

# Yamaha News

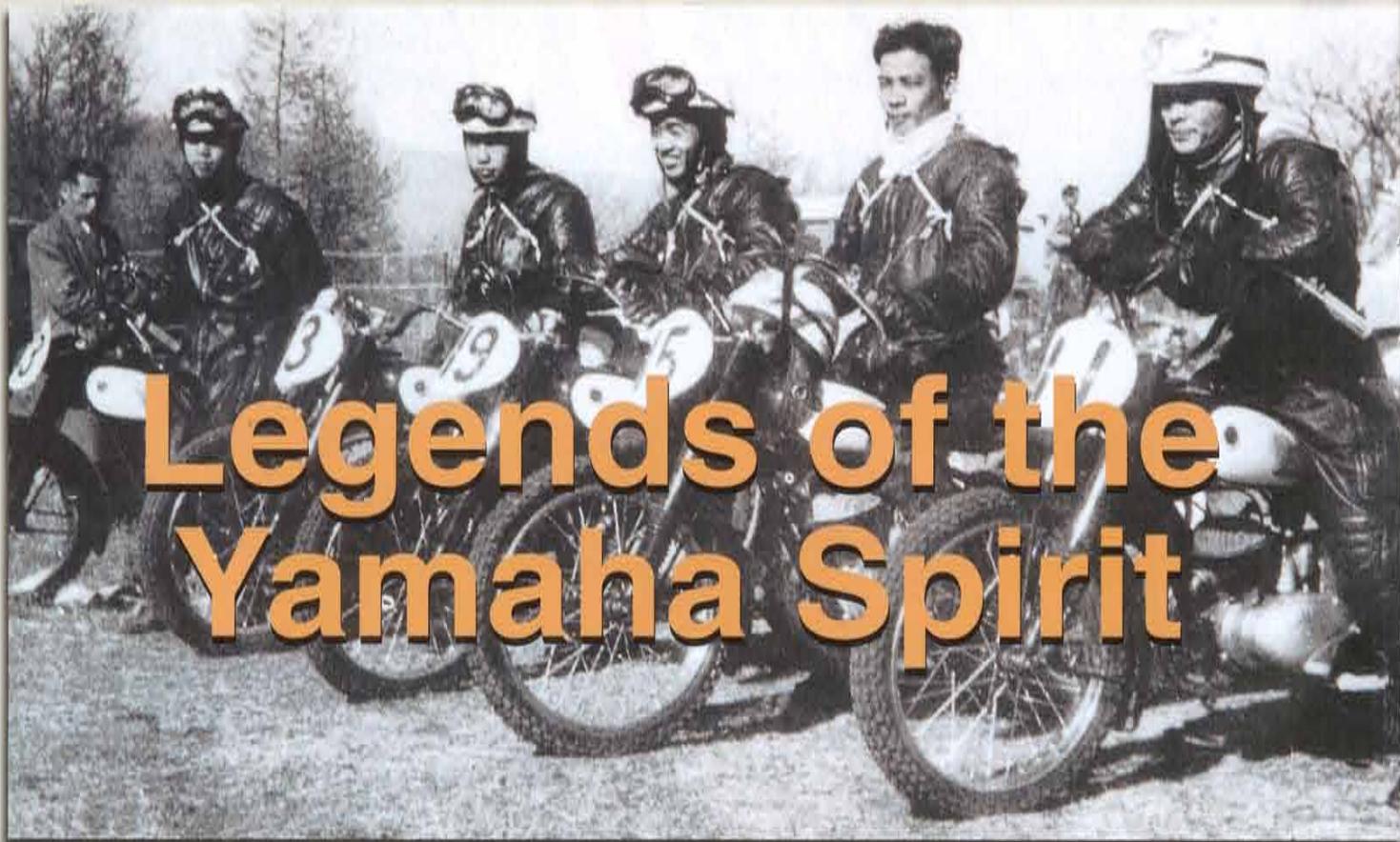
No. 1

BIMONTHLY



## *The Yamaha Spirit - Then and Now*

*“From challenge new ideas are born, and new ideas give birth to new business. Yamaha’s origins can be summed up in these words. Sharing as one, the joys and frustrations of each new challenge, the people at Yamaha have built a proud tradition of turning dreams into reality, one by one.”*



# Legends of the Yamaha Spirit

## To Be the Best

### Honing the spirit of challenge, a commitment to perfection

In 1955, Yamaha entered its new YA-1 in what at the time were the two biggest race events in Japan, the 3rd Mt. Fuji Ascent Race and the 1st Asama Highlands Race. In these debut races Yamaha won the 125cc class. And, the following year the YA-1 won again in both the Light and Ultra-light classes of the Asama Highlands Race. Then in 1957, Yamaha became the first Japanese maker to venture into the international race arena. The result was an impressive 6th place in the Catalina Grand Prix race in the USA. News of this achievement won immediate recognition for the high level of Yamaha technology not only in Japan but among American race fans, as well. This was only the start, however, as Yamaha continued to expand its race activities from motorcycles to powerboats, sailboats, snowmobiles, racing karts and even

F-1 automobile racing.

As expressed by the words "a running test lab," there is more to race activities than just winning and losing. They are a dynamic scene where the "spirit of challenge" of



Yamaha employees is honed to produce the kind of technology, high quality, durability and other qualities that go into all Yamaha products.

If anything defines the unique commitment



"I want to try making a motorcycle engine." It was from these words by Genichi Kawakami (Yamaha Motor's first president) in 1953 that today's Yamaha Motor Company was born. Fourth president of Nippon Gakki (present Yamaha Corp.) at the time, Mr. Kawakami was proposing a way to make use of some idle machining equipment that had previously been used to make aircraft propellers. In those days there were about 150 companies in Japan building motorcycles. So for the late-comer Yamaha this move was in itself an expression of the spirit of challenge that would later come to define the company as a motorcycle maker.

"If you are going to make it, make it the very best there is." With these words as their motto, the development team poured all their energies into building the first prototype, and ten months later in August of 1954 the first model was complete. Once finished, it was put through what at the time was an unprecedented 10,000 km endurance test to ensure that its quality

was top-class. Then, in January of 1955 production began on the "YA-1," powered by an air-cooled, 2-stroke, single cylinder 125cc engine. This was destined to be the first crystallization of what has now become a long tradition of Yamaha creativity and an inexhaustible spirit of challenge.

In 1960, Yamaha motorcycles were followed by the start of production of the first Yamaha boats and outboard motors, beginning an aggressive expansion into new fields utilizing our engine and FRP technologies. Today, Yamaha manufactures a wide range of quality products extending far beyond our original motorcycle operations to include our marine operations, power product operations, automobile engine operations, industrial robot operations, sky (unmanned helicopter) operations and PAS electro-hybrid bicycle operations, extending our fields of endeavor from the land to the sea and the sky.

In this issue we will introduce the 45 years since the founding of Yamaha Motor and the origins of the "Yamaha Spirit" that we pride ourselves in today.

we have at Yamaha it may well be this "spirit of challenge." In short, to constantly take on the next challenge and devise innovations to push back the limits of performance. At the same time, experiencing the thrill and joy of breaking through the limits of performance often leads to new ideas.

This kind of commitment is a tradition at Yamaha that all our employees inherit, and we see it manifested not only in our products and racing but also in the human-powered aircraft and boats and chair-ski equipment for the handicapped that Yamaha employees have pioneered on their own time.

### "Unending demand-creating activities"

## Pioneering new markets and expanding the product line

It is certainly no exaggeration to say that all Yamaha products begin with our efforts to get the customers to experience the fun they can provide. The key word is creativity.

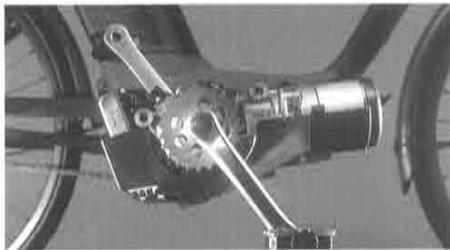
For example, the aim of the many varieties of riding schools and events we organize is to have people experience a wide range of leisure sports and the joy and excitement they can bring. At the same time, these events become venues for teaching proper



## Milestones of Yamaha Motor Company

- 1955 Jan. Production of the first motorcycle "YA-1" (125 cc) started at Hamakita Factory in Hamakita-cho, Shizuoka Pref. Japan.
- Jul. The YA-1 won 1st place at Japan's Mt. Fuji Ascent Races at its debut.
- Nov. The YA-1 won the first Endurance Motorcycle Race (the Asama Highlands Race) in Japan.
- 1957 Apr. Production of the twin cylinder, 2-st. engine-equipped "YD-1" (250 cc) started.
- 1958 May In Yamaha's first overseas race appearance, the YD-1A finished 6th in the Catalina GP in the USA.
- 1960 Jul. FRP power boat "RUN-13" and "CAT-21" marketed. First outboard motor "P-7" marketed.
- 1963 Jul. Yamaha won the 250 cc class of the Belgium GP, Road Race World Championship for the first time.
- 1964 Apr. "Yamaha Autolube," separate oil injection system for 2-stroke engines developed.
- Aug. Yamaha won its first manufacturer championship in the 250 cc class of the World Championship.
- 1965 Jun. Yamaha won the Isle of Man TT Race (125 cc class) for the first time.
- 1966 Feb. Supplied technology for Production of the Toyota 2000GT.
- Mar. The first overseas technical assistance agreement signed with Thailand's Siam Yamaha Co., Ltd.
- Oct. Yamaha Motor Europe N.V. (Netherlands) founded.
- 1968 Apr. First off-road model DT-1 (250 cc) marketed.
- Jul. Japan's first snowmobile, the SL350 marketed.
- 1970 Jan. Yamaha's first 4-stroke motorcycle, the XS-1 (650 cc) marketed.
- Nov. Yamaha Motor do Brasil founded.
- 1972 Feb. Head Office moved to Iwata, Shizuoka Pref.
- 1973 Jun. First Yamaha generator, the "ET-1250," marketed. First Yamaha racing kart, the "RC-100," marketed.
- 1974 Mar. 4 models of FRP swimming pools marketed.
- 1975 Apr. Yamaha's first golf car "YG292" marketed.
- Nov. "Wing of Yamaha" won the first Trans-Pacific Single-Handed Yacht Race.
- 1977 Jan. Yamaha Motor Corporation, USA founded.
- Mar. Market launch of Yamaha Passol "S50" marked start of new era of scooter popularity.





riding techniques and rules to ensure sound use of our products.

There are also times when we have looked to the future and introduced new products for use in entirely new ways. Take for instance, the DT-1 off-roader that debuted in 1968 to create an entirely genre we

know today as trail bikes.

In March of 1977, Yamaha started another boom with the release of the Passol scooter, as a new type of "soft bike" for the family bike category. Anticipating new demand among housewives, Yamaha's commercial for the Passol successfully employed one of their favorite actresses. This Passol model defined the styling that remains mainstream to this day in the scooter category.

Then, in November of 1993, Yamaha released the Yamaha PAS as the world's first electro-hybrid bicycle. This revolutionary vehicle was developed with the aim of creating harmony between man and

nature by contributing greatly to environmental preservation. In January of 2000, total production of the PAS reached the half million mark.

In this way Yamaha's creativity has shown itself in everything from the development of new products to the opening up of completely new fields of business.



**"The World is Our Stage"**

## Developing our business on a global scale

Yamaha Motor's first president, Genichi Kawakami said shortly after the company's founding, "I believe that the most important thing when building a product is to always keep in mind the standpoint of the people who will use it."

The "Glocal" (Global and Local) spirit we have promoted at Yamaha ever since those early days is expressed in the ideal of "Put yourself in the shoes of the user and build world-class products." Since 1960, when our first overseas motorcycle manufacturing base began operations in Mexico, we have continued to globalize. With manufacturing bases, distributors and R&D operations in all of the world's major markets today, we are involved in grassroots efforts to build products that truly meet the needs of each market by respecting and valuing the distinct national sensibilities and customs of each country.

A good example is our outboard motors

that are used today in over 180 countries around the world. To meet the needs of such varied markets we offer both gasoline and kerosene models, 4-strokes and 2-strokes in a line-up that includes no less than 1,400 different spec variations

in all. This is the result of our efforts to fine-tune our products to the needs of dictated by factors like the natural environment and differences in the ways the motors are used in the different regions of the world. Meanwhile, in recent years our globalization has taken on dynamic new aspects. Take for instance the locally manufactured "Majesty 125" models that is enjoying great popularity in Europe and Taiwan. These are in fact sister models that were designed simultaneously at Yamaha's overseas manufacturing bases YMES in Spain and YMRT in Taiwan. While the basic engineering of the engine

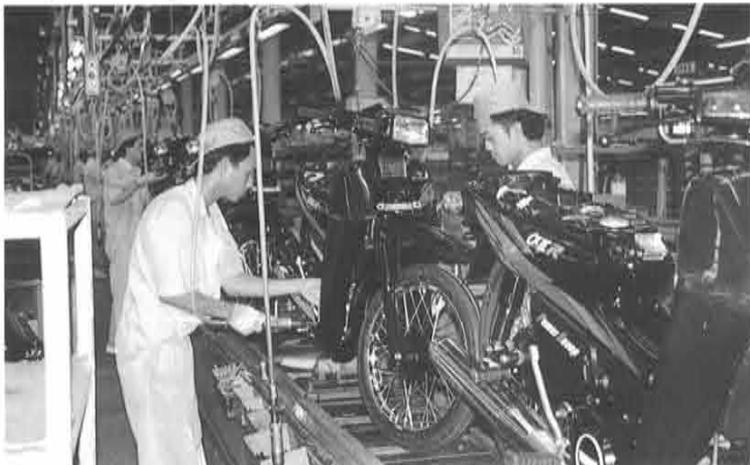
and chassis was carried out at YMC in Japan, the body styling and exterior parts were designed completely differently to suit user tastes in the individual markets. During this design process full use was made of Yamaha's "ESPRI" system, which



since 1993 has connected Yamaha's worldwide production bases with specialized communications lines that enable sharing of data such as CAD and 3D-graphic design plans.

In January of 1999, YMC put in place the "NEW-BASE" system, an improved and more highly evolved version of our parts/components management system. Plans call for this system to be adopted at our overseas production bases as well.

As has been our tradition until now, Yamaha intends to continue thinking with a global perspective and marketing in ways that contribute to all the regional societies and cultures where our products are used and loved.



Creating the next "Kando"

# Nurturing and developing our core technologies

Ever since our start as a motorcycle manufacturer, Yamaha Motor has continued to diversify its fields of business by employing our constantly evolving base of core technologies such as compact small-engine technology.

The small-engine technology and high-level engineering know-how born of our motorcycle development was later applied to the creation first of outboard motors and then to a growing line of products including snowmobiles, racing karts, golf cars, ATVs and personal watercraft (Water Vehicles).

As for automobile engines, our first joint development and production project for the Toyota 2000GT with Toyota Motor Co. began a long succession of automobile engines developed, manufactured and supplied by Yamaha to Toyota.

In 1985, Yamaha signed a contract with Ford Motor Co. in the U.S. to develop and supply high-performance engines, with the first engines for production models being supplied in 1988. Then in 1992, Ford Europe called on Yamaha to jointly engineer and develop a small-displacement engine. Last year brought another milestone as YMC successfully developed the revolutionary SD (Super Diesel)



engine, as a new-generation environment-friendly engine for the 21st century. This low-fuel-consumption, low-emissions engine clears the proposed "Euro 4" standards.

The wide range of quality products manufactured by Yamaha today extends into such areas as the FRP swimming pools built with our FRP technology garnered from long years of sailboat and fishing boat manufacturing, industrial robots (Intelligent Machinery) developed originally for our own product assembly lines, PAS electro-hybrid bicycles whose production has now passed the half million mark, battery-powered electric drive units for wheelchairs using that PAS technology and industrial-use unmanned helicopters. We also make water purification devices that have won a high reputations in places like Southeast Asia where drinking water can require purification, and automatic feed dispensers for fish farming, and portable generators.

As we enter the new millennium, Yamaha's challenge will continue, guided by our corporate mission: We Create "Kando" - Touching People's Hearts.

- 1978 Oct. Yamaha small-sized snow thrower "Snow Mate" marketed.
- 1979 Jan. C. Nevue won the first Paris-Dakar Rally on a Yamaha XT500.
- 1981 Feb. Yamaha's SCARA Robot "CAME" introduced to motorcycle assembly line
- 1984 Feb. 4-wheel ATV marketed.  
Sep. World's first production 5-valve motorcycle engine introduced.
- 1985 Apr. Signed a development contract with Ford (USA) for high-performance engines. 
- 1986 Jul. French motorcycle manufacturer MBK Industrie joined Yamaha Motor group.  
Oct. Yamaha Motor Taiwan founded. Yamaha Motor Manufacturing Corporation of America founded.  
Nov. Yamaha's first Water Vehicle "MJ500T/S" marketed.
- 1987 Jan. Entered the field of surface mounters for printed circuit boards.  
Sep. Yamaha Gas Heat Pump air conditioners (GHP) marketed.
- 1989 Mar. Entered the F1 World Championship for the first time.  
Dec. The unmanned industrial-use helicopter "R-50" marketed.
- 1992 Oct. Contract signed to establish Chongqing Jianshe-Yamaha Motor Co., Ltd. in China.
- 1993 Sep. Won manufacturer championship in 500 cc class Road Race World Championship and set a new record for the most championship titles in all classes for any manufacturer, with a total of 41. 
- Nov. World first electro-hybrid bicycle, Yamaha PAS marketed.
- 1994 Jun. "YAMAHA" won the W60 class of the 6th Whitbread Round the World Race in its first challenge.
- 1995 Aug. All new sports sedan Yamaha MAJESTY scooter marketed.
- 1996 Mar. Joint venture company Escorts Yamaha Motor Ltd. founded in India.
- 1997 Feb. Yamaha succeeded in mass producing "Powder Metal Piston"
- 1998 Jan. Yamaha won a total of nine victories in the Paris-Dakar Rally. Yamaha Motor Asia Pte.Ltd. established to function as Asian bussiness center in Sigapore. 
- Feb. Sports bike YZF-R1 featuring new weight-reducing technology marketed.
- Jul. Yamaha Communication Plaza established.
- 1999 Mar. Low-fuel consumption, low-emission "SD Engine" developed. 
- May OEM supply of electric power-assist units for wheelchairs began to three European companies.
- Dec. All nine YMC sites received ISO14001 environmental management standard certification as the first award to any Japanese 2- or 4-wheel automotive manufacturer.

# WORLD TOPICS

## GENERAL

### VIETNAM

## Start of Production Celebrated at YMVN Factory

On December 3 of last year a Grand Opening Ceremony was held at the new Yamaha Motor Vietnam (YMVN) factory where production had begun just over a month earlier in October. Attending the ceremony were a distinguished host of guests including the vice ministers of Vietnam's Ministry of Industry and Ministry of Agriculture. In response to the statement by the Vice-Minister of Industry that the motorcycle industry is one of the most important in Vietnam, YMC's President Hasegawa responded that "YMVN hopes to become an integral part of the local community and provide products and Customer Satisfaction activities that bring "Kando" (excitement and satisfaction) to as many people as possible."

A ceremony was also held to present local officials with an artist's rendering of the nursery school facility that YMVN is presently building to donate to the factory's local Soc Son District of Hanoi.



President Mr. Hasegawa gave a congratulation address at the opening ceremony

### MALAYSIA

## 1st Asia TPM Joint Meeting Held

From November 30 to December 1 of last year, the 1st Asia TPM (Total Productive Maintenance) Joint Meeting was held at the headquarters of Malaysia's Hong Leong Yamaha (HLYM) and Hong Leong Yamaha Manufacturing (HYMM), drawing 15 representatives from six Asian countries. The aim of the meeting was to give everyone a chance to learn from the process of an actual diagnostic analysis of the TPM operations at HLYM and HYMM from the standpoint of actual facilities, actual materials and actual operating conditions.

On the first day, TPM activity reports from each country were heard, and on the second day on-site inspections of actual programs at HLYM, and the welding, painting and assembly shops of the HYMM factory were made. In the final summary, YMC's Managing Director Mr. Ogura stressed the importance of using TPM as a means of improving QCD (Quality Control Diagnosis) to boost competitiveness.

*From Ichiro Yamazaki of YMC, Japan*



The representatives from six Asian countries gave reports on their respective TPM activities

## MOTORCYCLES

### GERMANY

## "With Yamaha to the next millennium"

On November 21, 1999, Yamaha Motor Germany (YMG) hosted the motorcycle dealers of Germany at the 1999 National Dealer Meeting in the capital city, Berlin. Almost 800 representatives of 350 dealerships as well as guests from YMC, Japan, YMENV, Europe and Mitsui & Co., Germany, gathered for the remarkable event which had the



A large gathering of 800 enjoyed the National Dealer Meeting in the German capital city Berlin

motto "With Yamaha to the next millennium".

The business side of the meeting commenced with welcome speeches by Mr. Manfred Weihe, YMG's Vice President and Mr. Ichizo Kobayashi, President of YMG. The focus of the meeting was the sales and marketing policy for 2000 which was presented by Mr. Weihe. The product presentation of the new 2000 models was made by Mr. Winter. Afterwards, there were questions and answers on stage with Jan Stecker who is a celebrity TV reporter in Germany, and staff from Product Planning, Marketing, Technical, Spare Parts, Accessories and Racing answered questions on current issues and solutions.

The social side of the meeting was held in a very old factory on a lake called Event Island. The highlights of the evening were an impressive percussion show, presentation of the new R1, and a stunt show with the new 50cc scooter Slider by World Supersport riders Jorg Teuchert and Christian Kellner.

The dealers were shown an informative and enjoyable time, and are confident about YMG's policy and strategies for 2000.

*From Nicole Papay of YMG, Germany*

### VENEZUELA

## Venezuela TZM150 Cup

In Venezuela, South America, the TZM150 Cup for 14 to 18 year old riders was held in three races in September, October and November last year. The Cup, sponsored by Yamaha importer Venemoto, aims to nurture top GP riders of the future, while at the same time stimulating interest in motorcycle sports in the country.

Participants were treated to instruction

on riding technique by Venezuela's former GP World Champion racer Carlos Lavado. Of course, the young riders were keen to learn all they could from a World Champion, in their first steps on the path to glory as a GP racer.

*From Hidefumi Kawai of YMC, Japan*



Thousands of spectators turned out for the TZM150 Cup for young riders

## BRAZIL

### **YBR125 debuts in Central & South America**

The new 125cc 4-stroke model made in Brazil, the YBR125, is the talk of the Central & South American market. On November 22 last year, the Sao Paulo Motor Show was the venue for the press debut of the YBR125 in front of 250 journalists and 300 dealers. YMC Directors Mr. Shibuya and Mr.



The Brazilian-made YBR125 is ready to take the Central & South American market along for a great ride

Kanamori attended from Japan, as well as Director Mr. Suganuma, from Escorts Yamaha Motor Ltd. of India. The new model with the new engine is a joint development between YMC and YMDB (Yamaha Motor do Brasil) and fulfills multi-purpose uses including work as a courier and mototaxi, as well as for leisure.

A week later Sao Paulo was also the site of the '99 Central & South American Parts Managers Meeting, drawing representatives from distributors in 14 countries. The main themes were parts supply amid the growing globalization of motorcycle manufacture, and in particular supply of parts for the new YMDB-build 2000 model YBR125. The YBR125 also starred at the 6th Central & South America Importers Meeting held in Brazil on November 23 and 24 last year, attended by 61 persons from 20 countries. The slogan "Challenge 21" directed the meeting with the target of a 30% share in doubling demand in the Central & South American market within the first 10 years of the new century. The YBR125 will help achieve this, and is set to consolidate Yamaha's position in the market in Brazil, as well as be the strategic model for the entire Central & South American market.

The YBR125 and another model, the YB125 made in India join the 4-stroke Crypton to fulfil the model lineup in both the 2- and 4- stroke categories.

*From Yoshihiko Takahashi of YMDB, Brazil*

## TUNISIA

### **XJ900P Police Bike on duty**

Bringing you an update on the XJ900P that we covered in Yamaha News last June, the first units now have been delivered to the Tunisian Police. This follows the efforts of Industria, Yamaha distributor in Tunisia, which succeeded in introducing the first road motorcycles in Tunisia after many years of market segment domination by a competitor. Yamaha remains the privileged supplier of road bikes for the Tunisian Police with delivery of the XJ900P along with the XT600E and XT350P.

*From Mohamed Kaabi of Industria, Tunisia*



These police bikes are ready for duty with the Tunisian Police

### **Tunisian Post chooses Club**

Just a few months after launching the new moped "Club" in the Tunisian market, Tunisian Post Office, convinced of the moped's performance and success, purchased 250 units.

Yamaha distributor in Tunisia, the Sami company, employed a comprehensive marketing strategy for Turkey's Beldeyama-made Club and the Mag-Max. Sami organised various information seminars, visits for motorcycle and moped service personnel, a press campaign and advertisements on buses.

*From Sami Damergi of Sami, Tunisia*



250 units of the Yamaha mopeds were purchased by the Tunisian Post Office

# WORLD TOPICS

## MALAYSIA

### Virago Club does Europe

The adventure seekers of the Yamaha Virago Club of Malaysia embarked on a European adventure of 11 days in September 1999. The Club did extremely well to plan the trip inside a month, when the scheduled trip to Greece was cancelled due to the uncertain political climate there.

The route was mapped out over 1,240 km within 6 days, starting from Frankfurt, Germany, touring towards Baden-Baden and Freiburg, then to Basel, Boun, Montreux and Geneva in Switzerland. The 20-strong group crossed over the Swiss Alps through the Simplon Pass en route to Italy via Baveno, Stresa and finally to Milan, and then Venice.

The tour included plenty of sightseeing, including Lake Lemman, vineyard visits, the United Nations building, and the Milan International Bicycle & Motorcycle Exhibition. The final day was a journey by train to romantic Venice, to finish off the trip they will cherish for a lifetime.

The Yamaha Virago Club is now enthusiastically planning their next expedition - to New Zealand.

*From John Lau of HLYM, Malaysia*



Twenty adventurers from Malaysia's Yamaha Virago Club enjoyed a European tour on their beloved Viragos

## U.S.A.

### Annual Family Day an off-road treat



Children and first time riders handled the TT-R models beautifully at the 2nd Annual Yamaha Family Day



Dirt Bike magazine said: 'The kids we had testing said the 125 was the most fun bike they had ever ridden'

On December 10 and 11 last year, YMUS held its 2nd Annual Yamaha Family Day where they introduced the latest Yamaha off-road motorcycles, the TT-R90, TT-R125 and TT-R125L.

The audience was enthusiastic journalists, representing 12 industry magazines, and their families. The aim of the event is to highlight the family fun factor of the models by demonstrating just how enjoyable the machines can be for experienced riders, while highlighting the ease of use for first time riders and even kids.

The event had demo rides for all the bikes in the Yamaha off-road family, journalists racing each other on two motocross tracks, group rides for the family, accessory displays, a trivia quiz over lunch and prizes. Comments from appreciative journalists were most positive, including one from *Wide Open*: "The event was second to none!"

And the performance of the TT-Rs wasn't lost in the fun, summed up by this comment from *Motorsports Network*: "I think the bike will be a hit if consumers and dealers learn just how good the bike

is for the market. Great gear ratios and power delivery. In our brief ride, I couldn't find anything not to like - now that's a statement!"

*From Terry Beal of YMUS, U.S.A.*

## PHILIPPINES

### Police bike for friends

Did you know that the city of Dagupan in the north of the island of Luzon in the Philippines is sister city to Iwata City, the home of Yamaha Motor's Head Office, Japan?

As part of the sister city relationship, young engineers from the Philippines come to Iwata City and nearby Fukuroi City every year to study at the Chuen Overseas Technical Training Center (COTTC) in the interest of advancing their technical expertise. In 1999, two engineers from Dagupan, and three from Manila were hosted at the Center. Furthermore, members of COTTC regularly visit Dagupan, which adds to the ties between the two cities.

In 1999, on their third visit to Dagupan, the COTTC presented the Mayor of the City with a Yamaha XT225 for use as a Police bike. Yamaha dealer Norkis Trading Co. facilitated the presentation on December 7 to Mr. Al Fernandez Jr, Mayor of Dagupan, by COTTC Director, Mr. Ozawa.

*From Makoto Mochizuki of YMC Manila office, the Philippines*



Sister city ties between Iwata City, Japan and Dagupan, the Philippines are behind the presentation of a Yamaha XT225 for use as a Police bike in the City

## BRAZIL

### Dealer gives added value

Yamamotos, Yamaha dealer in Brasilia, the capital of Brazil, has implemented some exciting initiatives since its establishment 16 months ago. In addition to the sale of motorcycles, Yamamotos' focus on the value-added has taken it to second place in motorcycle sales throughout the entire mid-west region of Brazil.

Yamamotos offers special instruction in riding techniques, promotes Yamaha accessories and protective gear, contributes to traffic education campaigns and organises weekly events for Yamaha riders.

The dealer also understands that when acquiring a motorcycle, the consumer is accomplishing a dream. The dream can include motivations such as emotion and even freedom. In consideration of emotion and freedom, Yamamotos created a club called Yamania, with the slogan "Crazy for Emotion. Crazy for Yamaha." The objective of the club is to provide riders with the opportunity of riding with others, accomplishing trips, and changing ideas around motorcycles, and to guarantee fidelity to the Yamaha brand.

The club has also inspired Yamania News, founded in mid-1999, to introduce Yamaha products and Yamamotos services, and provide incentive for people to use motorcycles in their day to day lives and value the positive aspects of motorcycling. The monthly Yamania News has a circulation of 3,000 and is distributed by mail and through motorcyclist meetings.

To keep their customers even better



In just 16 months, Yamamotos has created the Yamania Club, Yamania News and Yamamotos Internet site

informed, Yamamotos also has an Internet site. Visit this proactive Yamaha dealer on:

<http://www.yamamotos.com.br>

## POWER PRODUCTS

## GERMANY

### Yamaha EASY wins "extra energy" award

Year 2000 model line-up of Yamaha PAS at 1999 IFMA show



From September 23 to 26 of last year, the 1999 IFMA show took place in Cologne, Germany. Yamaha Motor Germany (YMG) presented the year 2000 model line-up of Yamaha PAS which consisting of three models on an impressive 130m<sup>2</sup> booth. One of the highlights was the PAS "Keirin," and some cut-samples of the drive units which were exhibited. The reaction of the dealers as well as the customers was very positive.

During the show the 28-inch trekking bike, equipped with the latest NiMH-technology, Yamaha EASY, won an award from the European electric bike organization "extra energy."

After their extensive tests with 20 other E-bikes the "European from Yamaha" was decorated with a prize for excellent value for money. Especially the result of the "city usage" that helped to win this recommendation.

From Uwe Zahnhausen of YMG, Germany

We are always looking for interesting stories.

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

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## MARINE

## SWEDEN

### Film-maker gives outboard to Ashaninka people

The famous Swedish film producer Torgny Anderberg first met the indigenous Ashaninka people of the Amazon rainforest on a trip to Peru in 1968. In the years since they have become good friends and Anderberg has produced two films about these native inhabitants of the Amazonas, which have been shown in Sweden in both the cinema and on television, most recently at Christmas of last year. In 1997 when Anderberg visited the Ashaninka with a Peruvian doctor they found that these people have a number of medical problems, especially among the children. To visit the Ashaninka villages in the remote areas beyond the Apurimac river required a good canoe and a very reliable and easy-to-handle outboard motor.

Anderberg returned again last year with the doctor and a 40 hp Yamaha outboard. He arrived to find that a new canoe had been prepared, and the Ashaninka were overjoyed when he presented them with the new Yamaha. Now, thanks to Anderberg and the Yamaha outboard, doctors will have no trouble getting to their villages when medical needs arise.

From Wera Andersson-Allo of YMS, Sweden

Mr. Anderberg and people of the Ashaninka tribe with their new Yamaha Enduro outboard



## Jubilo Iwata Recaptures J. League Title

On Dec. 12, the 1999 championship playoffs for Japan's pro soccer J. League came to a dramatic climax as Yamaha's home team, Jubilo Iwata, in the championship for the third straight year, and Shimizu Espulse battled to a draw in the two-game series. This left the title to be decided by a penalty kick shoot-out for the first time in the league's history and Jubilo came out the winner!

Three days after the victory, Jubilo Iwata's President Arata and star striker Toshiya Fujita visited the Yamaha Communication Plaza to formally announce the winning of their second J. League title in three years before YMC's President Hasegawa and other gathered Yamaha representatives who have supported the team since its years as the Yamaha Football Club.

While this title comes on the heels of another big Jubilo title win in the Asia Super Cup championship, this victory was in fact a happy ending to a long dry spell that saw Jubilo finish close to last in the second stage of the J. League season after winning the first stage in July.

"During our losing streak it seemed like we couldn't win no matter how hard we tried. We all wanted so badly to win the championship and end the season smiling, and I'm so glad it worked out that way," said Mr. Fujita.



Jubilo Iwata won the championship and ended the season with smiles

## All Yamaha CCS Week '99

The Communication Plaza at Yamaha Motor's headquarters in Iwata was the site of the All Yamaha CCS Week '99 which convened on Dec. 6 and 7 of last year.

The first day of the conference began with a talk by the CCS Promotion Office on the subject of "The Goals and Accomplishments of CCS." After an address by YMC President Hasegawa, presentations on actual CCS activities were heard from the different countries represented, including such examples as a video presenting actual voices from the customers put together by Incolmotos (Colombia). On the second day reports were given on examples of CCS activities being conducted in Japan.



Participants at the All Yamaha CCS Week with President Mr. Hasegawa in center

## All Nine Yamaha Sites Win ISO14001 Certification

Yamaha Motor Co., Ltd. is proud to announce that following international-standard ISO14001 certification for environment management systems at eight of its factory sites, the Hamakita, Soude and Nakaze sites, the Third and Fifth home factory sites, the Morimachi and Arai sites, and the Headquarters Site, ISO14001 certification was officially granted to the Toyooka Site on Dec. 27 by the Japan Automobile Research Institute, an independent certification organization.

Under the company's "Environment 2000 Plan," YMC set up an internal inspection committee in July of 1998 with company-wide responsibility for initiating full-fledged studies of conditions within the company aimed at establishing comprehensive environmental management systems at the company's various sites. As a result of these efforts, official ISO14001 certification was granted for YMC's Hamakita Site in February of last year, followed by successive certifications for eight of Yamaha's nine domestic sites. Now, the ninth and final Toyooka Site (Toyooka factory which engages primarily in the machining/processing of main engine and chassis parts related to YMC's new-product development and testing) joins the others in being certified as proof that its activities within a comprehensive environment management system encompassing its environmental conservation measures in the areas of policies, planning, implementation, maintenance, inspection and revision are in practice and written down in manual form and in accordance with the ISO14001 international standard.

The certification of the Toyooka Site means that now all nine of YMC's domestic sites received the international ISO14001 standard certification for environmental management within the course of 1999, and in doing so the company has fulfilled one of the major goals of its "Environment 2000 Plan." Furthermore, this company-wide certification including the Headquarters Site's administrative, technology, R&D and purchasing divisions, represents the first such certification awarded to any Japanese 2- or 4-wheel automotive manufacturer.

## Good Oldies Run Again

Classic bike fans got a real treat when a historic model display and test ride exhibition event was held at Yamaha's Fukuroi Test Course on Nov. 20 of last year.

The event was planned to give former Yamaha employees and the engineers who actually worked on the development of the historic Yamaha models now on display at the Yamaha Communication Plaza a chance to see old machines run through their paces as part of their preservation program. Under clear skies the guests saw Yamaha's first production model, the YA-1, and eleven others ranging up to the XS1, as well as six racers including the legendary RD56. Also present in all its original glory was the Yamaha-built Toyota 2000GT. About 100 guests, including many retired Yamaha employees were on hand to see the show and reminisce nostalgically about the good old days. And, thanks to their positive response, plans are already under way for the next edition with an expanded roster of vintage models.



The sight of historic Yamaha models running again brought memories of past

## Intelligent & Flexible Energy System

### New "Battery Management System" for small Electric Vehicles



Artist's image of future society with wide range of electric vehicles

The IFES system is already being adopted on products like the newly released PAS Royal

Yamaha Motor Co., Ltd. has recently succeeded in the development of a revolutionary new energy management system that can promote the spread of clean-running battery-powered electric vehicles. Named the Intelligent & Flexible Energy System, this is an environment-friendly technology that creates an "intelligent battery" by building a CPU and IC memory into the battery box to create an entirely new type of energy management system compatible with different types of batteries and chargers used on electric vehicles (EVs) like electro-hybrid bicycles, electric scooters and electric wheelchairs.

#### Developing an "Intelligent Battery" for EVs

With the spread of popular use of battery-powered electric vehicles, great advances have been made in battery technologies that enable better performance, smaller size and lower cost. In most cases, however, these batteries and their chargers and other parts have been developed separately to best fit the needs of individual products, resulting in a lack of compatibility between products by different makers.

Believing that solving this compatibility problem is the key to the future spread of small electric vehicles, Yamaha conceived and developed IFES as an "intelligent battery" technology for efficient management of the energy in batteries that also provides a standard for the wider integration of EVs into the society's transportation infrastructure.

#### How IFES works

The basic idea behind the IFES system is that the three EV components of the battery, the charger and the vehicle controller are closely inter-related and influenced each other's performance. IFES is designed to bring out the full performance potential of the battery by giving these three components interactive communication capabilities. Making full use of

the control technology garnered in the development of the PAS electro-hybrid bicycles, Yamaha engineers created a system that enables the smooth, efficient supply of the battery's energy by giving the battery itself artificial intelligence in the form of a CPU-driven "brain" called a BMC (Battery Management Controller consisting of a CPU and IC memory) built into the battery box. This BMC takes constant readings of the always-changing conditions of the battery, such as electric flow, voltage, frequency of use, conditions of use and battery temperature. This information is processed by the CPU based on the data stored in the IC memory to provide optimum charging and discharging characteristics.

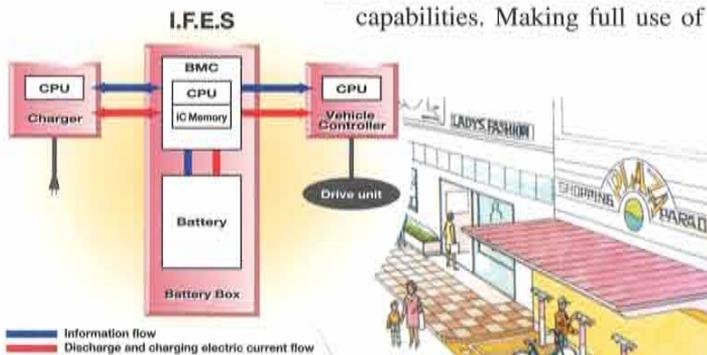
Information sent from the BMC to the charger about the battery condition prompts the CPU in the charger to perform calculations that enable the charger to send electric current with the optimum characteristics to charge the battery. During use, the BMC is also constantly calculating the optimum amount of electrical outflow (discharge) based on the state of the charge in the battery at any given time and communicating this information to the vehicle's controller unit. What's more, the system also adopts the world's first automatic refresh function to keep the battery operating at its full potential.

#### New type of EV transportation infrastructure possible

Besides giving more stable battery performance and longer battery life, highly accurate display of battery information and shortened charging time, IFES makes possible a standardized system in which one charger can charge batteries of differing types and owners can use different types of batteries interchangeably on their vehicles.

And, because IFES functions to identify factors like the battery type, voltage and amount of charge remaining and uses this information to realize optimum charging, it is possible to construct a network of public charging stations capable of charging vehicles regardless of the maker, type of battery or level of charge in the battery. Such a system would greatly encourage the use of environment-friendly EVs for personal and business use.

Image of I.F.E.S system



Information flow  
Discharge and charging electric current flow

Conceptual image of public charging stations at place like parking lots



# Yamaha's 2000 Race Program Launched

*Expectations higher for titles in 2000*

On Dec. 20, 1999, Yamaha launched its racing program for the 2000 season. Yamaha factory teams will compete in a total of eight prominent categories of road racing and motocross, right up to the FIM Road Racing Grand Prix World Championships 500cc class. The main international factory teams and their riders are as follows.

Five factory riders will compete in the road racing World GP 500cc class, including Massimiliano Biaggi and Carlos Checa for the Marlboro Yamaha Team, Régis Laconi and Garry McCoy for Red Bull Yamaha W.C.M. and Norick Abe for ANTENNA 3 Yamaha D'ANTIN. In the 250cc class Olivier

Jacque and Shinya Nakano will compete for Chesterfield Yamaha Tech3, and plans also call for Naoki Matsudo, the 1999 road race champion of the All Japan 250cc class to participate in this class. Noriyuki Haga will compete again in the World Superbike for the Yamaha WSB Team. In the FIM Motocross World Championship 500cc class defending champion Andrea Bartolini and teammate Marnicq Bervoets will compete for the Yamaha Motocross Team, while in the USA defending AMA Supercross champ Jeremy McGrath will ride again for Chaparral Yamaha and Jimmy Button and David Vuillemin will compete in the AMA National Motocross series from team Yamaha USA.

## FIM Road Racing Grand Prix World Championship 500cc

## FIM Road Racing Grand Prix World Championship 250cc

### Marlboro Yamaha Team

### Red Bull Yamaha W.C.M.

### ANTENNA 3 Yamaha D'ANTIN

### Chesterfield Yamaha Tech3

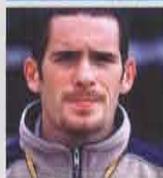
### N.A.



Massimiliano Biaggi



Carlos Checa



Régis Laconi



Garry McCoy



Norick Abe



Olivier Jacque



Shinya Nakano



Naoki Matsudo

## FIM Superbike World Championship

## FIM Motocross World Championship 500cc

## AMA Supercross / National Motocross Series

### Yamaha WSB Team

### Yamaha Motocross Team

### Chaparral Yamaha

### Yamaha USA



Noriyuki Haga



Andrea Bartolini



Marnicq Bervoets



Jeremy McGrath



Jimmy Button



David Vuillemin

# Yamaha Aces Win Three Straight!

## 2000 AMA Supercross Series 250cc Class

Yamaha-Chaparral's Jeremy McGrath started his season on Jan. 8 at Anaheim, California exactly the way he wants to finish it: at the front, with a win. He came out of the gate in 5th place, but quickly worked his way to the lead in the opening laps, to take the first win, of the first race, in the new millennium.

At the second round of the season on Jan. 15 at Anaheim again, McGrath's prophecy seemed to be holding true. When the final gate dropped to start the race, three Yamaha riders, David Vuillemin, Jeremy McGrath and Tim Ferry, jumped into the lead. McGrath passed Vuillemin in the whoops, took off and held the lead for the rest of the race. Vuillemin finished a strong 2nd place to make it a 1-2 Yamaha victory, with Yamaha riders Tim Ferry and Jimmy Button following 5th and 7th.

In round three at San Diego on Jan. 22, it was David Vuillemin's turn to shine. After winning his heat race, Vuillemin hit a perfect start in the final to take the holeshot and race on unchallenged to the win.

Jeremy McGrath was in winning form as the season started

