Ltd., Cyprus

INDONESIA

Supporting Team Rainey and racing



A Yamaha Indonesia logo is shown on the fairing of both T. Harada's and K. Roberts Jr.'s bikes

Yamaha Indonesia, the corporate team of Yamaha Motor Kencana Indonesia and Yamaha Indonesia Motor Manufacturing, has joined the sponsors of Marlboro Yamaha Team Rainey this season.

In Indonesia today, there is a rapidly growing enthusiasm for road racing, and several major race events including a round of the World Superbike Championship are run at the new FIM-sanctioned race track Sentul, which was built three years ago. Motorcycle

fans can also watch the entire World Championship road racing series on Indonesian television.

Yamaha Indonesia's support of the Rainey team is surely contributing to the promotion of racing activities and increasing the number of Yamaha fans in Indonesia by building the image of "Yamaha, the racing brand" and "Yamaha, the brand of high quality and high performance."

From Motorsports Promotion Div. of YMC, Japan

FRANCE

'95 Yamaha Road Shows

YMF recently joined local dealers to hold 2-day test ride events called "Yamaha Road Shows" for customers at four different race tracks around the country.

Organized by YMF's Advertising Department, each meeting drew around 2,000 participants who had the opportunity to test-ride at least one of the 60 motorcycles available, including the XJ900S, FZX750, TDM850, GTS1000ABS, V-MAX, XJR1200, FZR600 & 1000 and YZF750 for circuit riding, and the SR500, XV535, XV750, XV1100, XTE600, XTZ660, XTZ750 and XJ600S for road riding.

The Yamaha Road Shows are more than just a test ride event. Numerous attractions and displays give them the atmosphere of a full-fledged motor show. While waiting for their test or just visiting, the customers can leave their own motorcycle with the Yamaha technicians for a technical check-up, pick up the latest Yamaha accessories and wear in the "boutique," visit booths by Yamaha partners such as MOBIL, compete in a BW'S Next Generation race, see films featuring the story of the 1994 Bol d'Or Race and the 1995 Dakar adventure, and even meet Christian Sarron, Dominique Sarron, Stéphane Peterhansel or Jean-Claude Olivier in the stands or on the track. All the participants enjoyed the spirit of the Road Show and the test.

From PR Department of YMF, France



Customers ready for a test ride on the circuit

WORLD TOPICS

GERMANY

FZR immortalized in print

A stylish hardcover book about the Yamaha Supersport motorcycle range was published recently in Germany. The book features all the FZR series models sold in Europe from 1987 to 1994 plus the '85 FZ750, YZF750R and the YZF750SP of 1993. Each of the models is described in four categories; engine, chassis, equipment and riding impression. The book also deals in depth with the development history of these models with many kinds of data including racing results. It is currently available only in German, but the author is now at work on an English edition to be published in the near future.

From Wolf Töns of Art Motor Verlag, Germany



The book features beautiful photographs and detailed illustrations

S. AFRICA

Setting back to basics

South African Trevor Crookes came to Japan last year to take part in two races of the 250 cc class of the Japanese National Road Racing Championships as a member of Team Sasol Yamaha with cooperation from S. African importer, Yamaha Distributors Power & Sport.

Crookes raced on a production Yamaha TZ250 specially set up by YMC's Motorcycle Promotion Division to bring out the full

potential of this production racer without the benefit of race kit parts.

"At first I had my bike set up with the performance parts for the engine and suspension that I brought from S. Africa, but I wasn't getting the kind of times I wanted. But when the Yamaha team returned it all to standard specs and redid the settings, my times started improving dramatically. It showed me just how fast the original production machine could be if it were properly set up."

Crookes' experience is a good case in point that it is important to first make sure that all the settings on the standard machine are right. Then, if you still need to raise performance, that is the time to go to kit parts.

From T. Okano of YMC, Japan



Crookes with his perfectly set-up TZ250

RUSSIA

First Russian importer

In May 1995, Yamaha Motor Europe N.V. appointed the first importer in the new Russian Federation. The company called OW Quast will be responsible for the sales and marketing of Yamaha motorcycles and snowmobiles in the Northwestern region of Russia, an area between St. Petersburg, Archangelsk and Moermansk. OW Quast is also official importer for Volkswagen and Audi. The owner of the company, Mr. Owchinnikow, is a Yamaha fan and before being appointed as importer, he already owned several Yamaha motorcycles.

From Dick van Beek of YMENV, the Netherlands



Mr. Owchinnikow (left) and Mr. Dick van Beek, Division Manager Motorcycles at YMENV

MARINE

AUSTRALIA

Humpback whale research vessel

The Center for Whale Research Inc. in Western Australia (WA) has chosen one Yamaha 25 hp and two 9.9 hp outboards for their specially built humpback whale research vessel, the catamaran "WhaleSong."

During the research off the Dampier Archipelago, 1,500 km (938 mi.) north of Perth, Western Australia, they have documented the northern and southern migratory routes of the whales and the peak times of travel through this region. The work has been focused on photographing the individual markings on the underside of the tails flukes in order to make population estimates of the WA Humpback population. To date, they have individually photo-identified over 1,000 whales and estimate the population to be 3,000-4,000.

The next stage in the project is to determine the extent of the breeding/calving grounds off the Kimberley coastline in northern Western Australia, an area 1,000 km (625 mi.) farther north from the Dampier Archipelago. "After speaking with Geoff Eldrid at Yamaha Motor Australia in Perth, about our project, we decided to power our catamaran with twin 9.9 hp high thrust four-strokes", they said, "For the last five years we have always opted for Yamaha motors. Thousands of trouble-free hours on the water prove their reliability. These increasingly popular outboards are fuel efficient, environmentally friendly and produce an incredible amount of thrust in both forward and reversing situations."

From Curt and Micheline-Nicole Jenner of Center for Whale Research Inc., Australia



The whale lifted her head 3-4m out of the water, spyhopping right beside the outboard

SWEDEN

World speed record at 1,000 meter

Recently, Team Max 27 realized a grand dream it has worked for together with its sponsor, Yamaha's Swedish distributor

HEMAB, since 1987. They achieved the new world speed record of 70.31 knots (130.21km/h) over 1,000 meters in the Off-shore 1.3 liter class of the Roslagsloppet race in Sweden.

This is the biggest and longest offshore race in Sweden and maybe the largest race in Europe, competed over 130 nautical miles from the middle of Stockholm to Öregrund in the Swedish archipelago. With a starting field ranging from 120 to 180 boats, this race is the ultimate challenge for every offshore racer, like the Paris-Dakar is for people who like racing cars and motorcycles. From 1988 to 1994, Team Max 27 has raced the Roslagsloppet six times and won their class every time. In this grueling event the Yamaha 90 hp engine has shown it's excellent performance and reliability.

From 1987 to 1990 the Team raced a Yamaha 70CES-ECES model, in the Offshore 1 ltr class with very good results, including three Swedish Championships, a Nordic Championship and two silver medals in the European Championships.

Since 1990 the Team has raced in the 1.3 ltr class. Here again the Team were among the international elite; 1991 First place in Nordic Championships, 1992 Second place in World Championships in Oslofjord/Norway. In both 1992 and 1993 they achieved the World Speed record for 1,000 meters.

From Carl-Gunnar Höglund of Team Max 27, Sweden



The magic barrier of 70 knots was smashed and a dream realized for Team Max 27

U.S.A.

New brochures right on target

Three colorful new brochures have given Yamaha dealers a distinctive selling tool to reach some of the fastest growing market niches in the U.S.A. The brochures cover the Walleye Series, Pontoon Series and Yamaha's 9.9 and 15 horsepower outboards for '96. Each group of engines has a boating audience with its own needs, and the brochures are part of Yamaha Marine's aggressive marketing efforts to educate con-

sumers about the Yamaha outboard engines that fit their particular boating pleasure.

The content of the brochures speaks directly to the consumers, specifically what characterizes their usage of a pontoon or walleye boat, the 9.9 or 15 horsepower engine and why a Yamaha outboard is the power of choice.

Each series contains a selection of outboards that are perfectly suited to a specific type of boating. For example, all eight motors in the Walleye Series have special features that enable them to start easily in cold weather and run quietly so anglers don't spook the fish while trolling. The eight Pontoon Series engines also focus on smooth, low vibration and quiet performance, plus convenient operation and better fuel economy.

"Sales of Saltwater Series and Pro Series engines have shown that customers respond very favorably to motors created specifically for their type of boating," said Dave Bolton, marketing division manager for YMUS.

From YMUS Marine, U.S.A.



The Pontoon and Walleye Series brochures for successful boat-package sales

MIDDLE EAST

Sales Seminar with sights on the future

On April 12 and 13, YMC held its '95 Middle East Sales Seminar in Dubai with a focus on further improving the quality of sales and service. Attending were a total of 25 managers from Yamaha marine distributors in Alkhobar, Bahrain, Jeddah, Jordan, Kuwait, Lebanon, Oman, Qatar and UAE.

The seminar consisted of three parts; the conference, test rides and separate meetings. At the conference, representatives from YMC made presentations that stressed the promotion of high quality sales and service based on the 3S (sales, service and spare parts) and CCS (Customer & Community Satisfaction) concepts. Product explanations and marketing strategies for the new V6 engine series were also given.

The participants learned more about price negotiation and production planning in separate meetings.



Presentations for sales, product planning, service and spare parts were made at the conference

The managers also enjoyed test riding of the UAE-built W-27F powered by the new 200hp engines after the conference.

From O. Kobayashi of YMC, Japan

AUSTRALIA

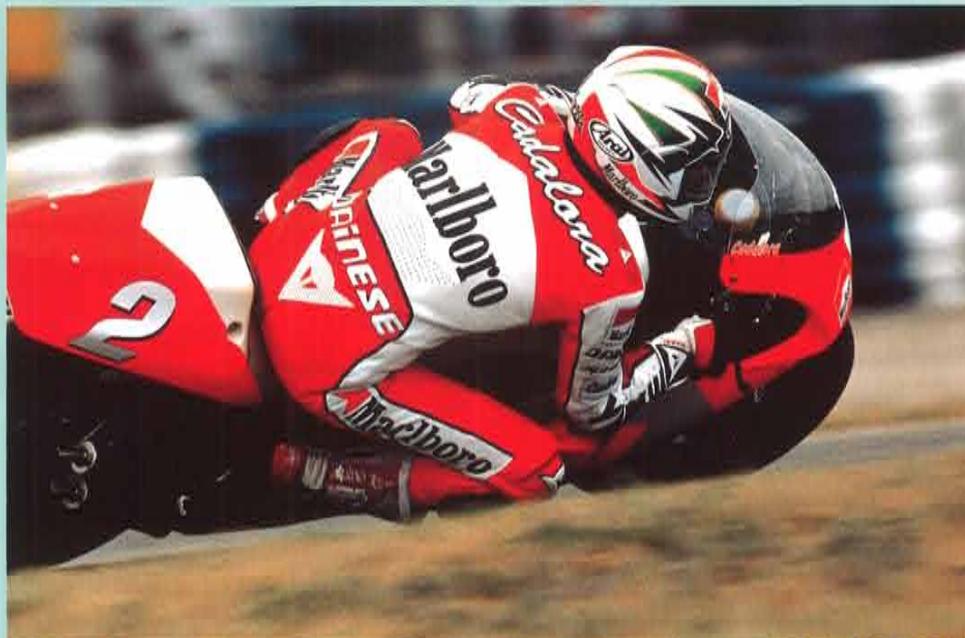
New record climaxes the 3rd YAMAHA OSAKA CUP

The Yamaha-sponsored Melbourne/Osaka YAMAHA OSAKA CUP Double-Handed Yacht Race 1995 was a hotly contested race between 28 boats from four countries. Leaving Melbourne, the boats sailed north along the east coast of Australia, through the Solomon Islands and Micronesia and on to Osaka.

Held every four years, this 5,500 miles (10,200 km) sea adventure celebrated its 3rd running this year. The winner was Australia's "Wild Thing," setting a new record of 26 days, 20 hours, 47 minutes and 6 seconds. In second place was NZ's "Elliott Marine" which battled head-to-head with Wild Thing from the start, and came down to the finish line just one and a half hours behind.



The boats left Melbourne on March 25 headed for Osaka



Former 125 cc and 250 cc world champ, Cadalora looks to the 500cc crown

Harada is in form to win back his world championship title



On the podium, Harada celebrates his 5th World GP victory



Full throttle into mid-season

The '95 World GP motorcycle road race season was off and running with the Australian GP on March 28 and is now into the European stage. In the exciting Spanish and German GPs, Yamaha ace Luca Cadalora, riding a YZR in the 500 cc class for Marlboro Team Roberts, mounted the winners' podium with two consecutive 2nd places. Meanwhile, in the 250 cc class, Yamaha's '93 world champ Tetsuya Harada (Marlboro Team Rainey) also mounted the podium with a brilliant runaway victory in the Spanish GP, his first in over a year and also the first ever for the new Rainey team, and a second in Germany. The Team Roberts riders Cadalora and Norifumi Abe began the season racing on YZR machines fitted with Dunlop tires. Since

round three, the Japan GP, they have been trying different combinations of Michelin and Dunlop tires. As the season enters its middle stage, they will continue to vary the set-up of their versatile YZR machines to bring out the best potential of the different tire options available to them. Former 125 cc and 250 cc world champion, Cadalora is going after the third and biggest crown of all this season. As for his teammate Abe, this will be his first full season of World GP competition, and a 4th place finish in Spain marks his best performance to date. In the 250 cc class this season a rule change has eliminated the use of alternate machines in preliminary rounds. Aimed at reducing the cost of GP participation, this regulation change means that it will no longer be possi-

ble to make trial runs on two differently set-up machines during the preliminaries in order to determine the optimum settings for the final. As a result, teams must concentrate on setting up one machine to meet the conditions of each course, which means that the setting skills of the teams and riders and the setting capacity of the machines will become more important than ever this season. Riding the TZ-M, with its solid reputation for nimble footwork and outstanding handling characteristics, Harada will be out to win back his world title. Also entering second-year hopeful Kenny Roberts Jr. who placed a personal-best 4th at the German GP, and under the leadership of the great Wayne Rainey, this team is sure to make competition in the 250 cc class hotter and more thrilling than ever.

