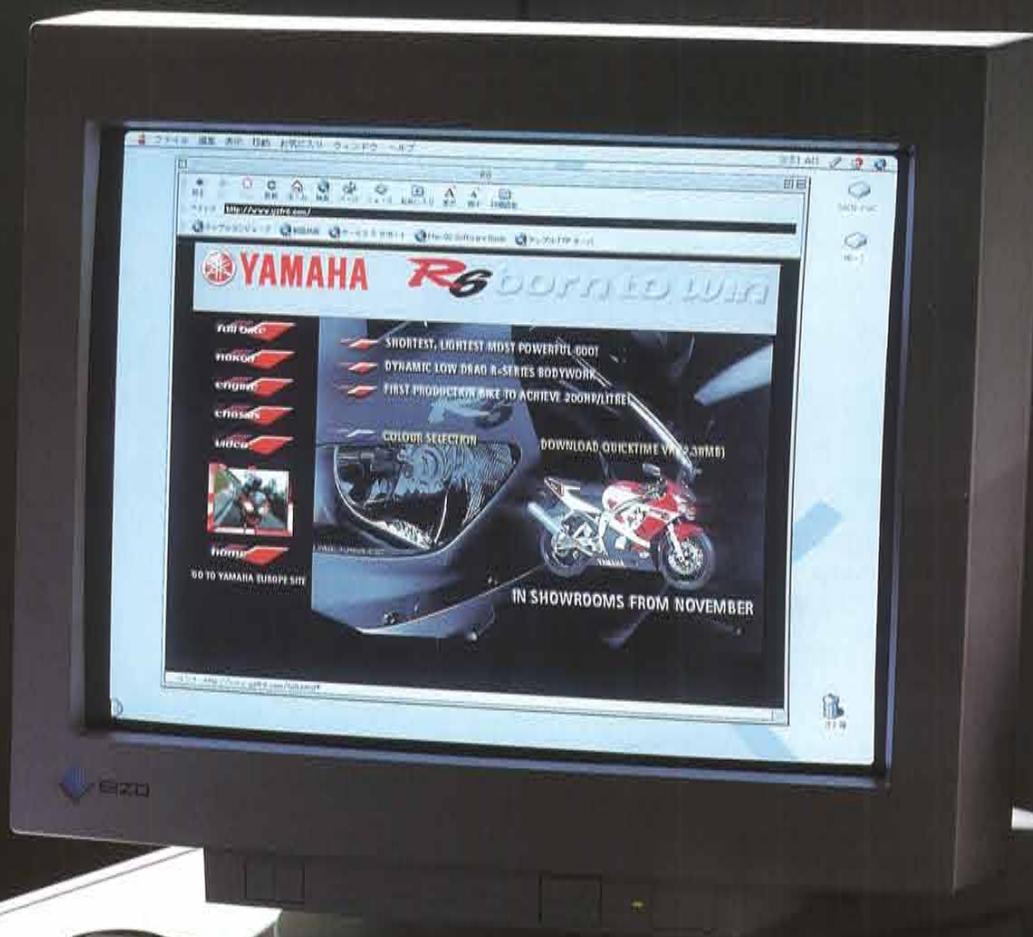


# Yamaha News

**No. 2**  
BIMONTHLY

## Cyber Yamaha!

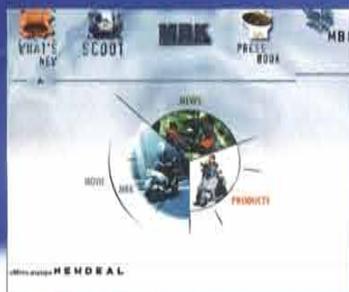
A linked network of websites expanding around the world offers up-to-date information and a new picture of a global corporate group geared up for the new Millennium.



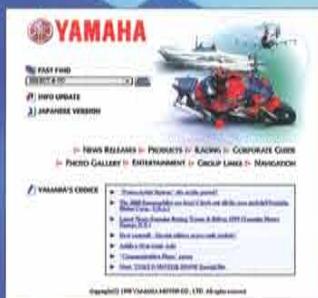
# Surf the Net with Yamaha



YMENV: <http://www.yamaha-motor-europe.com>



MBK: <http://www.mbk.fr>



YMC: <http://www.yamaha-motor.co.jp>

OMDO: <http://www.yamaha-motor.co.jp/omdo/index.html>

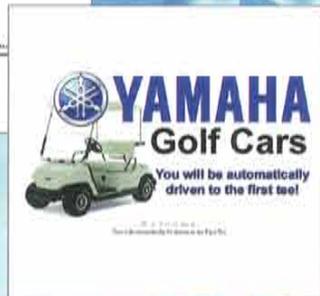
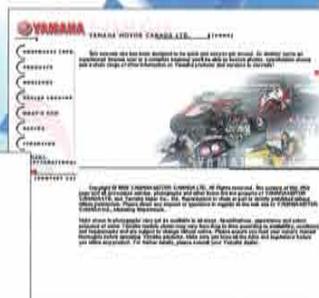
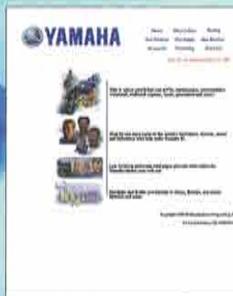
IM Operations: <http://www.yamaha-motor.co.jp/SMT>



YMA: <http://www.yamaha-motor.com.au>

YMCA: <http://www.yamaha-motor.ca>

YMUS: <http://www.yamaha-motor.com>



YMMC: <http://www.yamahagolfcar.com>

Incolmotos: <http://www.incolmotos.com.co>



The Yamaha Motor group presents their worldwide website network, covering Japan, Europe, North and South America and Australia. Yamaha Motor Corp., U.S.A. was the first to open its website in October 1996, followed by other bases, YMCA in November, YMC in January of the following year, YMENV in July, YMMC in April, with more to be opened soon. As one of the easiest media for users to access, these websites share all aspects of the Yamaha Motor group through its link system and offer respective localized information such as specific product and dealer information.

It's Sunday and raining, which is nothing special for early spring in Munich, Germany. I sit down in front of my desk and switch on my computer. I am a 34-year old male and I consider myself to be a big motorcycle fan. Especially, I love racing, any categories from Road Racing to Enduro and Motocross. These days, I can't stop thinking of buying a new bike, and I'm keeping my eye on Yamaha's latest 600cc supersport, the YZF-R6. I log on to the Internet and type in Yama-

ha's website address: <http://www.yamaha-motor-europe.com>. The words "Welcome to the world of Yamaha" and a red machine that I recognize immediately to be the YZF-R6 appear in the center of my screen. OK, I think I'll take a look around the cyber world of Yamaha.

### Checking out what's hot, what's new

First, I click on the waving checkered flag, where I can find race results for the World GPs, Superbike/Supersports, World Motocross and lots more of Yamaha's latest racing news. This year, the man I'm watching is Italian Max Biaggi, the four-time WGP world champ at 250 cc who switched to Yamaha for his second season in the GP 500 this year. I also heard this racing site will be completely renewed and opened as a new site: [yamaha-racing.com](http://www.yamaha-racing.com) from the start of the GP season. As with most of the corporate websites

that offer one, I can't resist dropping in on their Hot News section, wondering what's hot with Yamaha now. "99 Aerox R scooter," "Quads: all new models"..... Bingo! "The R6 virtual showroom" is one of their hot items. I can see the R6's three color variations with full-bike photos and brief info, write-ups about its engine and chassis, along with visuals of the naked machine, engine and frame. What's really exciting is the R6 video clip that gives you a virtual test ride experience with authentic engine and exhaust sounds.

After downloading some additional machine information and specifications for the R6 from the motorcycle products page, I drop by the "125 cc" page, where I find the Majesty info for my wife, who now is looking for a comfortable and reliable 125 cc scooter for her second vehicle to the car. "Click!" In Germany, the change in legislation in 1996 allows a person who has a car license to ride up to

a 125 cc motorcycle. The Majesty 125 looks just right for my wife's needs with features like a long 1480mm wheelbase for plenty of comfort, a large diameter 220mm front disc and 130mm rear drum brakes for extra reliability.

Going back to the Products top page I see a bicycle photo. Well, does Yamaha now make bicycles, too? I click on the word "PAS" next to the photo. "A PAS bicycle looks just like an ordinary bike, except that it is fitted with a very compact and discrete battery-powered motor....it utilizes a combination of both human and electric power." Wow! That means the extra power assist from the electric motor kicks in to make those uphill, cycling into wind or carrying heavy loads a lot easier. That sounds great for my mother. She always says she hesitates to go shopping on her bicycle because of that long, hard hill near her house.

### More Yamahas than I ever imagined

I know Yamaha is not only a motorcycle manufacturer and that they make snowmobiles, ATVs and marine products like outboard motors and Water Vehicles. But, does Yamaha Motor make pianos and drums, too? Let's check with Yamaha Japan's website: <http://www.yamaha-motor.co.jp>.

First of all, I visit their "Corporate Guide" page and check the company's outline and history. Here I learn that Yamaha Motor Co., Ltd., was founded 44 years ago, soon after they separated from Nippon Gakki (present Yamaha Corp.), the famous piano maker. Their first motorcycle produced that same year was the YA-1.



On the sites, information varies from the latest products and racing activities to attractive special pages

From that first 125 cc motorcycle, YMC has expanded its product range now to things like Gas Heat-Pump air conditioners, industrial-use remote control helicopters and even swimming pools! With my personal interest as an electronics engineer, YMC's surface mounters in their IM Operation's website (<http://www.yamaha-motor.co.jp/SMT>) naturally draw my attention, especially their Y2K preparedness. They sell a wide variety of mounters in Europe on an OEM supply basis for the Philips brand. And it's not only their product range that is so broad-reaching but also the network Yamaha boasts the world over. When you look for some product info in YMC's widely varied Products pages,

you are taken to different regional websites to get more specific information suitable to your market, be it the U.S.A., Canada, Australia, Colombia or others.

For example, through their Snowmobile Product page, I can also check out the 2000 models in the website of Yamaha Motor Corp., U.S.A. by means of the handy Direct Index. The new top performance SRX700 looks awesome! When you come to the U.S. site (<http://www.yamaha-motor.com>), you shouldn't forget to check out Jeremy McGrath's great performances in this year's AMA Supercross series, which started in January. YMUS has completely updated race results and other info here. Jeremy is riding the Yamaha YZ250 in a bid to win his second consecutive title this season.

Whoops, I've really gotten into the surfing and completely forgotten about the time! I'd better log off the big Yamaha wave for now. But I'll be back.

### The 2nd Worldwide Webmaster Meeting

On March 15 and 16, six webmasters from Australia, Canada, the Netherlands, Taiwan, the U.S.A. and Japan, gathered at YMC's Communication Plaza for the second Yamaha Worldwide Webmaster Meeting.

As Internet demands are growing rapidly the world over as a new type of information source, this meeting provided an opportunity for Yamaha group webmasters from around the world to get together to share ideas and cooperate on developing common policy and strategy as a global website network for Yamaha.

The 2-day meeting consisted of a full agenda including not only site introductions from each country's webmasters but also discussion of important issues such as interactive communication, special concerns for VI use, PL Law, Security and Infrastructure, and even future use of E-commerce.

YMENV's webmaster, Mr. Marc Maisonneuve, who will organize a European webmasters meeting this Spring, commented: "I think I learned very much from every presentation. I feel confident now about organizing a meeting of my own. I hope to be able to report to all the webmasters in Europe and

give them good guidelines from here."

Mr. Peter Smallman-Tew from YMCA, Canada said, "I particularly found the points made about E-commerce fascinating. I think everybody is beginning to draw up ideas now on how to adopt this in their own site."

All the attendees, including Mr. Dave Byer from YMUS and Mr. Steven Cotterell from YMA, Mr. Hidetoshi Amabuki from YMT and all the staff from YMC's Information System Support Division, Liaison Group and PR Division, agreed about the necessity of holding of these webmaster meetings on a continuing basis, in order to keep up on arising new issues and bring better unity and cooperation worldwide.



The webmasters from six countries gathered at YMC's Communication Plaza for the 2nd Worldwide Webmaster Meeting

# The Competition Never Ends

■ Yamaha Motor France S.A. ■ Saint-Quen L'Aumône, France  
 ■ Founded: 1992 (1966 as Sonauto Yamaha) ■ Employees: 179



The YMF office building

## Spirit of a Challenger

When Yamaha Motor France President Jean-Claude Olivier speaks about his business philosophy, you can hear the competitive spirit ring through: "In the motorcycle market, like in any other market, there is never an end to competition. Your competitors become your rivals, and after you have gone up against the challenges of the marketplace every competitor has to step back and reevaluate themselves."

At YMF we achieved our corporate goal in 1998 by leading the French motorcycle industry for the third year in a row with a 27.36% market share. What's more, we recorded a 55% market share and 38.6% sales growth for 1998 in the largely utility-use ATV market, and also led the French outboard motor industry with a 27% share. We attribute successes like these to quality products and aggressive promotional activities based on the "spirit of Kando," which means to us communicating the excitement and deep satisfaction that can come from using Yamaha products.

## Products the Users Want

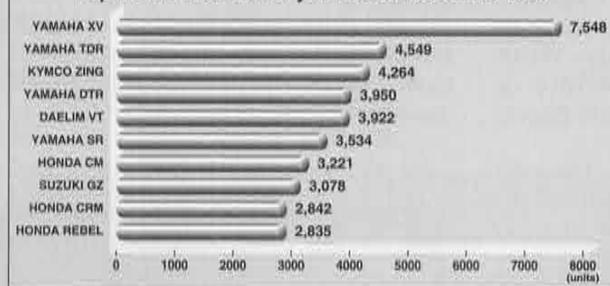
From the summer of 1998, YMF began charting a course that will take us into the year 2000 as market leaders. Despite the

unfavorable economic conditions in France and other European countries, our company enjoyed a 16.53% growth in sales in 1998, thanks largely to the extremely strong performance of a number of category-leading models like the 125 Virago, number-one seller in the 125cc class that has been booming ever since the change in licensing laws in 1996, growing 18.8% last year alone. In this important category Yamaha placed four models among the top six best-sellers. Another category leader is the amazing supersport model YZF-R1, which is now being joined by the R6 and R7. Other strong competitors include the Fazer, third best selling model in France in '98 and No.1 for the first two months of '99, the Diversion 600 and TDM850. In the marine market as well, the timely launch of the new 4-stroke outboards has helped YMF stay on top of market trends. Complementing the 2-stroke models manufactured at Yamaha's St. Quentin factory in northern France, these much-in-demand 4-strokes like the new F100A that we introduced at the Paris Boat Show late last year are contributing greatly to the Yamaha brand image and YMF's total outboard sales.

## Building Legends Through PR

Besides our comprehensive program of TV, radio and magazine advertising campaigns, we engage in wide-ranging PR activities aimed at involving the users

Top 10 of 125cc Motorcycles as of December 1998



The R1/R6 Yamaha Weekend '99 pamphlet; and riders gathered on the circuit at the R1 Yamaha Weekend '98





(Above) The R7 launch and test rides at the November 1998 Dealer Congress  
(Left) At the Paris Boat Show in December '98

and creating the kinds of legends that make them want to own a certain product.

For example, what better way to experience the awesome supersport performance of the YZF-R1 than on a real race circuit? That was the idea behind the three weekends YMF organized last year where YZF-R1 owners could ride with professional supervision on circuits around the country. Thanks to the overwhelming response, this program has been expanded to 12 weekends for '99 with guest appearances by riding greats Dominique and Christian Sarron.

We also organize our user-oriented Pro-

mosport R1 & R6 Challenge and Enduro and Motocross challenges for our YZ and WR owners. And, we set up welcome centers to provide track-side services like parking and helmet check-in for customers who come to other major races.

### The Races Go On

Race activities are one of the best ways we have found to build legends. Every year we support riders and teams in France's big race events like the Le Mans and Bol d'Or endurance races, where two R7 machines will be entered this year by YMF. Sand racing is another big sport in

France. Already this year Jean-Claude Mousse has led a 1,2,3 sweep for Team Yamaha Motor France Mobil 1 in the big '99 Touquet Enduro, which drew about 800 participants from across Europe.

Other competitions where YMF supports contestants include the 250cc class of the World GP of road racing, the French Enduro Championship, the French Supersport

Championship, where YMF's Eric Mahé has already won round 1 and the French Superbike Championship where Jean-Marc Deletang rides for YMF. In 250cc motocross, winner of the pre-season international Beaucaire race, David Vuillemin will compete in the World Championship for YMF.

In Water Vehicle (marine jet) competition, as well, YMF supports four pilots competing in the different international and domestic championships. Another big event to begin this April is the FUN JET INDOOR event that will be organized at Paris Bercy, and YMF's best pilots are scheduled to take part.

From our market surveys we know that the French people are rediscovering the value of motorcycles. The fact that one in five respondents to our survey of 125cc bike owners said they plan to go on to get a license to ride larger-displacement motorcycles, means they are interested in more than just a convenient way to commute. Our job is to build on their aspirations with the right products at the right time and the right price. That's what we did with the 125cc class. But, today's successes may not mean much tomorrow if we don't continue to tackle the constantly changing needs of today's markets with the spirit of a challenger.

*From Press Department of YMF, France*



Jean-Claude Mousse of Team Yamaha Motor France Mobil 1 rides to victory at the 24th Enduro Touquet '99

# WORLD TOPICS

GENERAL

EUROPE

## Continuing good service

Europe's Service Managers made the trip to Canada to the '98 European Service Managers' Meeting held at Yamaha Motor Canada Ltd. (YMCA) from December 1 to 3 last year. The meeting occasioned the announcement from YMENV of service activity results for 1998 and service policy for 1999.

European factories including Belgarda (Italy), MBK (France) and Yamaha Motor Espana (Spain) shared their measures for quality improvement, and YMC's Service Information Division presented its plans to prepare and issue service data. YMC's Overseas Service Division released its policy plans and product information. YMCA contributed a market overview and a report on service activities, and Yamaha Motor Corp., U.S.A. joined them in the role of adviser.

A certain energy accompanied the increased sales in Europe of recent years, and there was active discussion of service strategies among the participants. Exciting new planning ideas and business development methods were formulated through information exchange.

The European dealers are confident that they delivered in 1998 a comprehensive



Mr. Dominic Bauche of YMF shares achievements in 1998 and plans for 1999 with other European Service Managers, along with staff from the hosting YMCA and YMUS

curriculum including service seminars, the Yamaha Euro Technician GP and CS training. The continuation of good service from them this year can be expected as they aim to realize their 1999 policies.

From Yuji Inuzuka of YMC, Japan

THE NETHERLANDS

## More interactive success



Dick van Beek and Herman van Oldenmark (Creative Action B.V.), with their latest award, have made an annual event of winning awards for the Yamaha CD-i program

Yamaha Motor Europe N.V.'s CD-i (Compact Disc interaction) program has won the 1998 CD-i Icon Award. YMENV's CD-i software features the complete '99 Yamaha motorcycle range in full color with accessories and technical information supported with video clips.

CD-i is an innovative Point of Sale information system using the latest compact disc technology developed by YMENV and Creative Action S.A. The compact disc used in the CD-i is the same size as a regular music CD, and the player is incorporated in a purpose-built kiosk style unit. The CD-i system uses video clips, still pictures, computer graphics, text and digital quality sound effects to give customers immediate access to Yamaha product and brand information in an entertaining multimedia presentation. By pushing buttons on the screen, customers can enter the exciting interactive world of Yamaha.

YMENV, in cooperation with Creative Action Holland B.V., has been making CD-i programs since 1993, and their first interactive Yamaha Motor title in 1993 won the Silver Award in the Interactive Compact Disc Association's Best Industrial Presentation/Marketing Program category. Since then, they have won awards every year from the Association, including Silver in 1994 and 1995, Bronze in 1996, and Gold in

1997, even over multinational companies such as Chrysler, Toyota and BMW. In 1997, they also won the Golden Business Communication Awards by A.V. Magazine in the United Kingdom. As well as the Icon Award in 1998, they also won the International Digital Media Association's Bronze Award. Interactive CD-i kiosks can be found in Yamaha dealer showrooms across Europe, including France, Belgium, the UK, the Netherlands, Germany and Italy.

From Jim Gilroy of YMENV, The Netherlands

GERMANY

## Dreaming of Olympia

As the world gears up for the next Olympic Games, in Sydney, Australia next year, Briel Motorsport is getting into the sporting spirit. The Yamaha motorcycle dealer in Mulheim-Ruhr, Germany, is sponsoring an ambitious handball team of young women who are members of the Unitas Speldorf sports club. After winning the City Championship last year on their first try, they still have their sights set high. They were obliged to move up to the higher grade this season, and are fighting hard against athletes who are on average two years older. Of course, the spirit of Yamaha helps get them through with the performance needed to win next season, and they are all unanimous in their goal to win.

Mostly, the team plays in their black, white and red Yamaha uniforms, but their second blue and white Yamaha tricots also look pretty good. Briel Motorsport also helps them out with a Yamaha van to take them to games away from home.

From Volker Briel of Briel Motorsports GmbH, Germany



The handballing team of Unitas Speldorf won the City Championship on their first try. They do their Yamaha uniforms proud

## FRANCE

### Spirit of Partnership

MBK Industrie, Yamaha's subsidiary in France which manufactures Yamaha and MBK-brand motorcycles and bicycles, has formed a new partnership with one of the major international bicycle pro teams, the road racing French team known as Cofidis. The MBK Bicycle Department believes that sponsoring the

The high achieving Cofidis Team and MBK make a solid partnership with exciting potential in the bicycle racing world

team will support its strategy of brand name specialization with added value, fortify its investment in high technology and consolidate its total involvement in top level cycle road racing. Cofidis is a high-achieving team, ranked 11th out of 70 on the Union Cycliste International list, with potential for even greater things to come. It is an

international team composed of 22 racers including B. Julich (U.S.A.), F. Vandembrouke (Belgium) and C. Rinero (France). The team will participate in the major cycling events such as the Tour de France, Paris-Roubaix, and Tour d'Espagne. MBK has sought out the best suppliers to perfect the Cofidis Team, creating a living test laboratory that will shape the future of bicycle road racing.

From Gérard Huret of MBK, France

## MOTORCYCLES

## ARGENTINA

### Riders' safety seminar

In December last year, as summer took hold in the Southern Hemisphere, an EMY (Escuela de Manejo Yamaha) Riding School was held over three days for general users and police officers in San Miguel de Tucuman, Argentina. In Argentina, where most riders don't wear a helmet or gloves and the attitude toward motorcycle safety is still care-free, special instructor from YMC's Motorsports Promotion Division, Mr. Toh was invited to encourage proper riding and to share the joys of motorcycle riding with others.



Participants in the motorcycle industry's first correct riding seminar said it was a lot of fun

Held by Yamaha Motor Argentina S.A. (YMARG) in corporation with four local dealers, this was the first such seminar in Argentina's motorcycle industry. Beginning with an examination of each relevant area, the seminar covered a varied curriculum including braking and cornering. At first the participants seemed somewhat uncertain on their wheels, but by the end of the seminar, they'd turned into experienced riders. This seminar was also a chance to groom local instructors, to pave the way for more seminars all over Argentina. And once a customer has purchased a Yamaha bike, one way toward CCS (Customer and Community Satisfaction) is by introducing riders to correct riding techniques, which in turn will surely lead to new demand.

From Koichi Ito of YMARG

### Vino and Drag Fire excite market

## TAIWAN

Yamaha Motor Taiwan (YMT) has two exciting new motorcycles with which to dazzle their market - the Vino and the Drag Fire.

YMT held a grand press release event on January 25 for the Taiwanese version of the Vino, with about 200 representatives from the TV and print media gathering at the Taipei Regent Hotel. The new scooter's reputation preceded itself, as it has been hugely popular in Japan since its release there, and the motorcycle specialty magazines in Taiwan had already been introduced to it at a product seminar on January 6.

The PR brief went out with Hong Kong's singing star Karen Mok, popular also in Taiwan among young people, announcing that the Vino was her 'new pet.' Karen features in a TV commercial for the Vino that went to air on February 5. The commercial uses a Mandarin version of a catchy song, called Live Show, which was borrowed from Korean group HOT, and her song will also run on MTV. Her popularity has helped the Vino become the talk of Taiwan.

As Taiwan buzzes with the release of Vino, the Drag Fire (SRA150) was released at a resort in southern Taiwan on February 5 and 6. The SRA150, heralded as Taiwan's new American flagship, was introduced at a product seminar to the press, and the Yamaha Motor engineering staff from YMC, Japan, were also invited.

The press were very positive about the Drag Fire, and gave it the thumbs up: "The handling and balance are good, and with plenty of



Riding tandem on the Drag Fire, Taiwan's rising flagship model until the import ban is lifted

Photo courtesy of Motor World



Popular Hong Kong singing star Karen Mok lends her image to the "cute and trendy" Taiwanese Vino with a catchy CM tune that will also be seen on MTV

metal used in the exterior, it has a feeling of high quality." Under current Taiwanese legislation, only motorcycles 150cc and under are permitted. This doesn't stop the people's interest in bigger bikes though, and according to a newspaper last year, around 37% of the Taiwanese population have an interest in bigger bikes, with that rate going up to 47% among students. This basic model works on the concept of bike-riding for leisure use, with the expectation that the removal of displacement limits and import bans will create a broader base market.

From Shinichi Takeuchi of YMRT, Taiwan

# WORLD TOPICS

MARINE

SOUTH AFRICA

## World champion outboards



Yamaha 90hp outboards proved themselves against the best in the world at the prestigious World Off-shore Power Boat Championships in Cape Town in February

Yamaha outboards claimed victory at the 1999 Whetstone 1.3 litre World Off-shore Power Boat Championships held in South Africa from February 17 to 21. The Yamaha 90hp outboards were mounted on the boat of the Swedish winning team of M. Osterholm and S. Bohlmark, who placed 1st, 4th and 2nd in three heats.

This prestigious event, the biggest off-shore world championship ever held outside Europe, was held in Table Bay, Cape Town, chosen for its excellent harbour facilities, natural beauty, good weather and hospitality. Competitors and spectators travelled from as far afield as Scandinavia and Britain.

The world championships formed part of the "Worlds" Water Festival with many other exciting events held at the popular Victoria and Alfred Waterfront. In true Yamaha spirit, our dealers were involved in sponsoring events including the Personal Watercraft racing, Inflatable Boat racing, Water Ski racing and the development class race for Juniors using Yamaha 15hp outboards, which proved to be a very popular spectator event.

Yamaha made good use of the opportunity for exposure and were the official trophy sponsors for the premier sporting

event, and also provided Yamalube oil for all the power boating competitors.

From Joanne Matthews of Yamaha Distributors, South Africa

U.S.A.

## F100 best in '99

The Yamaha F100, the latest offering from Yamaha's 26-strong lineup of four-stroke outboard motors, has been named winner of *Motor Boating & Sailing* magazine's 1999 Innovation Award. The magazine presents the Innovation Award annually to companies and individuals for creating the most advanced and interesting boating products, and the F100 was recognized in the December issue of the magazine.

Yamaha Marine Group Company, U.S.A.'s President Phil Dyskow accepted the crystal award at the Miami International Boat Show on February 11. He said it was an honor that will mean a lot to the people who developed the engine, and it confirms Yamaha's commitment to improved engines for boaters.

The award was presented by *Motor Boating & Sailing*'s Publisher and Editor-in-Chief Peter Janssen, who said, "The winners we choose are leaders and effective applicators of technology in the marine industry. We looked for imaginative and innovative products that will assist our readers in their boating needs well into the 21st Century." *Motor Boating & Sailing*, published since 1907, is the oldest publication serving the US boating community.



President of Yamaha Marine Group Company, U.S.A. Phil Dyskow accepts the 1999 *Motor Boating and Sailing* Innovation Award for the new F100 Yamaha outboard from Editor-in-Chief Peter Janssen (left)

Winner of more than 50 awards itself, more than all US boating magazines combined, *Motor Boating & Sailing* continues to be recognized for its design and editorial excellence.

From Carolyn LaPierre of Yamaha Marine Group Company, U.S.A.

U.S.A.

## Teamwork creates winner



Yamaha WaveRunner SUV1200, the model named the '98 Water Vehicle of the Year

In February this year, the Yamaha WaveRunner SUV1200 was voted Water Vehicle of the Year by *Watercraft World* magazine in the United States. The WaveRunner is the first model produced by Tennessee Watercraft Inc. (TWI), Yamaha's new U.S. Water Vehicle manufacturing subsidiary. It came off the line in January, and a tape cutting ceremony was attended by Mr. Sano, General Manager of YMC's Water Vehicle Operations, and Mr. Mabuchi, President of Yamaha Motor Corp., U.S.A.

The award-winning model was created from a completely new concept. It was developed and designed at YMC in cooperation with YMUS and TWI, and is as good as it is thanks to the solid teamwork of the 3 companies.

One reason the machine stands out is that it has succeeded in distinguishing itself from other companies' products, as well giving customers what they want from a Water Vehicle. At 3.85m long and 1.51m wide, it is the largest personal watercraft in the world, providing a comfortable ride over long distances, allowing popular wakeboarding and water skiing while still offering the fun aspects of the small-sized watercraft.

Yamaha machines have won five of the seven Water Vehicle of the Year awards since their inception in 1993. Previous winners are the Yamaha WaveBlaster,

the Yamaha WaveRaider, the Yamaha WaveBlaster II, and the Yamaha WaveRunner X1200.

*From Tsutomu Hattori of YMC, Japan*

## POWER PRODUCTS

### CANADA

## Snowmobiles trek Canada

A trek across Canada on VT700 and VX700SX snowmobiles by five Japanese riders was completed in about a month beginning in late January this year. The adventurous team, headed by Satoru Shiokawa, which completed a 1300 km run from Khabarovsk to Sakhalin in Russia in 1997, had planned to do the trip in 1998, but bad weather forced them to postpone the challenge a year.

On January 28, the party started out from eastern Quebec province, and after making a round of the island of Newfoundland, Canada's easternmost point, they returned to Quebec to begin their continental crossing. The party first head west to Thunder Bay then on to Winnipeg, Saskatoon and Edmonton in Alberta before arriving safely in Prince George in the Rocky Mountains on February 28, having completed a total of 7,500 km. West from there, spring weather and a lack of snow forced the team to end their journey at this point.

The team's modified VT700 and VX700SX snowmobiles carried an extra 20 liters of fuel besides the standard 45 liter tank, enabling them to run between 250 and 500 km a day.

"All the riders made it safely, which is great. From part way through the trip, we were picked up on the local news and lots of people came out to cheer us on. Yamaha Motor Canada really sup-



**A Japanese party of snowmobilers successfully crossed Canada this year, after bad weather stopped their efforts last year**

ported us with service and parts, which was encouraging," said Shiokawa.

*From Teruo Nagai of YMC, Japan*

### TURKEY

## Ski Show '99



**Burla put Yamaha snowmobiles on show at Ski Show '99 at Turkey's premier ski center**

Burla A.S., distributor for Yamaha marine products and snowmobiles in Turkey, co-sponsored Ski Show '99 from January 8 to 10 at Turkey's most famous ski center in Uludag, Bursa.

The show was organized by *Turkish Ski Magazine*, the only magazine for the ski sector in Turkey.

The goal of Burla in co-sponsoring the event along with four other companies was to promote snowmobiles, and reach end users more effectively by providing free rides and giving shows. The organizers of the event involved the press, media, Turkey's top models and the President of the Turkish Ski Federation, and the event was welcomed by those in the ski industry.

The show featured the 1995 World Snowboard Champion, Alexis Paremeutier, who attended with the help of Yamaha snowmobiles due to the foggy weather on the mountain. During the day, the event featured a fun snowmobile race between the models, and the highlight of the evening was the colored smoke flares show which the press loved and which was covered by the media over a couple of days.

Burla believes that Ski Show enhanced snowmobile sales, and they received many messages of thanks from participants.

*From Orhun Senturk of Burla, Turkey*

We are always looking for interesting stories.

Write to Chief Editor T. Omura of the PR Division.

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2500 Shingai, Iwata,

Shizuoka 438-8501 Japan.

oomura\_toshio@ccgw.yamaha-motor.co.jp

## OWNERS CLUB UPDATE

### SWEDEN

## Yamaha Custom Club

The 550-strong Yamaha Custom Club (YCC) in Sweden brings together people of all ages with an interest in riding the Yamaha Custom bikes.

The club first emerged as Virago Club Sweden in 1998 with an impressive 300 members in the first year. After Yamaha stopped producing the Virago 1100, the top selling bike in Sweden for many years, the club changed its name to Yamaha Custom Club (YCC) later that year. The change was also an opportunity for the club to include the new Star models.

YCC holds its own rallies, and visits other Virago and Yamaha Custom clubs in Europe, as a group. It also has its own publication, *YCC*, that comes out six times a year, and is active on the Internet with its own site (<http://www.yamaha-custom-club.com>) full of information about the club, rallies and, of course, Yamaha bikes.

*From Michael Hackman of Yamaha Custom Club, Sweden*



## Wheelchair Power-Assist Units OEM to Europe

Yamaha Motor first entered the health-welfare industry in 1996 with the release of a revolutionary type of electric power unit for wheelchairs, adopting the power-assist technology of Yamaha's PAS electro-hybrid bicycles to supplement the manual effort of the wheelchair user with power from an electric motor.

Now contracts have been signed with three European companies to begin overseas OEM (Original Equipment Manufacturing) supply of this power-assist unit model "JW-II" as of May 1999.

The companies to which the JW-II will be supplied are Germany's Wilhelm Meyer GmbH & Co. KG (Meyra) and Otto Bock Reha GmbH and the Swedish company Scandinavian Mobility Reastolen SA, all of which are well-known makers of wheelchairs.



The JW-II units to be supplied consist of two wheel-drive assemblies containing all the drive mechanisms, attachment brackets, a battery and a special battery charger and include some specification modifications to fit European safety regulations and conditions of use. The battery provided is a newly developed Nickel-hydrogen type.

## One hit & 25 cents donation campaign

The Overseas Market Development Operations (OMDO) of Yamaha Motor Co., Ltd. has been carrying out a "One hit & 25 cents donation campaign" since OMDO's Internet home page was launched in November 1997. All of the money collected by this campaign since has been donated to the Japan committee for UNICEF. Most of OMDO's customers are from developing countries around the globe. OMDO has been cooperating in and supporting the activities of the United Nations and non-government organizations by providing products and holding events like riding schools in these countries. In their business travels, OMDO staff have seen many less fortunate children and wanted to do their part to help them. The idea behind the "One hit & 25 cents donation campaign" is that OMDO saves 25 cents each time someone accesses its home page, and those savings will be donated to international charity organizations. One year has passed since the campaign started, and the number of access "hits" has totaled 5,230, which means savings of US\$1,307.50 (Japanese yen 149,708).

This money has now been donated to the Japan committee for UNICEF through the UNICEF office for Japan in Tokyo. From now on OMDO will continue this campaign and its donations.

Mr. Shibata, Senior General Manager of OMDO (right) hands over the donation to Mr. Manzoor Ahmed, Director of the UNICEF office in Tokyo



## Hamakita Site Wins ISO14001 Certification

On February 12, 1999, a ceremony was held at Yamaha Motor Co., Ltd.'s



A ceremony held at Hamakita Factory

Hamakita Factory at the Hamakita Site complex, in commemoration of the Site's recent certification under the ISO14001 environmental management standard of the International Organization for Standardization.

The ISO's 14001 environmental management systems standard is aimed at reducing the environmental impact of a company's business and manufacturing operations.

At Hamakita Site, full-fledged preparations for ISO certification began in 1998 largely by Hamakita Factory, which engages primarily in the manufacture of parts for Yamaha motorcycles, snowmobiles and ATVs, and Mint Co., Ltd., which manufactures special-purpose machines and automation equipment. After a series of inspections conducted by an independent non-profit certification authority beginning in January, final ISO14001 certification was granted on February 8, 1999.

As the other eight YMC factories work toward certification, the Hamakita Site will serve as a strong precedent.

## YZF-R6 debuts big at Daytona!

As the '99 motor sports season kicks off, the eyes of fans everywhere are on the new Yamaha YZF-R6, and early results show it is living up to expectations.

One of the USA's biggest motorcycle race events, the Daytona Week at the famed Daytona International Speedway in Florida, was the site



Riding the YZF-R6, Oliver set a Daytona course record of 1:54.660 to win pole position

of the new YZF-R6's international race debut. There, in the AMA 600 Supersport class, it made a truly impressive showing of its performance potential. In the preliminaries, Yamaha U.S.A.'s Richard Oliver ran a course-record 1:54.660 lap to win the pole position. Although Oliver ran off the track during the March 5 final, his teammate, Jaime Hacking, came up from his 4th place start to lead at one point in the race before finally finishing 3rd, giving Yamaha a place on the winners' podium. Oliver came back to run the race's fastest lap and finish 7th.

In the same Daytona Week's Supercross competition, Jeremy McGrath won his 2nd straight Daytona on his Yamaha YZ250 to widen his series lead to 32 points, and he looks to be well on the way to a 2nd national title.

# Offroad Mobility That Can Save Lives

**M**any tragic but important lessons were learned from the devastating earthquake that struck one of Japan's major cities, Kobe, in 1995, claiming more than 6,000 lives. Collapsed buildings and sections of elevated expressways, as well as abandoned cars of fleeing citizens, clogged roads in ways that effectively cut off access to large sections of the city where many more lives might have been saved by quicker arrival of firefighting and rescue teams.

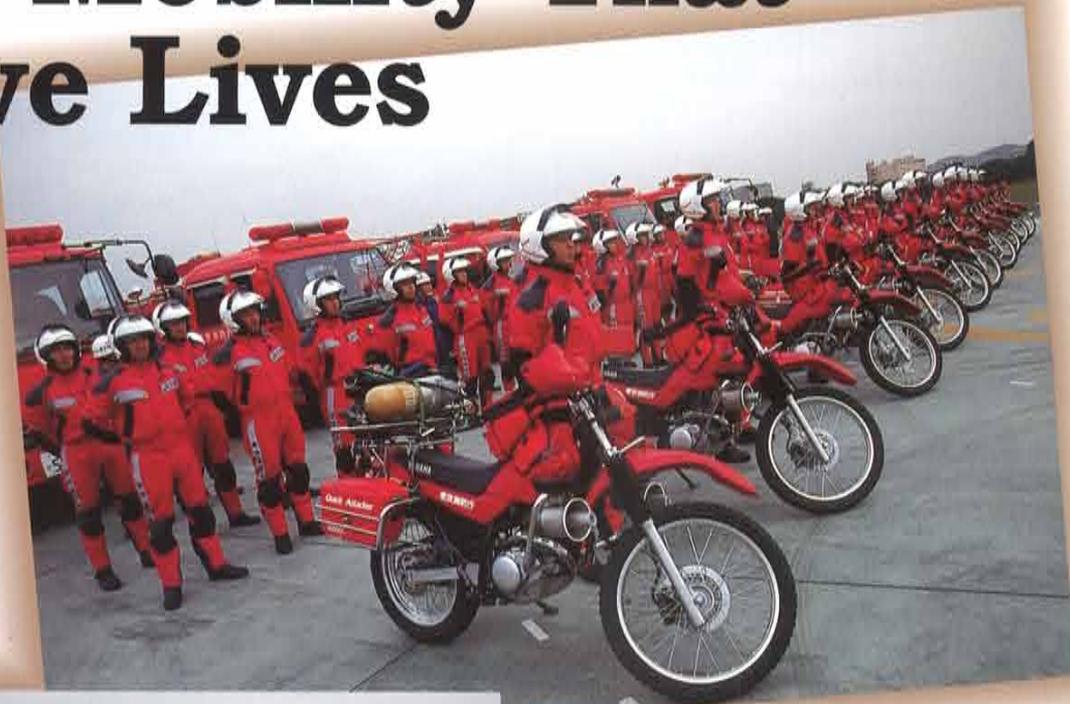
Since well before the Kobe earthquake, however, there has been strong awareness of the need for vehicles that can get to places that fire trucks and ambulances can't, such as crash and fire sites on crowded expressways or fires and rescue sites in wooded hill areas or high-density residential areas where houses are packed close together away from the main thoroughfares. To these, the Kobe experience also added awareness of the need for

mobile units for communications and information gathering during a large-scale urban catastrophe.

To meet the needs of special emergency cases in places inaccessible by 4-wheeled vehicles, fire departments around Japan like the Tokyo Fire Department have relied for some time on specially equipped motorcycles they call their "Quick Attackers." Meanwhile, local governments and private sector corporations are also actively pursuing deployment of emergency-use motorcycles.

As a motorcycle manufacturer, Yamaha Motor has devoted itself to the development and supply of these so-called "red motorcycles" ranging in displacement from 50cc to 250cc and equipped with features like electric sirens, red flasher beacons and special carrying platforms to assist in the needs of the country's fire departments and rescue organizations.

A shining example of these development efforts are the specially modified Yamaha Serow 225 bikes that have been serving in "Quick Attacker" units at five local fire departments around Tokyo since late 1996. Two bikes, one mounted with a carrier for a portable "impulse spray gun" fire extinguisher and the other equipped with a carrier for a basic rescue kit, form one quick-dispatch emergency unit at each of the five departments.



(Above) The Serow 225s serve as "Quick Attacker" units at five local fire departments around Tokyo. (Left) The "Quick Attacker" mounts a portable fire extinguisher known as an "impulse spray gun" on its special carrier. — From Tokyo Fire Department's "Catastrophe Response Training."

Being the first to reach the scene, these units can often make a critical difference in the early minutes of a fire or accident.

Says Mr. K. Ishida of the Public Relations office of the Tokyo Fire Department, "In the past we have used "red motorcycles" in firefighting activities in crowded residential areas, but the deployment of the

Yamaha Serow 225 units has expanded the range of application to include areas from natural disaster deployment to fires on expressways. The aim is to capitalize on the high degree of mobility of these offroad bikes, which are paired in a two-bike unit and theoretically deployed with other vehicles like a pump truck carrying a water tank. There are four basic types of uses for these units: firefighting or rescue-emergency operations on expressways, fires or rescue-emergency operations in mountain areas accessible only by forestry roads or trails, fires or accidents on main thoroughfares other than expressways and other types of fires where special mobility is necessary.

In the case of large natural disasters like earthquake or fires, the motorcycle units will be used primarily to gather information critical for effective firefighting operations. In all these duties, we have big expectations for these offroad bikes."

Mr. Ishida's words have been underscored by a recent order for more specially equipped Serow 225s for the Tokyo Fire Department.

*For this YAMAHA AT WORK page, we are always interested in receiving reports and photos showing Yamaha's wide variety of products at work in active or unique ways around the world.*

# Yamaha tailors marine lifestyle to Japanese market

**38th Tokyo International Boat Show**

The 38th Tokyo International Boat Show welcomed over 150,000 marine enthusiasts over the five days from February 10 to 14 to see exhibits by some 152 companies at the Tokyo Big Sight exhibition center.

Once again this year, the booth prepared under the theme "Life with the Sea — Yamaha, Navigator to Your Heart" boasted the largest total area of any participating manufacturer. Showing the full diversity of Yamaha's marine leisure world, the booth was divided into seven zones where visitors could see a range of 17 powerboats, including two YAM inflatables, two Jet Boats, seven personal watercraft models, 20 outboard motor models and one marine diesel engine. Six Yamaha sailboats were also on display in the separate joint sailboat zone for all participating manufacturers. One of the booth's big attention-getters was a special exhibition model of the soon to be released "HPDI-200," a new 200 hp 2-stroke outboard featuring the most advanced high-pressure direct fuel injection system ever on an outboard motor.

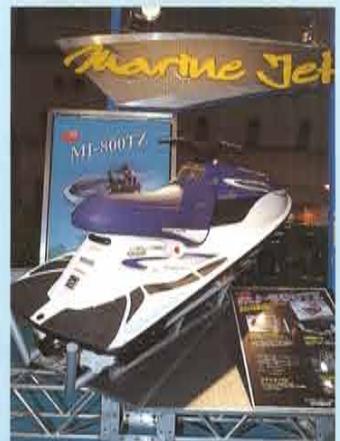
Also, an Information Counter introduced Yamaha's boat license program, the Yamaha SRV Rental Club and other software aspects of Yamaha's "total marine world," including numerous other school and event programs.

In his speech at the press briefing that officially opened the Yamaha booth, Mr. Takehiko Hasegawa, President of YMC stressed three main objectives that the company's Marine Operations will pursue in the future. First is to foster and promote Japan's unique marine culture in ways that make marine leisure accessible to more people, citing the SRV Rental Club as one example. The second goal he mentioned was promoting marine activities in a socially responsible and environment-friendly way. The final goal is to have Yamaha take an active role in promoting the kind of good seamanship, good manners and compliance with boating rules that are so essential for sound and enjoyable marine leisure as the country's seas and waterways become increasingly popular sites for recreation.

Marine Engine Zone features the F100A - Yamaha's largest 4-stroke - with 9 other 4-strokes and eleven 2-stroke outboard models including the HPDI-200 (center)



FC26 O/B, FC-26 S/D, Fishing Mate 23 Cuddy/F100, Fishing Mate 23 Cuddy and UF-21 Cuddy HT (special exhibition model) powerboats displayed in the New Model Zone (left) near the entrance to the Yamaha booth



Main personal watercraft model, MJ-800TZ (US model: WB800)