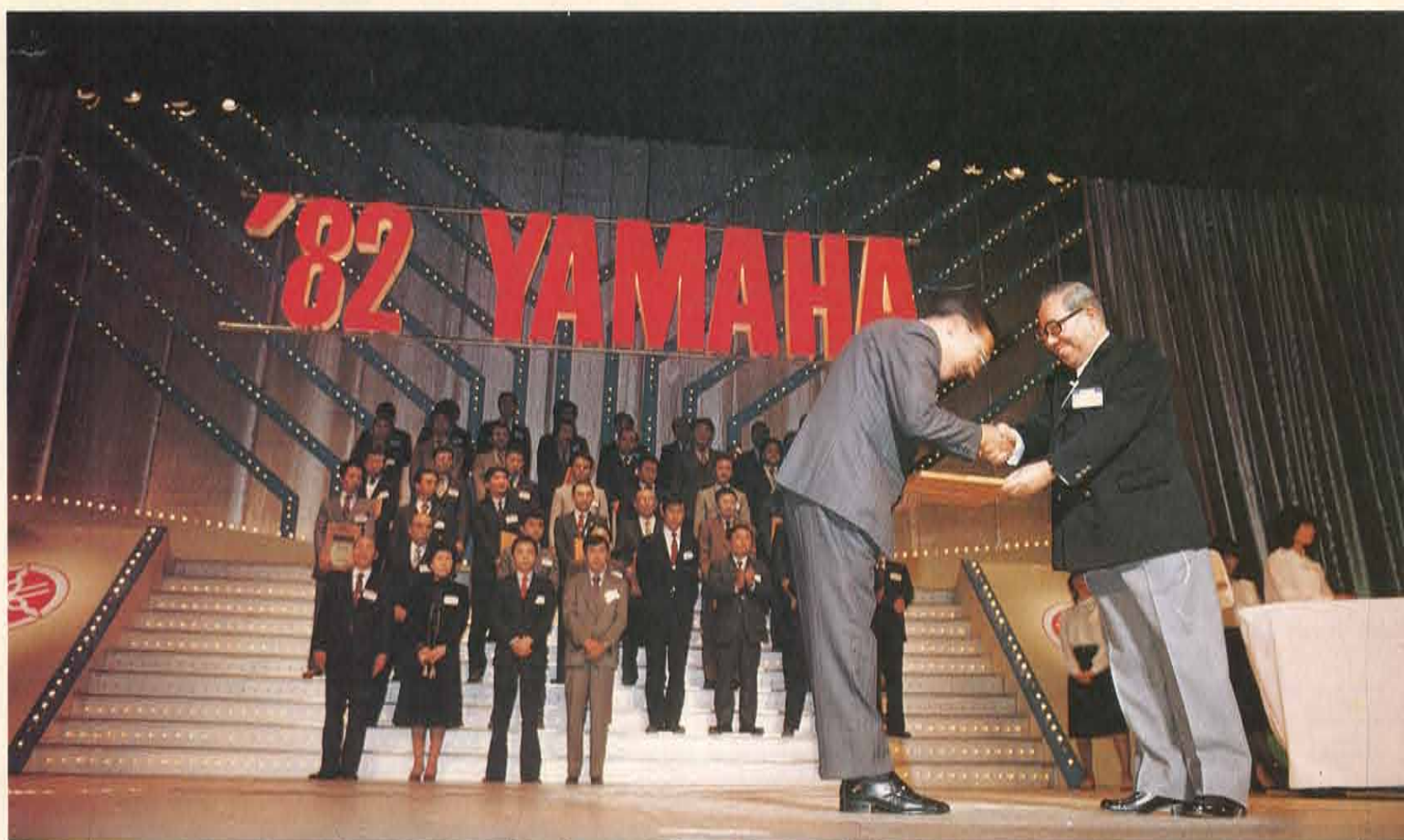


A demonstration flight with a Yamaha engine in the Third International Hanggliding Championships held at Beppu (Southern Japan) in October 1981.



ENDLESS CHALLENGE



Award ceremony for top Japanese dealers

Yamaha, along with the development of new products based on its leading position of technology, has been able to achieve a phenomenal growth in production and sales of three million units in 1981. This advancement will be utilized as Yamaha's foothold in 1982 and even greater efforts will be directed toward securing a four million units scale. Also, an active approach will be made toward diversification into new areas including small engines for aircraft.

Resolution reaffirmed

At Yamaha Motor Company in Japan, on January 6, the annual ceremony for starting work for the year was held with all the employees. On the 8th, the 1982 New Year Convention for top sales representatives of Japan was held and the top dealers in Japan were presented awards. This was followed by the display of new

1982 Yamaha models at Hotel Concorde where a dinner party was also hosted. Next day, on the 9th, the Asian Conference was held at Tsumagoi. In each of these assemblies President Koike spoke strongly of the goals and policies for 1982, and asked for the support and cooperation of all Yamaha people. The main points of his speeches were as follows; "In surveying the coming year, the battle

over the market share, both in Japan and overseas, is becoming increasingly fierce and there doesn't seem to be any end in sight. The global economic downturn is showing signs of becoming even more serious and long term. Even so, compared to other industries, ours is doing very well indeed with the demand still growing viewed even from last year, and we have reached the annual production level of three million (1.1 million domestic sales). With this achievement in mind, I would like to make our company completely ready for a four million units output (1.5 million units for Japan and another 1.2 million units for Asia) so as to enable each of our dealers and importers in various countries to aim for a dynamic advancement with brilliant prospects.

I would like our dealers and importers to note the following points as being especially important for this.

1. Maintenance and expansion of innovative product development by Yamaha Motor based on creative technology.
2. Efforts to improve quality and reduce the total cost are being made through the combination of accumulated production technology serving the needs of this age, and putting more strength into self management activities of production workers.
3. Operations in the Yamaha business office and management will be streamlined by incorporating revolutionary new ideas.
4. 100% achievement of sales targets by each of our sales divisions.

Serving the role of pipelines which are in constant contact with customers, it is important that each dealer reevaluates his sales strategy and develop and maintain good communication with a large group of customers, and assume a role of opinion leader in each district.

All efforts must be joined

In recent years, with further expansion of large dealerships along with increased dealership competition in the big cities, the sales network is changing with almost no relation to administrative policy. Therefore, maintaining and expanding one's sales territory is sure to require a new approach. In this respect, it is important that the maximum effort be expended to create new demand. A good example you will see in the Japanese market. It took five years to reach a total annual domestic production of two million units, after reaching one million mark. The aggressive and dedicated new demand creating activity and sales promotion activity on the part of all the dealers has proven effective in building the same figure from two million to three million in just a year time. This feat was accomplished last year in 1981 which was regarded as an unfavourable year economically. It can therefore, be plainly seen how our success this coming year is very much dependent on the efforts of each of the dealers. The reason is because Yamaha has the groundwork necessary for this. Yamaha has invested the huge sum of 39 billion Yen into getting the Third Iwata Plant in operation, and building a new distribution center and scooter plant in Fukuroi. In addition to this, the R & D Division, which was in several sections previously has been consolidated into the new R & D Center for even more effective operation and the new center is due for completion at the end of January. There is a great deal of



Asian Conference at Tsumagoi

confidence in the product development, production capacity and quality control capability in these wonderful new facilities. Furthermore, standing firm on this solid foundation, it is planned to enter the field of aircraft engines based on the experience with internal combustion engines. The plans are being implemented to develop an engine for the motor hang glider which is becoming popular among our youth, along with the 1600cc gasoline aircraft engine. Yamaha is a company with the necessary capability and flexibility to boldly advance into new fields. Also, in line with Yamaha's policy to cooperate as much as possible with local partners in various countries, local production of Yamaha motorcycles will be inaugurated this year in Spain. It is hoped that Yamaha can count on your enthusiastic cooperation as soon as you see for yourself the remarkable advances of Yamaha showing no bounds. As an additional bit of information for our readers, Yamaha has been approved by the Japanese Government as the fourth producer of aircraft following Ishikawajima Harima Heavy Industries, Mitsubishi Heavy Industries, and Kawasaki Heavy Industries.



New '82 models on display at Hotel Concorde

SPECIAL FEATURE PAGES

YAMAHA PR

We at Yamaha Motor know that Yamaha users, as well as a portion of the general public, understand the high quality and superior performance of Yamaha products, which are now marketed extensively around the world and backed by excellent service. We must say, however, that both the general public and Yamaha users must be given more information about our corporate policies so that they can have a clearer picture of Yamaha Motor Co. In particular, we are now faced with a period of more intense competition, which will require that the general public be correctly and more fully informed about products in the market and the companies which make them. This, in turn, means that in the future the user will not be buying just the product alone, but will also be buying the reliability of a particular company.

If follows then that product advertising must be backed by information concerning the corporate policies which direct the course of product development. These special feature pages have been prepared to help importers accomplish this goal.

A GENERAL GUIDE TO THE COMPANY

Back in July, 1955, Yamaha Motor Company, Ltd. was founded as a new motorcycle manufacturer with the introduction of its first production model, the 2-stroke 125cc YA1 after separation from Nippon Gakki, now the world's largest manufacturer of musical instruments. The YA1 became one of the best selling models for its superior performance and quality in those days, thus helping greatly to establish "Yamaha" as a popular motorcycle brand on the market. From then on, growth was so rapid that Yamaha built a solid reputation as one of the world's largest motorcycle manufacturers within a short period of time.

A variety of products

At first, Yamaha's production was confined to motorcycles, but by 1960 its corporate activities had diversified into other fast growing fields as well. Now Yamaha offers a great variety of products including outboard motors, marine diesel engines, FRP fishing boats, sailboats, motorboats, portable generators, snowmobiles, racing karts, etc. each and every one of which has been developed on the basis of Yamaha's proven technology.

These products bring both pleasure and convenience to lots of people in the world. In particular, Yamaha is making up the largest market share in the fields of outboards, FRP boats, snowmobiles and racing karts in Japan.

What Yamaha aims at

Yamaha has persistently strived to develop and produce high quality, high performance products with the corporate objective of helping to make a better life possible for everyone.

With its heavy commitment to the society in mind, Yamaha will exert even more enthusiastic efforts to promote its general corporate activities to meet customer needs even better.

Overseas production of Yamaha products

Now Yamaha is exporting more than 65% of its products worldwide. This gives substance to the excellence of Yamaha products. In addition, production of Yamaha motorcycles and FRP boats is continued under technical cooperation with Yamaha in 30 nations in the world. Yamaha's advanced technology and know-how are contributing greatly to raising the level of local technology and industries.

Promoting the correct use of products

Yamaha is enthusiastic about promoting the safe and correct use of its products. Programs to train novice motorcyclists how to ride safely and correctly from the start and sailors to handle their boats properly are just part of this effort. Yamaha sponsors races, operates facilities such as sportslands and marinas, and involves itself in dozens of other ways to help its customers get more enjoyment and value from their Yamaha products.

Yamaha products

•Motorcycle •Scooter •Tri-moto •Snowmobile •Racing kart •Golf car •Water pump •Multipurpose engine •Portable generator •Outboard motor •Marine diesel •Motorboat •Rowboat •Sailboat •Utility boat •Fishing boat •Special purpose boat •Pool

Growth of the Yamaha Motorcycle Division

In July of 1980, Yamaha Motor celebrated the 25th anniversary of its founding to mark a great milestone in its history. Now Yamaha is starting out into the eighties with renewed determination for another leap forward. Yamaha has not always followed an easy road during the period of 25 years. Yamaha has grown into what it is by overcoming a number of hardships arising in conjunction with rapidly changing international political or economic situation, and in particular, a drastic change in traffic environment. Yamaha has increased its business capacity through these trials and has persistently followed its business principle to offer a variety of quality products to as many people as possible in the world.

Yamaha products have already gained widespread popularity and even greater efforts will be joined to realize a new goal in the years to come.

A modest approach to the motorcycle industry

It dates back to January, 1955, that Yamaha advanced into the motorcycle industry at the initiative of Mr. Gen-ichi Kawakami, now Yamaha Motor's Chairman. In those days, the Japanese motorcycle industry was in a state of confusion with more than 40 manufacturers struggling for existence.

Under these tough conditions Yamaha started its corporate activities with only 100 employees led by Mr. Kawakami.

Yamaha joined the motorcycle industry with its first production model, the 123cc piston valve 2-stroke YA1. Mr. Kawakami, who was enthusiastic about producing the world's top quality musical instruments, acted up to his opinion that the Yamaha motorcycle should also be the best in quality.

Yamaha Motor Company was founded at a capital of ¥30 mil. about 6 months after the YA1 was launched on the market. This model showed its superior performance in the Fuji Mountain Race and Asama Volcano Race, then the two big road race events in Japan. The YA1 outclassed all competitors to win these races in a very convincing manner. These successes proved to be a strong impact onto the market and the YA1 became one of the best selling models, thus helping to establish Yamaha as a popular motorcycle brand.

Yamaha obtained a store of precious technical data through participation in these races. These data were very useful for the improvement of production bikes.

Growth continues

Yamaha's growth was so rapid that capital was increased to ¥800 mil. New quality models were introduced one after another with the backing of increased production capacity.

In 1960 Yamaha produced more than 138,000 bikes which were classified into 50cc, 125cc, 250cc and 260cc. The range included Japan's first sports models and Yamaha's first moped and scooter models. In addition, Yamaha adopted the world's first rotary disc valve 2-stroke engine in the new YA5 model, thus demonstrating the excellence of its technology. Race activities were also brisk, Yamaha bikes chalked up a number of wins in big national races. In particular, Yamaha's first 250cc model, the YD1 won the 1957 Asama Volcano Race and finished 6th in the 1958 Catalina GP, USA. The race proven 250cc YD1A was further developed into the 1959 YDS1, the first real sports model ever built in

Japan. As for this model, both road race and motocross tune-up kits were available and helped to accelerate the growth of sports enthusiasm in Japan. Along with the YDS1, Yamaha started development of new racing machines with the aim of taking part in world GP racing.

However, a couple of years that followed saw the relatively dull growth of Yamaha's business due to the generally unfavorable economic situation and also the lack of mass salable models in the Yamaha production line-up.

It was the new YG1 that pulled the Yamaha out of the fire!

This model was completed at the initiative of Mr. Hisao Koike, now President, who was appointed General Business Manager after transfer from Nippon Gakki in May, 1962. Mr. Koike proved himself to be a truly competent leader. For the first thing, he exerted every possible effort to raise the morale of all Yamaha people under a motto — "High quality and high performance" while taking the initiative in an intensive market survey to probe into actual market trends, Mr. Koike who was appointed as Director about 6 months after his first appointment in Yamaha Motor, took up a new 80cc model as a spearhead to bring an upturn in business results. Greater efforts were also directed toward the improvement and reorganization of Yamaha's nationwide dealer network.

The YG1 which made its debut in March 1963 was powered by a newly designed rotary disc valve 75cc 2-stroke engine.

It won widespread popularity for its spirited performance and attractive styling. The year 1961 also became one of the most memorable years for Yamaha. The Yamaha racing team appeared in the scene of world GP racing for the first time.

Research and development efforts were concentrated on the improvement of new works machines throughout 1962.

Yamaha's second GP attack was made in a more sensational and successful manner in 1963. Yamaha works machines chalked up two wins and two second places in 4 GP's (Daytona, Isle of Man, Dutch and Belgian). 1963 also saw the introduction of Yamaha's new production racer, the TD1 for race enthusiastic clubmen.

Thus Yamaha's corporate activities were again back on the right lines under Mr. Koike's superb leadership.

Yamaha's challenging spirit was even strengthened throughout the period of hard trials. Encouraged by this precious experience, Yamaha became more enthusiastic about promoting its established corporate principle to develop high quality products based on its advanced technology.

Progressive expansion

In 1964 Yamaha won the 250cc road race world championship after a season-long battle with the toughest rival. Production activities were also smooth. Annual total production reached 221,000 bikes. The most popular models were the YG1 and the 250cc sports YDS3. Both models featured much of racebred technical advantages including the Autolube 2-stroke engine. Autolube was a Yamaha-original revolutionary separate oil injection system at that time.

Race activities were also successful. The 250cc road race world championship was again clinched by Phil Read on a Yamaha works machine.

Yamaha's new 2-stroke technology and brilliant race success contributed greatly to the further growth of business. Exports were also steadily increasing. In 1965 about 50% of total production were exported worldwide. In addition, first-stage construction work was completed for the new Iwata plant in 1966 for another leap forward in the future. Yamaha's first overseas joint venture company, Siam Yamaha of Thailand started its operation the same year.

In 1967 Yamaha's proven engine technology was extended to the 4-stroke field. Yamaha developed a new DOHC 6-cylinder engine at

the request of Toyota Motor. The engine was mounted on the Toyota 2000GT, the nicely streamlined chassis of which was also designed by Yamaha.

Everything was going right with Yamaha. In 1968 Yamaha introduced the first trail model, the 250cc DT1 that opened an entirely-new world of off-road motorcycling. On the other hand, even increased efforts were directed toward race activities. That year Yamaha won 250cc and 125cc road race world championships, thus consolidating its worldwide reputation.

In 1969 the Yamaha course was completed at Fukuroi near Iwata. It is an FIM-approved circuit for international road racing and was built with the intention of perfecting Yamaha's research, development and experiment efforts.

The production range already included 20 different models from 50cc U5A to 350cc RD sports model. Total production exceeded 519,000 bikes.

Demand-creating activities

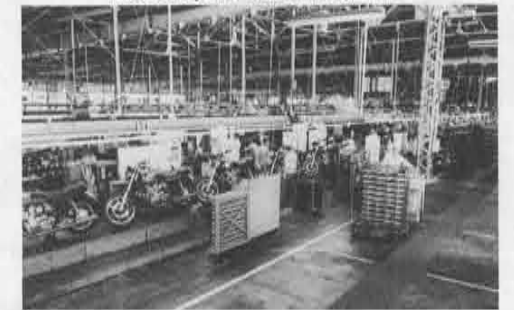
In the seventies Yamaha still continued to strengthen its business set-up. Yamaha started to promote various rider education programs for an increasing number of Yamaha fans mainly in the Japanese motorcycle market.

For example, along with the introduction of the DT1, Yamaha started the program of Yamaha trail school to teach a number of novice motorcyclists how to enjoy off-road riding safely. The Yamaha licence school program proved to be an effective demand-

Yamaha Main Plant



Motorcycle assembly line



Sportsland Sugo



Sportsland Sugo is a giant leisure-time sports complex occupying about 2,100,000 m² in total area near Sendai some 400 km north of Tokyo. It helps greatly to promote the spread of various leisure-time sports in Japan.

SPECIAL FEATURE PAGES

PROFILE

creating activity. In 1970 Yamaha's first 4-stroke model, the XS1 650cc made its debut. In February 1972 the new main office building was completed at Iwata. In 1973 the Iwata technical Center was opened as Japan's first authorized motorcycle school while leisure sports facilities such as Tsumagoi and Sportsland Sugo were constructed. Total production reached the one million mark for the first time. In June 1974 Mr. Koike was appointed as new president of the company.

Yamaha Technical Center



Yamaha Technical Center is the sole authorized motorcycle school where novice motorcyclists are trained in correct riding techniques and good traffic manners. Lectures are given by means of audio visual tools. Techniques are trained on various types of surfaces and courses.

Automated conveyor system (Yamaha Parts Center)



This system automatically leads all parts to their respective lanes.

Advanced technology

A worldwide oil crisis badly affected the exports of motorcycles. In order to cope with such a harder situation, Yamaha concentrated on the improvement of small displacement 2-stroke models while introducing the new line-up of 4-stroke models.

The new 4-stroke line-up consisted of the dynamic balancer-equipped TX750 (1972), the DOHC 8-valve TX500 (1973) and the DOHC 3-cylinder shaft drive XS750 (1976). In 1977, the DOHC 4-cylinder XS Eleven, the largest model ever developed in Japan, also joined the range.

Along with the development of new multis, new single-cylinder models were also introduced, such as the big enduro XT500 (1976) and road model SR500 (1978), etc. The mediumweight range was also strengthened with the SOHC twin XS360 (1977).

In the meantime, Yamaha's race activities were extended to the fields of motocross and trials. In 1973 Yamaha won the 250cc motocross world championship. 1974's road

race success was truly spectacular. Yamaha won the 125cc, 250cc, 350cc and 500cc world championships. In addition, Yamaha won the Scottish Six-Day Trial in 1975. Yamaha's race-bred technology gave birth to a number of significant systems for production models, such as the piston/reed valve 2-stroke Torque Induction system (1971), Monocross suspension (1975) etc. In particular, TD and TR production races contributed greatly to the improvement of 250cc and 350cc road models. World's renowned RD250/350 were developed from these production racers. These road models in turn helped to accelerate the development of more exciting TZ production racers. The latest RD250LC/350LC have been developed on the technical basis of the improved TZ production racers.

4-stroke model development also made a smooth progress. It is worthy of special mention that Yamaha continued to accumulate advanced technology to realize "cleaner emission" and "better fuel efficiency" through its persistent pursuit of "better combustion efficiency" essential to a higher performance, higher power engine. This came to give birth to the YLCS (Yamaha Lean Combustion System), an advanced system to bring both cleaner emission and outstanding combustion efficiency together even at a leaner mixing rate of air and fuel to meet social needs. The YLCS was followed by a further improved combustion efficiency system, the YICS (Yamaha Induction Control system) to attain more than 10% better fuel efficiency on LA4 mode.

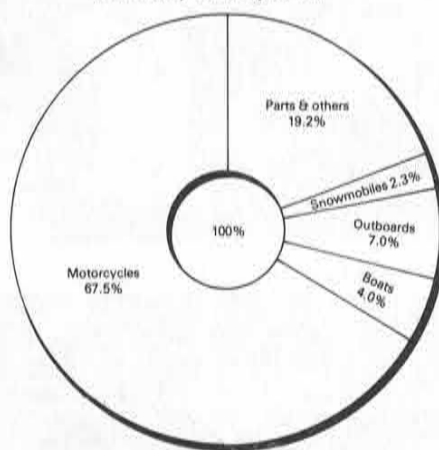
Positive response to high customer trust

Yamaha has led the world's motorcycle industry into the eighties with its wide-selection line-up ranging from XS Eleven to 50cc family bikes to meet diversified customer needs. The '82 range features a number of very significant technical innovations including the improved turbo unit, new V-twin, new rising rate Monocross suspension, narrow 4-cylinder engine, newly designed shaft drive, thus making the positive statement that the new decade is dictating the use of some other criteria for motorcycles than simple cubic capacity and horsepower.

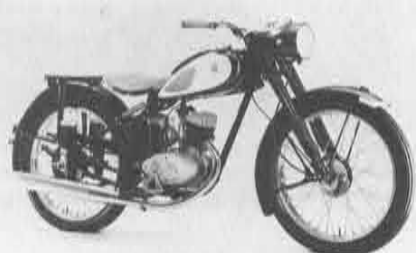
Yamaha will join even greater efforts to follow its established corporate principle to offer better products to worldwide customers. Now Yamaha is one of the largest motorcycle manufacturers.

It has 16 overseas corporations and joint venture companies in 14 countries. In 1981 total production is estimated at 3,000,000 bikes or more. With its heavy commitment to society in mind, Yamaha will strive to meet high customer trust.

Sales by products (from May '80 to April '81)



Yamaha 125cc YA1



Yamaha 250cc YDS1



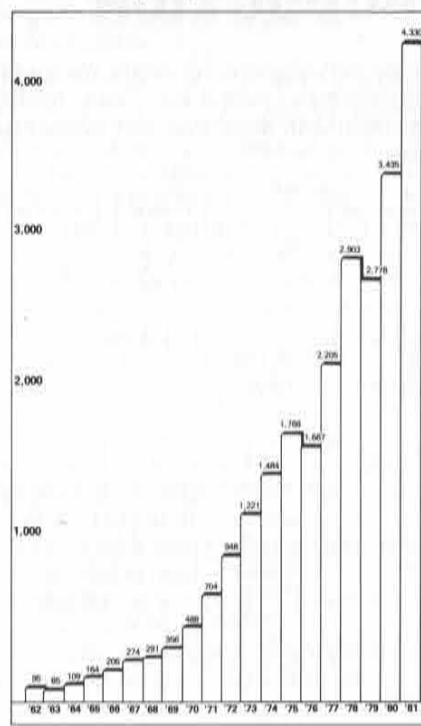
Yamaha 80cc YG1



Yamaha 250cc DT1

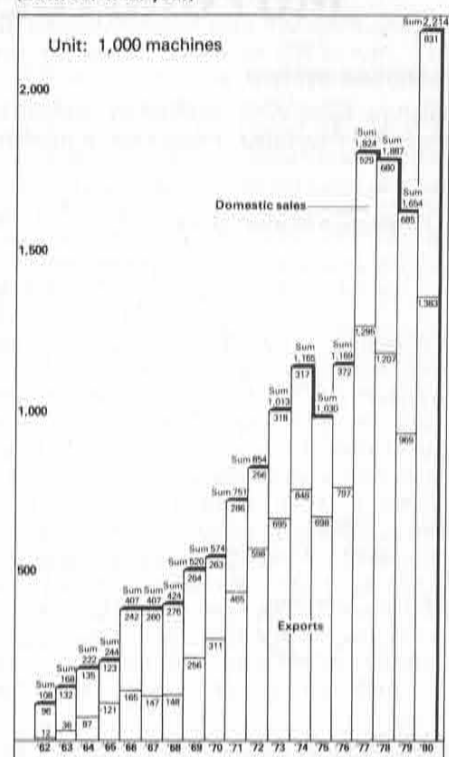


Year-to-year growth of net sales



Unit: 100 mil. Yen
Fiscal year: from May to April of the following year

Domestic sales and exports of motorcycles (Each calendar year)



Ever-progressing Yamaha technology

- 1955: * Primary kick (YA1)
- 1956: * Monoblock carburetor (YC1)
- 1957: * 2-stroke twin engine (YD1)
- * Monocoque backbone type frame (YA2)
- 1959: * Chrome coated cylinder (YDS1)
- * Combination meter (YDS1)
- 1960: * 6-speed transmission (YAT1)
- * Tank-in-frame design (MF1)
- 1961: * Rotary valve (YA5)
- * Water-and-dustproof brake (YA5)
- 1964: * Autolube
- 1967: * 5-port induction system
- * Labyrinth seal (R1)
- * Teflon lip oil seal (R1)
- * Gear skip preventive device (R1)
- * 7-bone type pressed steel frame
- 1968: * Dual-purpose model (DT1)
- * Ceriani type front fork (DT1)
- * 5-stage adjustable rear shock (AT1)
- 1969: * Audio pilot (U5AD)
- 1970: * Torque Induction engine
- * 4-stroke engine (XS1)
- 1971: * 7-port Torque Induction engine (CT2)
- * Automatic decompressor (RT1)
- * Front disc brake (XS650E)
- 1972: * Balancer mechanism (TX750)
- * Connected right & left exhaust pipes (TX750)
- * Blow-by gas recirculating device (TX750)
- * Reserve lighting (TX750)
- * Aluminum rim (TX750)
- 1973: * DOHC 4-valve engine (TX500)
- * IC regulator (TX500)
- * Stop lamp wire break warning device (TX500)
- * Automatic 2-speed transmission (V50A)
- * Thermal flow shock (MX125)
- 1974: * YLCS
- * Monocross suspension (YZ250)
- * CDI system (YZ250)
- * Lining wear warning device
- 1975: * Radial fin (DT400)
- 1976: * DOHC 3-cylinder engine (XS750)
- * In-line shaft drive (XS750)
- * Halogen headlamp (XS750)
- * Automatic return type flasher (GX750)
- * Flexible winker system (DT250)
- * 4-stroke big single (XT500)
- * Front & rear disc brakes (RD400)
- * Front & rear cast wheels (RD400)
- * Oil tank-in-frame design (XT500)
- 1977: * CV 4-carb system (XS Eleven)
- * Engine kill switch (falling-XS Eleven)
- * Automatic choke (S50)
- * Oilbath chain drive (S50)
- * High-speed retard ignition timing (YZ250)
- 1978: * New automatic 2-speed transmission (SA50)
- * 4-stroke big single sports model (SR500)
- * 4-stroke Specials (XS650/SX750 Special)
- * Electronic governor (XS650 Special)
- * Full transistor ignition (XS650 Special)
- * YPVS
- 1979: * Power jet carb (TZ350)
- * 50cc shaft drive (MA50)
- * Alcohol engine
- 1980: * Zero cutaway carb (TZ500)
- * Liquid-cooled 2-stroke engine (YZ125)
- * YICS & YEIS
- * Calibmatic carb system
- * Liquid-cooled 2-stroke twin (RD250L/C)
- * Orthogonal engine mount (RD250L/C)
- 1981: * V-twin shaft drive (XV750)
- 1982: * Turbo system (XJ650T)
- * Aerodynamics (XJ650T)
- * Adjustability (XV920 Virago/XJ750 Maxim)
- * V-Twin L/C (XZ550)
- * YDIS (XT550)
- * DOHC Twin (XS400)
- * New Mono-sus. (YZ490/250/125/100 & IT175)
- * L/C YEIS (DT125/RD80)
- * 4-st. Single with balancer (XT200/125)
- * CYCOM (XV920 Virago/XJ1100 Maxim/XJ750 Maxim/XJ650T)

Corporate facts of the Company

Founded: July 1, 1955
 Chairman: Gen-ichi Kawakami
 President: Hisao Koike
 Capital: ¥6,201,335,300.-
 Employees: 10,808
 Head Office: 2500 Shingai, Iwata-shi Shizuoka-ken, Japan
 Main Plant: 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan

Other Plants:

- Hamakita Plant**
1280 Nakajo, Hamakita-shi, Shizuoka-ken, Japan
 - Manufacture of motorcycle engines and components.**
 - Arai Plant**
3380-67 Muko-jima, Arai-machi, Hamana-gun, Shizuoka-ken, Japan
 - Manufacture of small and medium-size motorboats and sailboats.**
 - Nakaze Plant**
4444 Nakaze, Hamakita-shi, Shizuoka-ken, Japan
 - FRP boat molding and painting.**
 - Third Iwata Plant**
800 Tenryu, Iwata-shi, Shizuoka-ken, Japan
 - Manufacture of cylinder heads, cylinders, etc.**
 - Showa Works Ltd.**
178 Matsunaga, Numazu-shi, Shizuoka-ken, Japan
 - Manufacture of motorcycles, karts, portable generators and multipurpose engines.**
 - Manufacture of snowmobile engines and golf car engines.**
 - Yamaha Body Works Ltd.**
1012 Hayade-cho, Hamamatsu-shi, Shizuoka-ken, Japan
 - Manufacture of motorcycle frames, pistons and clutches.**
 - Sanshin Industries Ltd.**
1400 Nippashi-machi, Hamamatsu-shi, Shizuoka-ken, Japan
 - Manufacture of outboard motors.**
 - Hamakita Industries Ltd.**
1066 Nekata, Hamamatsu-shi, Shizuoka-ken, Japan
 - Manufacture of motorcycle parts.**
 - Kuramatsu Industries Ltd.**
2600 Kuramatsu-cho, Hamamatsu-shi, Shizuoka-ken, Japan
 - Manufacture of motorcycle parts.**
 - Moriyama Industries Ltd.**
1450-1 Mori machi, Shuchi-gun, Shizuoka-ken, Japan
 - Manufacture of electric parts of motorcycles, outboards and portable generators.**
 - Shimba-Shibori Industries Ltd.**
244 Miyawaki, Kakegawa-shi, Shizuoka-ken, Japan
 - Manufacture of scooters and Trimoto.**
 - Manufacture of monocoque frames and other motorcycle parts.**
 - Yamaha Hokkaido Works Ltd.**
70 Nodao, Yakumo-machi, Yamakoshi-gun, Hokkaido, Japan
 - Manufacture of fishing boats and utility boats.**
 - Yamaha Ofunato Works Ltd.**
1-1 Shjmomuko, Ofunato-machi, Ofunato-shi, Iwate-ken, Japan
 - Manufacture of fishing boats and utility boats.**
 - Yamaha Gamagori Works Ltd.**
24 Hama-cho, Gamagori-shi, Aichi-ken, Japan
 - Manufacture of large and medium-size pleasure and fishing boats, and special purpose boats.**
 - Yamaha Shido Works Ltd.**
1298 Dobayashi, Shido, Shido-cho, Okawa-gun, Kagawa-ken, Japan
 - Manufacture of fishing boats and utility boats.**
 - Yamaha Amakusa Works Ltd.**
5995 Nikendo, Himedo-cho, Amakusa-gun, Kumamoto-ken, Japan
 - Manufacture of fishing boats and utility boats.**
- Sales Companies:** Yamaha Tokyo Sales Company and 24 others nationwide (all owned 100% by Yamaha)
- Overseas Corporations:** Yamaha Motor Corp. (USA)
 Yamaha Motor Canada Ltd. (Canada)
 Yamaha Motor N.V. (Netherlands)
 Yamaha Motor Do Brasil Ltda. (Brazil)
 Indonesia, Pakistan, Iran, Malaysia, Mexico, New Zealand, Sri Lanka, Colombia and Nigeria.

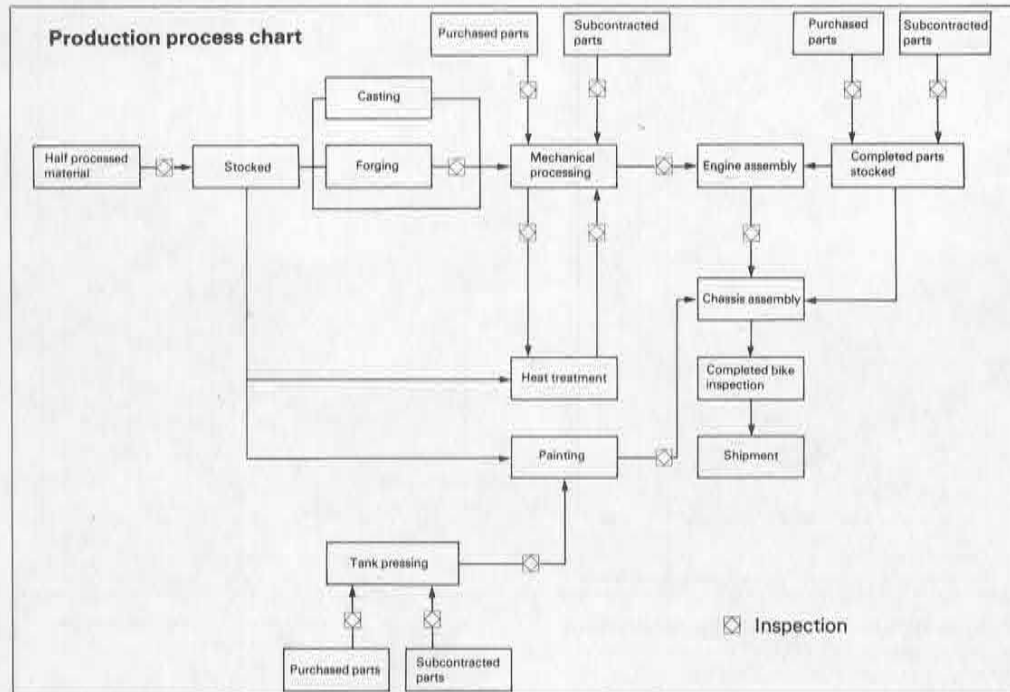
SPECIAL FEATURE PAGES

MOTORCYCLE PRODUCTION

Production system

Yamaha's motorcycle production system is completely integrated, incorporating modern

facilities and equipment, to ensure the world's top quality for each and every bike, in close cooperation with more than 400 subcontract plants.



Highly automated production system

Yamaha has made another big step toward higher productivity with the introduction of the following laborsaving automated systems in its assembly lines:

1. Multijoint assembly robot, CAME No. 1
2. Multiplex nuts and bolts feeder
3. Linear motor controlled conveyer
4. Yamaha Rapid Plating System (Y.R.P.S.)

These automated systems have been developed and put into use as part of Yamaha's basic production policy called "airless engineering", which means "No space in the workshop should be left unutilized".

The main reason for adopting these systems in the assembly line is to spare workers from simple, tedious jobs as much as possible, thus freeing them to develop their potential for higher levels of work, which will in turn lead to even higher productivity.

When used in the right way, these systems will not only help to ensure higher mechanical precision in the products, but will also free people to use their intellects for devising even more productive and efficient work. This, we feel, is the ideal relationship between man and machine in manufacturing activities.

This concept is one that can be applied, of course, to overseas plants manufacturing Yamaha motorcycles as well.

Yamaha-original systems

The automation of motorcycle production is not as simple a matter as that of car production for a number of reasons. First of all, a single production line must be used for turning out a number of different models in relatively small quantities. In addition, the compact and complicated chassis requires the skill that only hand assembly can provide.

The production technology staff of Yamaha have long strived to solve these problems in ways that improve both productivity and working conditions of its workers.

Through test operations in actual production line situations the staff have continued to perfect these exclusive Yamaha systems. Yamaha is the first motorcycle manufacturer to use a large number of robots in its production line. The linear motor controlled conveyor is also the first of its kind put into practical use in Japan. The multijoint assembly robot is compact and can be used to perform a wide range of tasks. The multiplex feeder and the linear motor controlled conveyor both contribute to "airless engineering" in the workshop. The Y.R.P.S. is a high-speed, non-pollution plating system. Now, let's take a closer look at these innovative systems.

Multijoint assembly robot, CAME No. 1

This robot is a faithful assembly line helper that is ready to do the tedious and even dangerous jobs that otherwise would have to be done by human labor.

By doing so, it helps to realize the common goals of both the labor union and management to transfer factory workers and retain

them for jobs that are better suited to human ability. The robot, in other words, allows factory workers to advance to more interesting, challenging work that probably pays better as well.

Here are some of the advantages exclusive to the robot:

- (1) Like a man's hand, it can function in a number of ways to perform various jobs.
- (2) It can perform its tasks faster and more accurately than manual labor.
- (3) It is a simple, compact mechanism that can be produced at a relatively low cost.

The robot, which is microcomputer controlled, is designed with the potential to be used on all kinds of Yamaha products. At present Yamaha uses a total of 28 robots on its production line, 11 of which are used on the Passol 50cc moped line. Within the year the number will be up to 50. In the future their use will also extend to the mechanical processing line.

CAME means "Computer Aided Mechanical Equipment". This robot, which is the first of its kind to be used in large number for the production of motorcycles, has an arm speed of 120m/min. and a positioning accuracy of 0.05mm. 50 robots can perform the same amount of work of 30 workers. Here are the jobs they are presently being used for:

- (1) Tightening bolts on engines and drive systems.
- (2) Applying adhesive to crankcases and chaincases.
- (3) Inserting or pressing in oil seals, bearings and other parts.

Main technical features

- (1) When production changes from one model to another, the operator has only to change the robot's computerized memory. This allows for easy mass-production of a number of models.
- (2) The operation speed and accuracy are double that of conventional robots, while the production cost is only half.
- (3) The robot is so compact that it fits easily into any production line.
- (4) Its fitting position is easily adjusted to meet different job situations.

Multiplex nuts and bolts feeder

Because a single production line is used to produce a number of different motorcycle models, a great variety of parts are needed. A conventional feeder can only supply one kind of parts, thus making it a hindrance rather than a help in assembly line automation.

The multiplex feeder, however, makes use of a vibrator and a number of parts bowls that enable it to automatically supply a large number of different parts. Yamaha uses this feeder in connection with its multijoint robots in the automation of its motorcycle production system. The parts supply speed of this feeder is between 12 and 15m/min. Other main technical features are:

- (1) Parts bowls are easily added to or detached from the feeder, thus making it possible to automatically supply a large number of different parts.
- (2) All parts bowls can be operated, stopped

and adjusted individually.

- (3) On a single vibration base bowls can be arranged to rotate both clockwise and counter clockwise simultaneously in a layer arrangement.

- (4) This layer arrangement saves space and makes it possible to supply a large number of different parts efficiently.

Linear motor controlled conveyer

This is a system that has proven itself to be very useful in a motorcycle manufacturing plant. One unit is only 10 meters long. The units are connected one to the other to extend the length of the assembly line. It is a mobile system that can be moved anywhere in the workshop. The system, which is used to return pallets after an operation is completed, is the first of its kind ever used in actual production activities in Japan.

The modular type free flow conveyor system consists of a chain-driven conveyor and a linear motor controlled conveyor for returning pallets after use. This system is now being used on the assembly lines for Passol 50cc mopeds.

Main technical features

- (1) The system is suited to an assembly line of any length and can be set up wherever and whenever it is needed, thus allowing workshop space to be used more flexibly and efficiently.

- (2) The linear motor not only sends pallets and jigs back more quickly, but also does it on less energy. It also means that fewer pallets are necessary.

- (3) The free flow conveyor can be positioned in way while the pallet is stationary, to meet the needs of an automated assembly line.

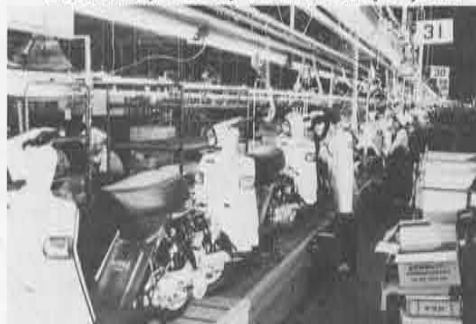
- (4) The pallet send-back lanes are arranged underneath the operation conveyor, thus saving valuable space.

- (5) The system is linear motor driven (non touching type). This means wear is minimal and the service life is virtually unlimited. In addition, the system is vibration- and noiseproof for added reliability.

Yamaha Rapid Plating System (Y.R.P.S.)

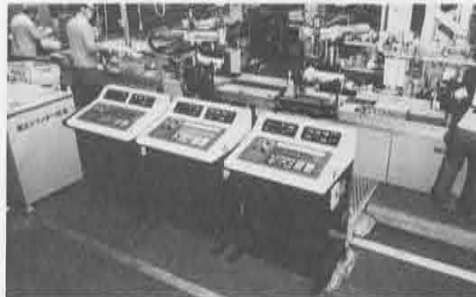
This is a compact, high-speed chrome plating

Assembly line by women employees



Yamaha scooters are assembled here. The line features a linear motor controlled conveyor system.

Automated production system

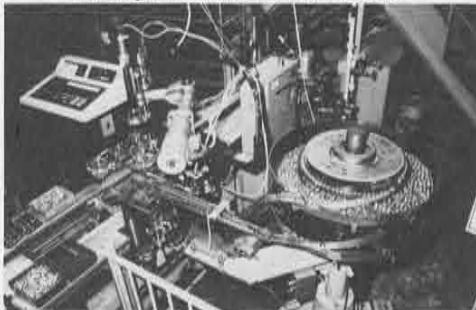


Yamaha has made another big step toward higher productivity with the introduction of various laborsaving automated systems in its assembly lines.

Welding robot



Multiplex nuts & bolts feeder



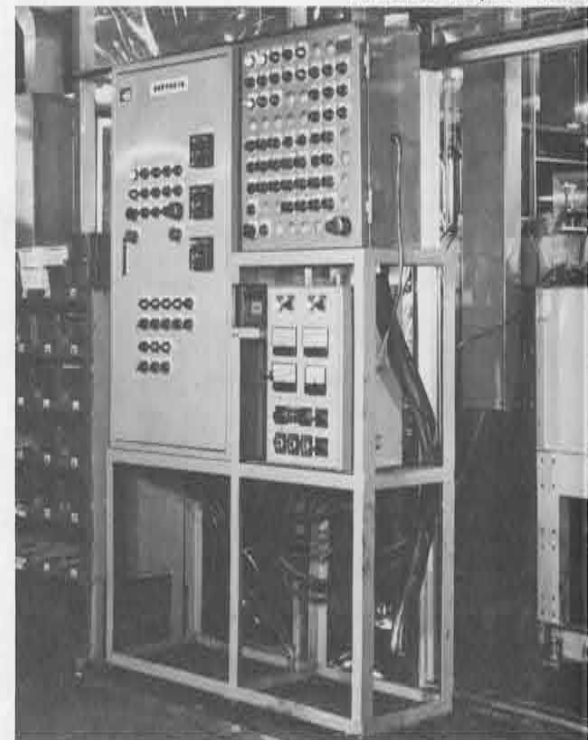
This system automatically supplies a large number of different parts.

Computer aided design (C.A.D.)



This helps to increase the productivity of design work by performing quickly and accurately many different kinds of relatively simple jobs.

Yamaha Rapid Plating



This system uses a pump to circulate the plating solution. The part that is being plated. No large space is required.

Structure analysis



The strength and rigidity of individual component parts are computer-analyzed.

Performance test (turbocharged engine)



A turbocharged engine is tested for its max. power output, torque development and general power characteristics to realize an ideal engine setting.

Yamaha Test Course



Machine is thoroughly tested for its road performance data.

SPECIAL FEATURE PAGES

system that doesn't require a large spread-out reservoir.

Conventional plating systems require a large-sized reservoir where a large number of parts are kept in the static plating liquid for long periods. The Y.R.P.S. uses a pump to circulate the plating liquid rapidly between the anode and the part that is being plated. This rapid flow reduces the number of ions around the part electricity is supplied in larger amount at lower voltage, thus speeding up the piece to piece plating process. Here are some of the noteworthy technical features of this system:

- (1) Chrome plating speed is increased to 7m/sec. by means of a rapid, turburated flow of plating liquid that rarefies the ion layer and makes more electricity available without increasing voltage. The amount of precipitated metal is increased to 60u/min. which is about 100 times that of a conventional plating system.
- (2) In this system the pre-treatment oil removal tank, plating tank and washing tank are all in one closed circuit, so plating liquid is constantly recirculated and as a result there is very little waste product and poisonous gas or plating liquid is prevented

from being generated or splashing.

- (3) The total system, because it requires no large reservoir, can be arranged in an area of 4m². This means that the system can be incorporated in the mechanical processing line at the same time as the machines tools for an integrated automated system.
- (4) In this system products can be plated one by one in succession, sparing time consuming hanging and removing of individual parts from racks as in a conventional system.
- (5) There is a 50% efficiency rate for electricity used in this system as opposed to 15% in a conventional system.
- (6) The system can be used for plating other than chrome simply by changing the liquid, and easy partial plating is also possible.

IPC activities

IPC means "Improvement of Personal Capacity". Back in 1969, this unique program started under the leadership of Mr. Hisao Koike, President of Yamaha Motor (Executive Managing Director in those days), with the objective of helping to increase productivity

and improve product quality, based on the improvement of personal capacity in each small work group.

The program adopted a principle that human creativity should be the most important factor for the improvement of workshop management and work method. This has encouraged every Yamaha employee to become more enthusiastic about developing his or her potential with the aim of helping to increase the work efficiency of its own work group first, and to improve the whole Yamaha productivity in the long run. Lively discussions have been repeated and lots of proposals have been made by work groups in an effort to find a number of better ways with the following aims in mind:

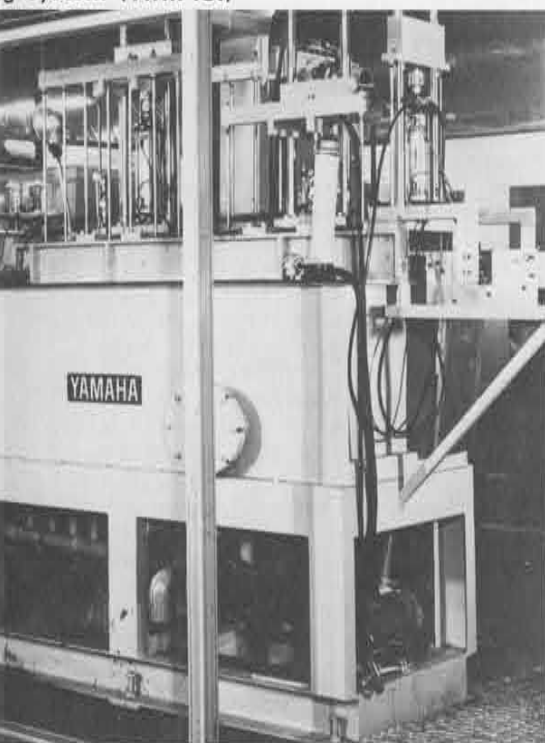
1. To improve workshop management and work method through cultivating individual employees' stronger awareness of work efficiency and product quality.
2. To make up a better working environment through better human relations.
3. To help promote self and mutual enlightenment through IPC activities.
4. To help individual employees improve their capacity as good members of society.

Remarkable IPC achievements

The program started with 127 work groups. Now it covers as many as 506 groups. The number of proposals has remarkably increased yearly, thus reflecting all employees' growing enthusiasm. During the period from Jan. to Sept. 1980, 106,187 proposals were received for evaluation, 50,178 of which were adopted to be carried out for the improvement of work shop management and work method. By doing so, Yamaha has saved about ¥1,000 mil. per annum, resulting in cost reduction for customers.

Proposals are stunningly rich in variety. For example, some woman employee has proposed that picture drawing on a conveyor belt, if permitted, would help to make workshop more charming, which could in turn lead to the improvement of assembly work efficiency. On the other hand, a certain engineer made a proposal concerning a new large-sized energysaving diecast blast furnace. This proposal proved itself to be one of the most significant proposals ever made. The furnace was actually built and put into use in June 1980. With this furnace heat efficiency has been increased nearly to a maximum.

g System (Y.R.P.S.)



Plating liquid rapidly between the anode and spread-out reservoir is needed.

Engine's durability test



Thorough bench test is repeated even during the stage of a prototype engine, to make sure that material, structure and function are perfect.

Exhaust gas test



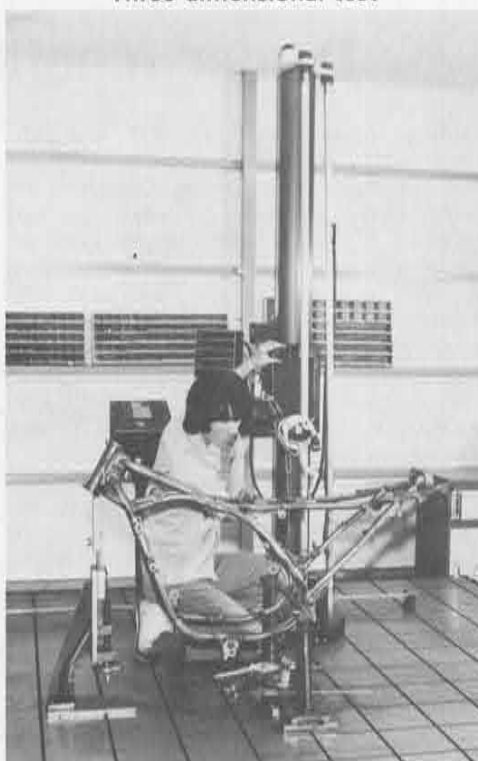
Exhaust emissions are kept as clean as possible.

R & D Center



R & D Center which will be completed in the near future, will play the most important part in Yamaha's research & development activities.

Three dimensional test



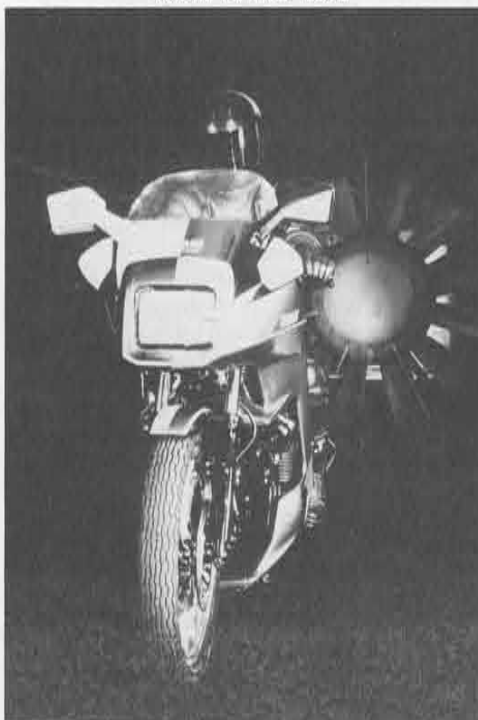
High precision is ensured for every and each product.

Test on simulation chassis



Machine's durability is thoroughly tested here. Every conceivable riding condition is artificially prepared.

Wind tunnel test



Wind tunnel test is repeated to obtain the maximum of aerodynamic efficiency.

YAMAHA RESEARCH & DEVELOPMENT (R & D)

Yamaha has persistently followed its established business principle the Yamaha products should bring both pleasure and convenience to as many people as possible in the world. In this respect, research and development activities have been one of the most important cores of Yamaha's corporate activities since the Company was founded in 1955.

There is a worldwide tendency that diversified sense of value is inevitably resulting in more diversified customer needs with greater emphasis being given to stronger personal preference. Now Yamaha is continuing its corporate activities with accurate insight into market trends so that every customer can see its need or taste better satisfied.

Every possible effort is being exerted to collect a great store of data and information through extensive market survey and direct contact with lots of customers and prospective customers all over the world. These data and information are fully utilized for the development of new quality products.

Yamaha has made up such a wide-selection line-up of motorcycles in an effort to meet all local particular needs as much as possible.

R & D to meet the needs of society

Yamaha is striving to make the best of its advanced technology to meet the ever-changing needs of society.

For example, Yamaha's proven technology has given birth to very significant energysaving systems such as the YEIS (Yamaha Energy Induction System), the YPVS (Yamaha Power Valve System) and the YICS (Yamaha Induction Control System), to bring both high performance and fuel economy together. The latest achievements include a unique turbo unit which features the merit of Yamaha's integrated technology.

Accumulation of new technology

Accumulation of new technology is quite essential to smooth, successful R & D activities. Yamaha cooperates with a number of outside organizations and institutes concerned both here and overseas in order to raise the level of its motorcycle technology in close connection with FRP and metal material technology, applied technology concerning computerization and electronization, and general base technology. In addition, Yamaha's modern new R & D Center is near completion. It will be the nucleus of Yamaha's R & D activities to take another big step toward even more successful realization of Yamaha's business principle.

Brisk race activities

Each race track is an experiment laboratory for Yamaha. Machine's performance and durability are tested to the very limits, which in turn brings a great store of precious technical data essential to the improvement of production models. In addition, each race success helps to enhance the image of Yamaha brand.

Modern computer-aided design

This is a kind of modern technology that Yamaha is tackling for wider application to motorcycle design and molding. Computer-aided design (C.A.D.) helps to increase the productivity of design work by performing quickly and accurately many different kinds of relatively simple jobs such as drawing a plan, making a three-dimension diagram from a plane figure, taking measurements of a clay model for immediate drawing, etc. Yamaha designers will be freed from these jobs to direct their capacity toward more creative work in the near future.

Advanced structure analysis

Yamaha's experiment equipment include a high precision vibration analyzer and stress analyzer. They are also computer-aided systems to analyze the strength and rigidity of individual component parts against vibration and external force. Stress can be analyzed even from blueprints.

Vibration on engine or frame can be calculated accurately during design or experiment stage. This advanced method of structure analysis ensures top quality for each and every Yamaha motorcycle.

Thorough durability test on simulation chassis

Machine's durability is thoroughly tested on simulation chassis. The computer-aided system provides every conceivable riding condition artificially. Actual durability data can be obtained here without conducting a road test for many consecutive hours or over extended distance.

Anti-pollution exhaust gas test

Exhaust gas is analyzed here for the improvement of anti-pollution measures. The engine is tested under different loads on chassis dynamo and exhaust emissions are collected for careful analysis.

Rigorous high and low temperature test

Yamaha motorcycles which are used everywhere in the world, must withstand extremely high or low temperature. Such environmental conditions are artificially prepared by means of a heater or other equipment. Machine is tested for its reliability and durability under such rigorous conditions.

Yamaha Test Course to ensure high quality

The Yamaha Test Course which is located near Iwata is a 5.24-km high-speed figure-8 circuit. The Course is used for durability test, prototype test, general quality test. In addition to obtaining various performance data, actual feel of riding is also examined.

The First Caribbean Marine Distributors Convention

From Martinique: The Caribbean Sea which is considered one of the most beautiful turistic paradises is now becoming a good market for Yamaha outboard motors due to the continued sales efforts of Yamaha distributors and dealers. The total market share is reaching the 40% mark. Excepting just a few of the 20, however, individual distributors' sales cannot be rated large. For some of the islands, the arrival of shipments from Japan takes from three to four months, and the newer distributors especially have a hard time maintaining their stock of outboards and their service parts.

In order to overcome these problems and to establish a 40% market share, it is necessary for all the distributors to meet together for closer cooperation and Mr. S. Miura of the Marine Sales Division decided to make this a reality. If such an opportunity could be provided, the understanding of Yamaha Motor Company and its policies could be furthered, and the distributors could become acquainted with each other for better business cooperation. This meeting would also be an ideal chance to get the distributors to have a better understanding of the parts ordering and stock control methods, as well as to provide service training for the newly introduced 115HP model.

So Mr. Miura with the enthusiastic cooperation and skillful arrangements made by the owner of the Martinique distributorship, Mr. Guy Thelamon, was able to hold the first sales and service convention of the Caribbean distributors during the period from Oct. 7 to Oct. 10 at the Diamond Novottel, a hotel in Martinique. Below is a list of the 21 distributors participating in the convention:

- | | |
|-------------------|----------------------------------|
| Bermuda | Mr. David Durham |
| Jamaica | Mr. Hubert O.S. Samms |
| | Miss Maria T. Wong |
| Dominicana | Sr. Fernando Jose Giraldez Yabra |
| Puerto Rico | Sr. Daniel Sanchez |
| St. Maarten | Mr. Alwyn Granville Carter |
| Guadeloupe | Mr. Christian de Grandmaison |
| | Mr. Sully Jean-Noel |
| Martinique | Mr. Guy Thelamon |
| | Mr. Joseph Thelamon |
| Antigua | Mr. R.A. Grimes-Graeme |
| | Mr. C. Jardim |
| St. Kitts | Mr. I. Buchanan |
| St. Lucia | Mr. Raymond Moses |
| | Miss Ida Atille |
| St. Vincent | Mr. Richard Gunn |
| | Mr. Geoffrey Gunn |
| Trinidad & Tobago | Mr. Wayne Lee |
| Barbados | Mr. Glenn Taungaki |
| | Mr. Paul Gonzalves |
| | Miss Cheryl Taylor |

From Yamaha, Mr. Masahiro Sugiyama, sales manager, Mr. Susumu Matsushima, assistant service manager, and Mr. Shiro Miura attended.

The first day of the convention (Wed, Oct. 7) began with a welcome speech by Mr. Thelamon which was followed by ten-minute speeches by individual representatives for the purpose of introducing themselves and getting acquainted with each other. After these speeches, the market analysis and business policy, or the '82 sales target for the Caribbean region as well as for the whole world were announced and Yamaha promised its full support for its distributors in reaching this target. Also, at this time, requests from Yamaha regarding monthly orders and L/C were made.

On the second day everyone went to Vauclin where trial runs with the new 115HP model were given for the most part and the remaining time was taken for a lecture on spare parts and for hearing requests from the distributors.

On the third and fourth days of the convention, a service training school was held in the Continental Marine Center. To start with, on Friday the technical features of the 115HP model were explained, and subsequently disassembly and reassembly of the power unit, explanations about special tools, and other activities were conducted. On Saturday, the disassembly and reassembly of the lower unit



Every participant resolves to "Build A Bright Future With Yamaha"



Lecture for service of the 115HP model being given at the Continental Marine Center



A group takes part in trial runs with the 115HP model

were undertaken, and in addition, explanations were given on detailed adjustments for the 115HP model as well as electrical parts, power train, and the tilt. Certificates of completion for the school were awarded after an examination, and then as the final event of this convention, a dinner and cocktail party were given.

All distributors greatly increased mutual friendship and understanding during the course of this convention, and the dinner and cocktail party on the final day reached a peak filled with friendly conversation and laughter. In the ten-minute speeches given on the first day by all the representatives, they all spoke on their present situation and work, as well as of their ambitions. We would like to conclude this article with the summary of the speech given by Mr. Guy Thelamon who worked so hard to make this convention a success.

"I started this business eight years ago. It was rough going at first with very stiff competition, but I was able to expand my share with GOOD AFTER-SALE SERVICE. Now we have captured 80% of the market for the fishing industry. Currently we are building Yamaha fishing boats and are also considering the sales of fishing equipment. Our goal is to become an all around distributor for the fishing industry."

Halmahera, Ambon, and West Irian are the main markets. This is why the establishment of an organized service network is of vital importance here.

However, this location allows no easy access due to lack of adequate transportation. The means of transport from the office in Manado or Ujung Pandang is very limited, and at times it is even impossible to send engines and parts



Servicemen receiving training



Practice in disassembly of marine diesels

to the surrounding islands which make up the market.

From November 16 to 21 last year, the Yamaha training school was held in Manado, where detailed service training including lectures with texts and blue-prints, disassembly

and reassembly of O/M and M/D models, as well as parts replacement and repair were given.

The men who served as instructors for the servicemen who gathered from many dealerships in this district were Mr. Ohshio of YMC's Marine Project Division, and Mr. Hendra Mujaya of C.V. Husjurat.

There had actually been a training school held in May 1979 in Singapore, but on that occasion the staff of the company were busy protecting the sales of Yamaha products from two competitors which were attempting to break into the home market.

The sale of M/Ds has just begun, but Yamaha O/Ms presently occupy approximately a 70% share of this entire market. Through this training school, efforts were made to open up new sales routes "one step at a time," and further strengthen the sales base by opening small service stations in each fishing village so that the O/Ms of the fishermen there can receive good service and parts supplies. In this region, there already are several O/M and parts dealers as well as service stations, but by placing such facilities in each fishing village, the problem of transportation can largely be overcome, and it will become possible to increase the 70% share still further.

Both Mr. Ohshio and the staff of C.V. Hasjurat are confident that they will be able to increase the share for M/Ds in the same way as for O/Ms.

Dealer Meeting in Colombia

From Colombia: On August 27th and 28th, the annual dealer meeting was held in Colombia. The main staff of Incolomotos and the owners and managers of 30 dealers gathered together at the Intercontinental Hotel in Medellin.

A welcoming reception was held by Incolomotos on the 27th from 7:30 to 10:00 p.m. and all the participants gathered at the hall of the hotel to enjoy a lively and congenial cocktail party. On the 28th, the day began with a group breakfast from 7:30 to 8:30 a.m. The day's schedule after that was jammed full activities right until 5:00 p.m., starting off with a description of the business situation for the first half of 1981 and the future goals at 9:00 a.m., and going on to the interim report on the sales contest this year up until July (the contest ran from April to September), the announcement of new models (FS80, RX115/135, DT100, DT175) and their test rides in the hotel parking lot, explanation of the "Vanga Yamaha" campaign with slides, and the screening of new films on the Batamax Big Screen. A dinner party was held from 7:00 to 10:00 p.m., bringing the meeting to a pleasant conclusion of eating, drinking, and friendly conversation.

During the presentation of new models especially, many questions were asked about the new energy saving technology of the "YEIS," and the dealers showed great interest in the rides and enthusiastically took turns at test riding.

This year, the economic picture in Colombia was not the best of situations with a drop in the total demand, but the presentation of new

models and original sales campaigns strengthened the solidarity and friendship among the dealers and contributed greatly in heightening their morale.

An interim report was made on the progress of the sales contest at the dealer meeting in Colombia. Now the final results have been obtained. Six dealerships won in the contest; YAMASUR in Neiva, YAMACOSPA in Barranquilla, REMEC in Monteria, BERLIMOTO in Pasto, YAMACESAR in Villavicencio, and MAREMOTO in Cartagena. Along with these winners, the newest dealer there, MOTOLLANO in Villavicencio, voluntarily came to visit Japan accompanied by his family. These members, in their one week stay, visited our head factory and the kart races being held at Sugo in Miyagi Prefecture. They also took the time to tour the city of Kyoto in its autumn colors.



Dealers joined impromptu the kart reception being held at Sugo.

XV1000 "The Bike of The Year" Draws A Big Crowd

—Sydney Motor Show—

From Australia: The XV1000 was chosen by the Two Wheels Magazine of Australia as the bike of the year for its engineering excellence and good design. This XV1000 was put on display in the Sydney Motor Show on the display stand of McCulloch of Australia, the Yamaha distributor for NSW.

A large crowd visited the motorcycle display area which was divided into separate corners for touring bikes, racing bikes, commuting bikes, minicycles, and dirt bikes. The popular XV1000 itself was viewed by some 25,000 people. Unlike the displays of other distributors, instead of being hard to reach, the Yamaha stand was very accessible. Therefore, the motorcycle fans were able to get up close to see and touch the bike for themselves and make a careful judgement. Along with the motorcycle, the format of this display was very well received.

The bikes ridden by the victorious members of the NSW Yamaha Dealer Team —Ron Boulton, Phil Robinson, and Len Willing— were also put on display also, and this stirred up yet another sensation.



The stand where the XV1000 is on display in the Sydney Motor Show

Training school for outboard motors and marine diesels

From Indonesia: Indonesia is a country made up of many small islands. In other words, it is an ideal market for outboard motors (O/M) and marine diesels (M/D) intended for fishery and other commercial purposes. In North Sulawesi, there is the Manado branch of a Yamaha importer, C.V. Hasjurat. This branch has innumerable small islands as its markets. Sulivesi, Sangir Talud, Ternate,

The Powerful New South Wales Dealer Team



From Australia: The New South Wales Dealer Team which was formed by McCulloch of Australia less than a year ago, has already risen to the dominating force in Australian motorcycle sports, taking nearly all major titles in road racing, motocross and short circuit racing. Its major successes in 1981 include the Australian 500cc Grand Prix, the inaugural

Yamaha 750 Production Race, the Mr. Motocross Series, the Australian 250cc Motocross Championship, the Australian 80cc Mini-Cycle Championship and the Australian Short-Circuit Championship. The Team's efforts and bike preparation were co-ordinated by former Australian road-racing Champion and ace tuner Warren Willing (far left) who was instrumental in the Yamaha

Dealer Team's victories. Riders from left to right: Ron Boulden is one of Australia's foremost A-grade road-racers. This year, Ron clinched the Australian 500cc Grand Prix riding a TZ.500 Yamaha on the demanding Mount Panorama circuit at Bathurst. Later in the year, he co-rode a Yamaha XJ750 to second place in the inaugural Yamaha 750 Production Race against Honda, Suzuki and Kawasaki 750s.

Stephen Gall is Australia's winningest motocross rider and this year, he walked away with his third Mr. Motocross title, Australia's toughest motocross series, riding a modified production YZ465. Stephen doesn't confine his talents to motocross, he also won the Australian Unlimited Short-Circuit title.

Gary Coleman is well known for his performances on TZ750 Grand Prix Yamahas in Australia, although he is also a very fast and consistent rider on Yamaha production bikes. He co-rode the XJ750 with Ron Boulden that took second place in the Yamaha 750 Production Race.

At 13 years of age, Phil Robinson is the NSW Yamaha Dealer Team's youngest member and he also has the distinction of being Australia's hottest junior motocross and short-circuit property. He is the current Australian 80cc Mini-Cycle Champion for the third time and in an amazing performance, became the youngest-

ever Australian Short-Circuit Champion.

Len Willing, Warren Willing's younger brother, is the NSW Yamaha Dealer Team's most recent acquisition. In his first ride for the Team, Len won the Yamaha 750 Production race on a XJ750.

The NSW Yamaha Dealer Team's dominance of Australian motorcycle sports must be a record, for while factory-sponsored teams have won more than one title, no other co-ordinated racing effort has ever claimed more titles in so many different branches of sport.

Congratulations!

From Great Britain: The 30th of November, 1981 became an extra eventful day in the life of Neil Hudson who won the '81 250cc motocross world championship title in a very dramatic manner. At 5 a.m. Mrs. Hudson gave birth to their first baby, an 8lb daughter—Jessica—at a Bristol hospital. Both mother and daughter were in good health. And later in the day Hudson was back among the medics having the plaster removed from his broken right wrist. Let's look forward to his even more brilliant ride in the '82 season.

World-wide expansion of the program for the promotion of correct riding

Ever since the LTR program for instructing correct riding was conceived and held for the first time, many LTR Schools have been organized all over the world. Everytime the LTR Schools are held somewhere, there are always a large number of participants who want to have it again. This is because the instruction given by the instructors including Mr. Iwao, the special instructor, is appropriate as well as useful, and it also must mean that the number of motorcycle riders is now so great. Furthermore, this demand is growing every day. Yamaha, by not simply meeting this demand, but promoting the correct use of these bikes, is not just giving thorough service to its customers, but is also helping greatly in expanding the market.

naka. The LTR School for the general public was held in each of these locations, but aside from this, in the first location Limassol, an LTR School specially for the staff of the importer was held. In this school, in addition to explanation about the safe riding techniques by technical instruction, slides, texts, and an organization manual, methods for holding LTR Schools was also taught. Special instruction giving consideration to the situation of this importer was provided. Further, in Nicosia, a 50-man police motorcycle squad took part in the School held specially for the police. They received air advanced course starting simply with riding equipment and posture, and went on to a lecture about stationary field of vision and moving field of vision, and then received instruction on cornering and stopping tech-

The LTR Schools in each location all turned out to very exciting events. At the finish of each school, all the participants were awarded diplomas as well as mementos such as LTR text books, LTR T shirts, LTR badges, and caps. All the participants vowed together with their instructors to practice safe riding.

Also, before the LTR Schools were held, a special instructor training course based on the LTR theory and system was provided by two members of the Yamaha staff. Thereby 12 very capable instructors were trained including Mr. Savvas Samourides and Mr. panicos Savva, the motocross champion of Cyprus. All these instructors received certificates as Yamaha instructors and they are expected to do great work in the future.

basic riding techniques, emergency reactions, and accident prevention techniques. The riding instruction was given at the area in front of the toll booths at the entrance to the Bangkok Toll Way which had not yet been opened. Riding instruction began with training for basic riding and then went on to more advanced techniques such as applied riding techniques, cornering, and quick stops, making this program very intensive.

This event was very highly praised as many other LTR schools have been, and the chief of the police motorcycle spoke about it as follows;

"It was very useful training for us. We wanted to learn many more riding techniques, but it was too bad that we didn't have more time. I think we could learn to ride with more confidence, given some more time. If possible, I would like to have my men receive off-road training. There are many things we still don't know how to do, so we would like to ask for the cooperation of Yamaha in continuing such training."

Many requests for holding LTR schools

From Cyprus: The first series of Yamaha LTR Schools was held in response to the request by the local YMC importer, Mr. Adreas Samourides. Mr. Toh from the Yamaha Motor Sports Promotion Department became the instructor, and the event was organized by Mr. Hamabe, a sales representative for the Middle East. The purpose of the LTR School was to promote safe riding of motorcycles in Cyprus and to train local instructors for safe riding promotion activity. The School was held from July 7 to 31 in five locations including the cities of Limassol, Nicosia, Paphos, and Larnaka, and the village of Araliphos near Lar-



Man-to-man instruction for a beginner

niques. In this manner, not only the general public but many specialized riders including policemen and teachers were given instruction. Thus great contributions were made to the promotion of safe riding in Cyprus.

The Yamaha LTR School was welcomed by many of the citizens of Cyprus as well as by the police department, and high acclaim was received especially from individuals involved in highschool education. This is the reason why the grounds of these schools were willingly offered in each city for holding the LTR Schools. The Yamaha SA50 and MA50, clutchless family bikes, were used in this School so that the participants could take this training with a light heart.

A man-to-man system of instruction with one instructor for every student was used. Both a beginning and advanced course were offered. In the basic course, handling of a bike, riding posture, balance, starting and stopping, as well as warm-up riding were instructed. In the advanced course, riding position, 10-meter quick stops, straight slalom, snake slalom, tight bridge, figure '8', and tight corner riding were taught. All in all, a total of 400 participants took part in this School.

What was especially notable in this School was that 70 women took part, although women in Cyprus were known as being quite conservative. These women showing beautiful riding techniques along with the men were cheered on by the crowd.



Tight bridge



LTR School staff

Police training program in Thailand



Mr. Kawachi riding a bike while Mr. Iwao gives instructions.



Riding practice held in front of toll booths

From Thailand: As in many other countries, there has been a great increase in the amount of traffic of cars and motorcycles in Thailand. Under these circumstances it can be said that the lives of the policemen on motorcycles who are engaged in the direction and control of this traffic are placed in danger. Last year when Siam Yamaha delivered 110 RD400s to the Bangkok plice, it promised to provide some training. On a later occasion the police and Siam Yamaha discussed the matter and it was decided to hold a safe driving training school for the 160-man police motorcycle squad for eight days from October 19 to 26.

This police training began with lectures from the 19th to the 21st, and on the 23rd some films were shown, and this was followed by riding instruction given on the 22nd, 24th, and 26th. The instructors were Mr. Kazutoshi Iwao and Mr. Kenzo Kawachi of YMC, and Mr. Somak Jinapongee of Siam Yamaha. The trainees were divided into three groups of A, B and C, and each group received one day of lectures and one day of riding instruction. The lectures were given in the conference room of Siam Yamaha. First racing films were shown and this was followed by lectures on

Another success in Egypt

From Egypt: In Egypt where the first LTR Schools were held in Cairo, Mansuru, and Alexandria in the summer of 1980, LTR Schools were held once more from June 6 to 18, 1981. This time these Schools were held for the police in Mansuru, and for the general public in Alexandria, at the request of Yousuf Habib Al Yousuf, the Yamaha importer of Egypt.

In Mansuru, the School opened with words of instruction and reminder from the chief of the motorcycle squad, followed by the lecture given by Mr. Takahashi special instructor. Next, the riding techniques of braking, S-curve cornering, and tight bridge were instructed in a detailed and highly technical manner.

In Alexandria, with man-to-man teaching provided by instructor Toh and other local instructors, very diligent training was given (including starting, stopping, snake slalom, and tight bridge techniques) and every beginner learned how to ride correctly.

In these LTR Schools many of the beginners of the previous schools returned to challenge the advanced course, while others participated because of all they had heard about the last LTR Schools. The Schools were brought to a successful close fulfilling all of their expectations.



Completion ceremony for LTR School



After the top dealers were presented with awards and President Koike gave a speech, the new Yamaha models for 1982 were introduced. The XV750E, XZ400, DT125, and XT125, as well as the Beluga D with improved appearance and performance features, the Salient, new scooter with even more refined features (DX Electric Starter or Super DX Electric Starter options), and the Poggal, a new bike for active women, were all introduced. Each bike was taken around the stage once while explanations were given, and at the end, they were all assembled together on the stage to bring this part of the convention to a close.

BIG CHALLENGE '82

Yamaha Tomorrow — "Endless Challenge" The 1982 New Year Convention for Top Sales Representatives of Japan began with these words filling the screen above the stage. The Iwata City Hall, at 1 p.m. January 8, was packed with some 2000 participants including those from the 47 dealers selected as the top sales representatives from throughout Japan and 34 persons from seven Asian importers who were visiting Iwata at the time. The Yamaha family once more resolving to aggressively pursue the established target this year and also for the years to come, was brimming with excitement and enthusiasm this new year as well.



The lobby of the City Hall was packed with dealers and participants from all over Japan, well before the convention began.



First, the importers who had come from distant Southeast Asian countries were introduced one by one.



The importers from Southeast Asia received a special word of welcome from President Koike in another room of the City Hall. Then they all conversed with one another over coffee for about an hour. The Japanese participants went on to Hotel Concorde, the next location of the convention, straight from the City Hall.

Also different attractions were featured in separate sections such as the corner showing Yamaha TV commercials by VTR (introduced to our readers as being available in the film library) and also a parts accessory corner. The photo shows the safe driving consultation corner.



In Hotel Concorde, the new model bikes such as the Salient and Poggal, introduced earlier in the City Hall, were on display and the participants got the chance to get a closer look at the bikes and get a feel for themselves.



A dinner party was hosted in this same hotel from 6:30 p.m. After everybody toasted for success in 1982, the dinner began. Time went by quickly with lively socializing along with some feature attractions with Miss Yoshiko Miyazaki, Salient image character also attending (3rd from the left).



On the 9th, the next day, the Asian Conference was held at Tsumagoi, inviting seven importers from Southeast Asia. In the opening speech Mr. Arai, senior general manager for overseas operations, stated that Yamaha was ready to give active support to cope with heavy sales competition in Asia and achieve the sales target of 1.2 million units a year. After this, Mr. Matsuoka, a guest lecturer, gave a lecture on marketing, especially regarding sales networks. Then an open forum was held with Mr. Hirai, senior general manager for domestic operations, serving as the chairman. Candid opinions were exchanged regarding the opening of new sales channels and general marketing policy set up.