

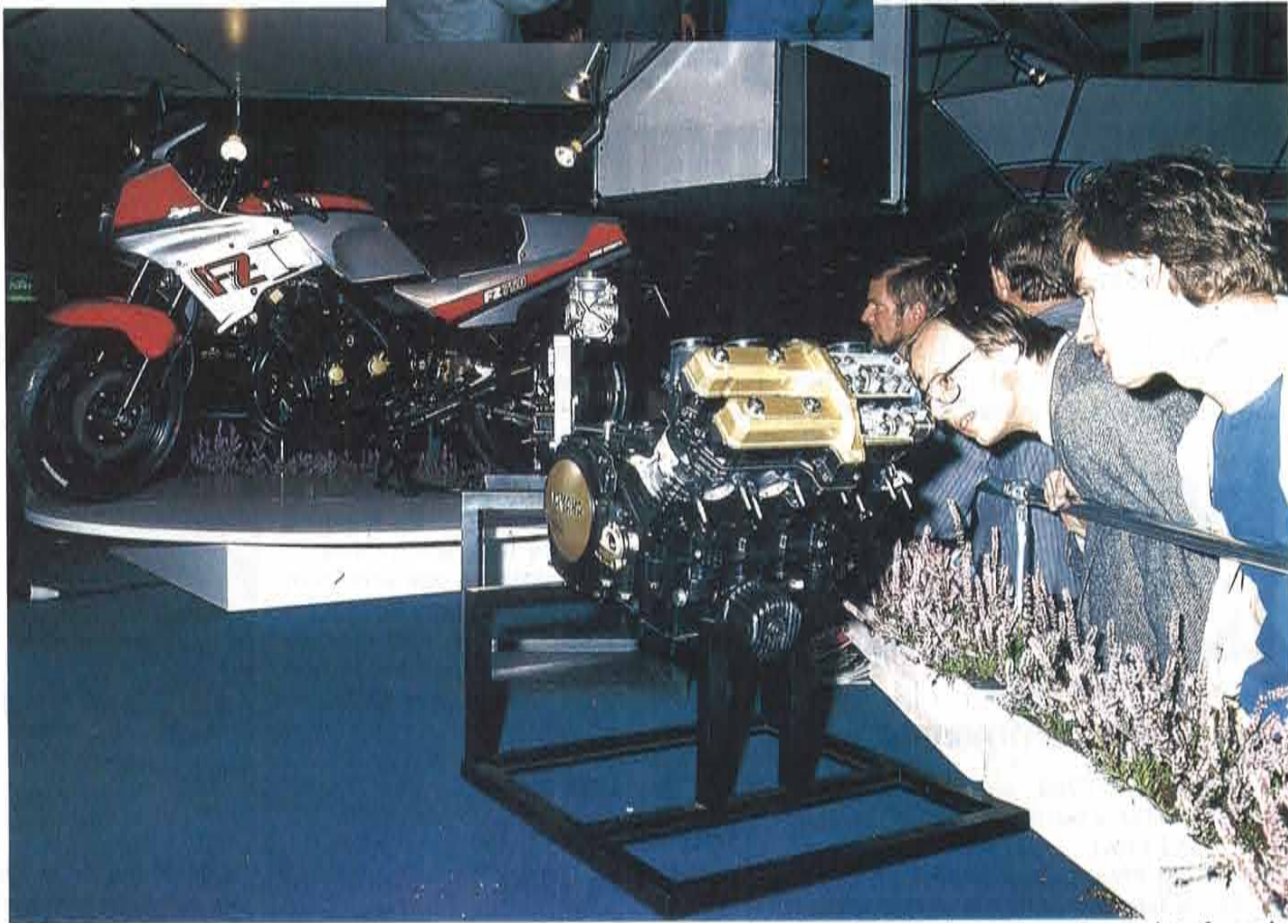


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▲ Autograph session of E. Lawson (IFMA Show)
 ▲ From left, President Eguchi, H. Okawa & C. Sarron

85 *new models debut worldwide*



FZ750 and the 5-valve engine attract a lot of people.

EVERYONE'S TAKING A LONG LOOK AT THE YAMAHAS

EUROPEAN SHOWS

After their initial unveiling at the IFMA Show from Sept. 20th ~ 25th, the full line of new '85 model Yamahas are making their local debuts at motor shows and dealer meetings in all the important markets around the world. Featuring such technological advances as Yamaha's new DOHC 5-valve, forward-leaning, low-center-of-gravity engine, the key models in the '85 Yamaha line up are getting a good, long looking-over by motorcycle fans everywhere.

The initial shock waves are rapidly spreading

Every other year Cologne, West Germany is the site of the world's largest trade show for two-wheeled vehicles, called the IFMA Show. Not only is this the world's largest show, it is also important for the fact that it is the first opportunity for motorcycle fans from all over the world to see the new models for the coming season. At this year's show more than 1200 makers of motorcycles, bicycles, and their accessories from 34 countries put their products on display. Yamaha's display featured eleven uniquely different European models for '85, including the FZ750, XJ900, XT350, DT80LC, and the Beluga 125. And of these, without a doubt the most popular motorcycle corner was the one featuring

Yamaha's new state-of-the-art 4-cycle supersports model FZ750. The reason for the FZ750's popularity lies, of course, in the attention and praise it has received from the high-technology oriented European motorcycle journalists and motorcycle fans as an entirely new concept in 4-cycle supersports, based on the world's first DOHC 5-valve, forward-leaning, low-center-of-gravity engine. Now, the initial shock waves that went out from Cologne are spreading and growing in impact as the new models are seen at a succession of motor shows including; the Paris Show, Oct. 4 ~ 14; London Show, Oct. 26 ~ Nov. 3; and the Bologna Show, Dec. 7 ~ 16. Such new model shows will continue to spread the excitement to motorcycle fans everywhere as they continue to be held through February of next year.



Entrance to the IFMA Show



Paris Show

Dealers Meeting in the U.S.A.



Smoke rises from the rear tyre of the V-Max as a rider spins his wheels like a drag racer to a roar of applause from the hall.

The Riva series is popular, too.



A Christmas Promotion for All Terrain Vehicles



Kenny Roberts introducing Eddie Lawson who introduces the FZ750 as the "Super Bike of the Super Bikes"

In America, as well, the new models went on display recently at the '85 U.S. Dealers Meeting in Las Vegas, Nevada. This meeting, organized by YMUS, was held in two rounds, from Oct. 21 ~ 23 and Oct. 23 ~ 25, to accommodate about 1200 dealers from around the U.S.A. In addition to presentations of Yamaha's business strategy and unveiling of the new models for '85, new model displays, test ride events, and a lot of active business talk concerning the upcoming season livened up the meetings. At the meetings, addresses by both Yamaha Motor President Eguchi and YMUS President Watanabe were greeted by rousing applause. President Eguchi first of all expressed his gratitude for the tremendous sales efforts made in '84, and

Yamaha on a roll again

then went on to state his belief that the '85 models represented innovation and high quality in the best Yamaha tradition and asked for everyone's continued efforts and cooperation in the upcoming season. Next, YMUS President Watanabe explained Yamaha's business strategy for '85 in a powerful speech, and the applause which rose in response clearly showed the scale of the dealers' expectations and trust in Yamaha for '85. Following these addresses, the new '85 models, beginning with the "VMX 12" and followed one after another by the FZ750, XJ700, BW200, TY350, YZ series, YFM80 and Scooter 125, were introduced. The unanimous cheers and applause from the dealers that greeted these proud new Yamahas filled the hall with high-pitched excitement shared by everyone.

'85 Yamaha European Models Enjoying Positive Responses

The 1985 Yamaha European Model Line-up has been enjoying positive responses from both the public and press since it was unveiled under a new corporate theme — "The Renaissance Continues" during the Cologne and Paris Motor Show. Take a look at how Europe's representative motorcycle journals have responded to the '85 Yamaha line-up.



(Great Britain)

Sept. 19, 1984 issue

"Let battle commence!"

Yamaha's FZ750 and the Suzuki GXR750 will take the class into the 100bhp era — and how!

The FZ750 breaks new ground in four-stroke roadster technology with five valves per cylinder — three inlet and two exhaust. And the water-cooled in-line four hardly looks normal from the outside. With its cylinders inclined forward at 45 degrees fed by four 34mm Mikuni downdraught carbs, the motor really stands out from the crowd....

"Yamaha's double debut"

First the bad news — Yamaha are to

withdraw the present RD350LC from action. Now the good news — the machine is to be replaced by two new models.

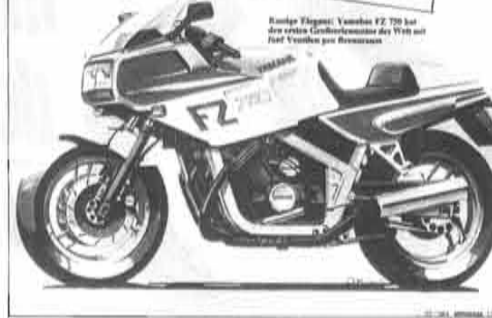
Yamaha are to produce one version of the power-valve LC, without a fairing, for the budget-conscious rider. And they are also to sell a fully-faired machine for the rider who is after the full racer look....

Sept 26, 1984 issue

"Yamaha aim to 'head' the field"

Yamaha found it was a case of heads you win, valves you lose, when designing a new power-extracting cylinder head for the technically stunning FZ750. Incredibly, they rejected six and even seven valves per cylinder options before setting for their unique five valve solution....

Though the theory behind multi-valve heads is that a greater valve area will admit and exit more gas than a two-valve layout, the surprise is that the total valve



Motor Cycle News



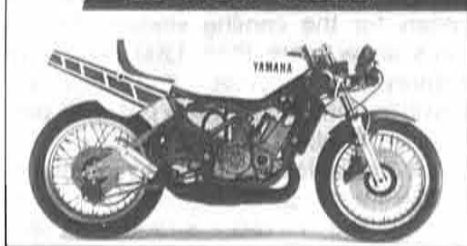
Moto Journal



Overall increased race performance

TZ250

'85 New Model



The Yamaha production racer TZ250 that has long achieved a reputation in world GP racing, comes out with overall increased race performance for '85, as follows:

- **Engine improvements for higher power**
The crankcase reed valve induction mechanism has been adopted in the intake system, preventing blow-back more effectively so that the intake efficiency is increased and flat, powerful torque is obtained especially in the low to medium speed range.
The exhaust system has an additional exhaust port for higher exhaust efficiency. The new flat valve type Y.P.V.S. developed from that in the YZR500 factory racer is featured in the new TZ250. With this improvement, exhaust timing is more precisely controlled to fit the function of the crankcase reed valve induction mechanism.
- **Increased radiator capacity**
Radiator capacity has been increased to meet a substantial increase in engine performance. The cylinderhead, piston, carburetor and crankcase have also been redesigned or modified for higher engine performance.
- **New 17-inch front wheel for increased steering stability**
Frame pivots have been strengthened for higher rigidity. Front wheel size has been changed from 2.50x18-inch to 3.00x17-inch, helping to make the new TZ250 a quicker, smoother handling machine.
- **Adoption of lightweight aluminum components**

Lightweight aluminum is used as material for the front fork cylinder, steering shaft, spacer bearings and wheel nipples, along with the adoption of lighter cylinderhead, chain and fuel tank inner panel.

- **Positive gearchange sensation**
In order to obtain a more positive gear-change sensation, axle push lever bearing support has been changed from a one-end type to a both-end type.
- **Other improvements and modifications**
The rear fender has been enlarged for better aerodynamic characteristics. Other detail improvements or modifications have also added to the improvement of this machine's race performance.

SPECIFICATIONS

• Engine type: Liquid-cooled, 2-stroke reed valve parallel twin • Displacement: 249.7cc • Bore x stroke: 56.0x50.7mm • Ignition: C.D.I. • Transmission: 6-speed gearbox • Seat height: 720mm • Fuel tank capacity: 23.8 lit. • Tire size (front/rear): 3.25/4.50-17-4PR/3.75/5.00-18-4PR
• Brakes (front/rear): Single hydraulic disc/Single hydraulic disc • Suspension/travel (front/rear): Telescopic, oil damper & coil spring/120mm/Monocross/130mm

area of the three inlets is less than could be achieved with two. Even the amount of valve lift is less! But the key to more efficient cylinder firing here is that the three valves have some ten per cent more intake area around the valve heads compared with a pair....

When they describe it as a road-going racer just waiting to take to the track, that's exactly what it seems to be. We'll see how competitive it is if the proposed superstocks series is staged. So it's hats off to Yamaha for giving accepted four-stroke technology a thorough shakedown and coming up with some novel innovations.

Goodbye blandness, here comes a real scorcher.

have achieved a higher level concept in their new FZ750 engine, whether or not inspired by Lentenhammer's engineering genius....

The Yamaha FZ750 employs a 45° forward-inclined in-line four format. This allows the center of gravity to be lower and moved forward so that near-vertical mounting of the four Mikuni downdraft carburetors can be permitted....

The large-capacity air cleaner is positioned in the space that should be occupied by the front of a fuel tank in a conventional layout....

In the 5-valve system each individual valve is smaller than that in a conventional 4-valve system. Its reciprocating mass is also lessened. This means that the valves can be controlled easily by a single spring even in the high speed range (over 10,500 rpm)....

Oct. 3, 1984 issue
"Ground control for major grip!"

Any moto crosser will tell you he can go faster when the rear wheel is firmly in contact with the ground-and Yamaha's latest suspension gadget is designed to keep the tire biting the dirt.

Dubbed "BASS" (for Brake Actuated Suspension System, and no relation to the brewery!), this new concept in suspension control links the rear shocker with the rear brake.

MOTORRAD

(Germany)

Oct. 24, 1984 issue
"Yamaha FZ750 Technology — More Valves"

World's 2 stroke leader Yamaha have achieved a new technical breakthrough even in the 4-stroke field with their unique 5 valves-per-cylinder system. Some people say that Yamaha's 5-valve FZ750 concept has also got a hint from a Western way of thinking as did many other Japanese innovations, insisting that, back in 1980, German motorcycle engine tuner Otto Lentenhammer developed his own 5-valve engine for the first time in history. He is reasonably claimed to be the originator of a 5-valve engine concept. But it is also important to note that Yamaha engineers



(France)

Oct. 4, 1984 issue

The 1985 Yamaha European Model Line-up which was put on display during the Paris Motor Show included both modified models and all-new models. First, attention was drawn to the RD350LC which is available in two different versions, faired and unfaired, claiming more share in the middleweight market....

In the supersports field the brand-new 4-stroke FZ750 the technical details of which had already been introduced in our previous issues, aroused an even greater sensation among show visitors than had been anticipated. Now we can foresee that supersports market share competition will become much hotter with the introduction of this exciting model....

The new scooter model BL125 also made its debut as a possible rival of the Honda model in the same displacement class. The XT350 with a twin-cam type engine is also to become one of the most powerful rivals against the Honda XLR350 in the 4-stroke enduro field....

The DT80LC features a number of detail improvements made to the chassis. The engine adopts a φ18mm carb on the 1984 model, allowing for higher performance....

U.S. DEALERS VISIT YMC

"Now we know what makes Yamaha outboards so outstanding"

It has now been one full year since Yamaha outboards made their debut in the U.S. market. Last year when the Yamaha outboard line up, headed by the new V6 models began to appear on the U.S. market they made a big impression wherever they were seen. At first that impression may have been the results of things like color and design, but now, after one year, a large number of users have begun to discover the true value of their Yamahas. Even before their actual release, of course, boating magazines had tested and written their opinions of the motors, but now we are beginning to get comments from users and dealers who are actually using the Yamaha outboards themselves.

Yamahas finding a good market

Here are some of the typical comments that have come back to us:

- The computer ignition system improves the motor's acceleration response markedly. This is the best outboard I've used yet.
- The engine is so quiet we can talk in a normal voice and still be heard.
- The fuel consumption is extremely good. This is truly an economical outboard.
- The oil injection system is a great device.
- It uses a 100:1 oil mixture.
- It's an exceptionally durable motor.

It is said that there are 60 million people across America who enjoy recreational boating, and that 9 million of these use outboards. Of course, there are still only a small number of these who have begun to use the Yamaha brand, but based on the positive response received from our users and dealers in this first year, we are confident that many more people will be discovering the quality of Yamaha outboards in the near future.

At the recent Chicago International Marine Trades Exhibit & Convention the new 4-stroke models F9.9A and F9.9B were exhibited along with the rest of the Yamaha line up. With simulation panels giving easy to understand explanations of the technology behind Yamaha's outboards, there was a tremendous show of interest

from the visitors in the new models as well as the rest of the Yamaha line up, giving us even greater expectations and determination for the upcoming season.

"Seeing is believing"

It goes without saying that the dealers play an important part in the development of a market. At the first Yamaha Marine Dealers Meeting held last year, it was announced that the dealers finishing in the top one fourth of all Yamaha dealers in sales after one year would be invited on a tour of Japan.

And, as promised, 174 people from 88 dealerships were chosen this year to participate in the recent tour of Japan.

During the ten-day tour, participants first visited Yamaha's Head Office and the Sanshin Industries outboard motor factory for a complete inspection tour before going on to Tokyo and Kyoto to enjoy some sightseeing. At Yamaha's Head Office the tour was welcomed with the following reception speech by President Eguchi:

"It is my great pleasure to welcome for the first time the top Yamaha Marine Dealers of the U.S. to our Head Office.

It was back in 1960 that Yamaha launched its first outboard engine P-7G. And I am happy to say we now have 24 years of history and experience in the field of outboard engines.

As you know, Yamaha entered your market last year and we have since been establishing our position in the U.S. market

as we have done in other markets over the years.

We thank you for your confidence in Yamaha and your steady efforts at the outset of business with us. I feel sure that Yamaha's position in the U.S. has been further solidified.

A recent report from Yamaha USA has been very encouraging to us. It says the dealers meeting held in August and Yamaha's presentation in the Chicago show were great success so that all Yamaha USA staff have been much more motivated for the coming 1985 season. Circumstances around us now seem to be on the favorable side because the American as well as worldwide total demand for outboard engines are showing a sign of increase and recovering from the economic recession in the past years.

For all of us to succeed in business for years to come, it won't do just to compete in price. We have to compete in quality, performance, reliability, social and environmental acceptance and so forth. That, I should say, is the only way left for us to prosper.

Yamaha is confident that its engines can offer many features compatible with such competition. We promise to perform the duty of the manufacturer to present the world with updated outboard engines catering to the public needs.

'Seeing is believing.' We now invite you to take this opportunity to take a tour of our outboard and motorcycle plants. You will surely see 'Yamaha as it is'...."

Enjoying their holiday in Japan

After this there was a return greeting by the representative of the U.S. Dealers, followed by a slide presentation entitled "The Quality Has the Name". Next the group was led on an inspection tour of the factory at the Head Office site and, in the afternoon, a tour of Yamaha's outboard motor factory, Sanshin Industries.

At this factory, everyone seemed to be im-

pressed by cleanliness of the facilities, the factory's organization, its sophistication, and the diligence of the workers. One of the dealers, Mr. John Winterling, made the following comment:

"Speaking for myself, as well as everyone on the tour, I can say that by seeing this factory we have seen what makes Yamaha outboards so outstanding."

After the day of tours, everyone relaxed and enjoyed themselves at a party put on by Yamaha.

On the fourth day, the tour moved on to Kyoto for four days and three nights. Autumn in Kyoto has long been considered one of the beautiful things that Japan has to offer.

Along with the sights of Kyoto itself, the members of the tour enjoyed visiting Japanese-style gardens and sitting down Japanese-style on tatami for a real Japanese meal. Of course, there was time for shopping as well.

After Kyoto, the tour returned to Tokyo for two days before catching their flight back to the U.S. We are sure that the outstanding dealers who made up this returned home feeling closer to Yamaha than they had done before. They surely saw "Yamaha as it is"!

President Eguchi



Dealers are attentively looking at the production line of Yamaha outboard motors at Sanshin Industries.



A welcome party at Tsumagoi



Sight-seeing tour of Kyoto and shopping



A lot of employees are warmly receiving U.S. dealers at the front entrance of YMC



Inspection tour of Yamaha main plant

Symposium on Fisheries Development

- Nigeria

SYMPOSIUM ON FISHERIES DEVELOPMENT

THEME
Towards Self-Sufficiency in Fish Production in Nigeria
Date: Thursday 30th August, 1984
Venue: Federal Palace Hotel, Lagos



Almarine first in Fisheries Development

Aiming at self-sufficiency in fish production

Recently, a Symposium on Fisheries Development took place in Lagos, the capital city of Nigeria. This symposium was sponsored by Yamaha's Nigerian boat and outboard importer Almarine (A Division of John Holt Ltd.) with an attendance of 160 representatives from the government, universities and other fishery concerned organizations, with Mr. Alhaji D.D. Apanpa, Director, Federal Department of Fisheries, one of the distinguished participants. Discussions centered on how to increase the fishery productivity in Nigeria where the government and people are now joining efforts to achieve self-sufficiency in fish production.

The Almarine sponsored symposium has greatly helped in promoting a consensus in line with the national policy.

The Yamaha RD breed s the motorcycle sport wo

Another RD sensation! Castrol 6-hour Endurance

Back in May, the Yamaha RD500LC machines made their startling race debut by finishing 1st and 2nd in the '84 Hub 300 Endurance Race, one of the most prestigious speed events in Australia.

Here is another RD sensation! Hub-300 winner Michael Dowson (Annand & Thompson Yamaha Team) and runner-up Richard Scott (Toshiba Yamaha Team) who made up an RD500LC pair under the banner of Toshiba Yamaha Team in the '84 Castrol 6-hour Endurance Race held at Oran Park, Sydney on October 14, beat home Honda VF1000R-riding Wayne Gardner and John Pace by just three seconds at the finish after a thrilling race-long battle.

An intense two-horse race

The Yamaha team (third fastest in practice) and the Honda team (fifth fastest) had battled right from the Le-Mans start close behind the early-stage pacesetters, Kawasaki GPz900 teams.

But the race developed into a fierce two-horse battle by the halfway stage, with Kawasaki machines being dropped one after another because of gearbox trouble or piston seizure. Australian GP star Gardner (Honda) was leading Dowson (Yamaha) by some inches at this stage when his Honda suddenly lost power coming on to the main straight. Now the Yamaha ace was in front, with the Honda trailing astern.

The Honda ace was quick in regaining the lost grounds but had lost a vital five seconds. Gardner was soon back on Dowson's rear wheel, and then repossessed to take the lead for a short time.

RD's superior handling

The race went on and on with the lead being shared between the two teams at frequent intervals. Both teams made a pitstop for the final time for Scott and Pace to take over with a little more than 1 1/2 hour to go.

Pace, who rode a 500 Suzuki in Great Britain last year and earlier this year before returning to Australia, tried his best to catch Scott. He had reduced Scott's four



M. Dowson

second advantage to less than one second with only 45 minutes to go.

But the Honda could not pass the Yamaha, eventually. The heavier Honda's advantage in speed down the main straight was made up for by the RD's superior handling through Oran Park's tight back section.

Pace was also being hampered by a rear Pirelli tire which was going off and slowing his charge but the lightweight Yamaha was having no trouble with its Dunlop tires and carving through the traffic fractionally quicker than the Honda.

At the finish, Scott was just three seconds faster. The race was an unparalleled success in its first year at this circuit after 13 years at the tighter and smaller Amaro Park, with extremely thrilling racing, no serious crashes and a record crowd.

The Toshiba Yamaha Team's win also

brought to an end Pirelli's five-year winning domination of the race.

French break British grip

1984 Yamaha RD350 European Cup

After three years of incredibly close competition, French riders have finally broken the British grip on the Yamaha RD350 European Cup. On October 28,

Jean-Philippe Ruggia and Christian Andrieu scored a Gallic 1-2 on their home-ground, the tight and twisting 1.3km Carole circuit in the northern suburbs of Paris, with another Frenchman, Arancio taking 4th place.

British riders were still very much in evidence, however. Steve Chambers, the 1982 RD350 European Cup winner and a close second in 1983 led from the start of this year's event, but was finally forced back into fifth place by the flying trio of French Coupe Gauloises riders and by his own teammate, Ken Irons.

4 seconds separate the first four riders in a hot fight!

Irons, the 1984 Wrangler Pro-Am Series Champion in the United Kingdom, put in a determined ride, coming from twelfth place on the opening lap to actually challenge Ruggia for the lead by half



R. Scott



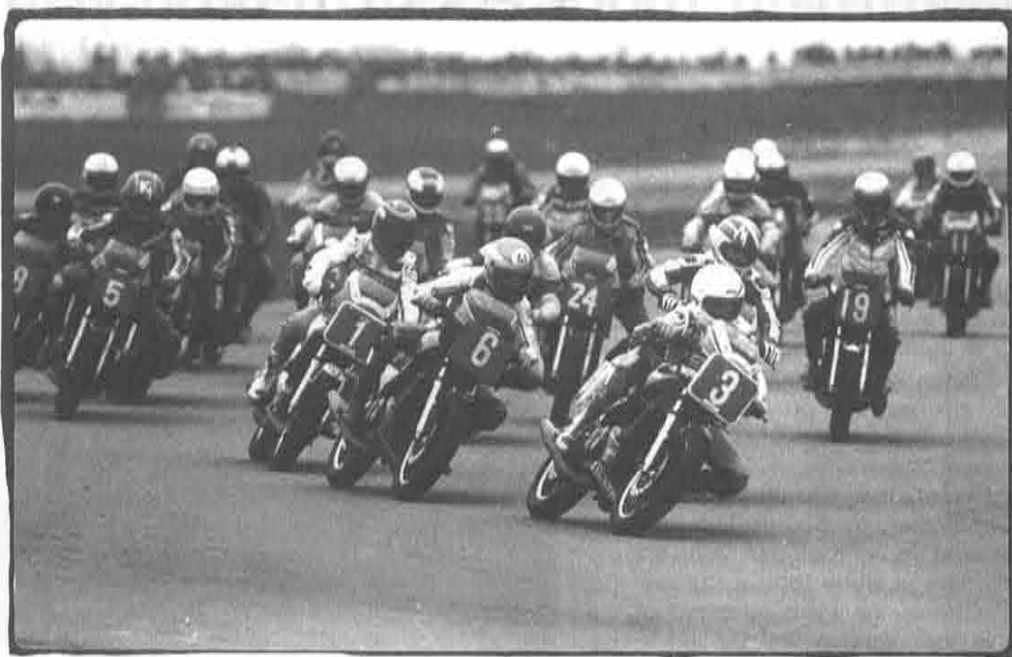
etting a new trend in rld **RD500LC** **RD350LC**

Castrol 6-hour Endurance Results

1. M. Dowson/R. Scott Yamaha 500 (260 laps)
2. W. Gardner/J. Pace Honda 1000 (260 laps)
3. N. Chivas/R. Holden Suzuki 750 (256 laps)
4. R. Cox/R. Scolyer Honda 1000 (255 laps)
5. P. Byers/A. Bianco Honda 1000 (255 laps)
6. M. Thompson/P. Sattler Kawasaki 900 (253 laps)
7. B. Fulton/M. Robertson Yamaha 500 (251 laps)
8. R. Howard/R. Harris Yamaha 350 (250 laps)
9. J. Fretten/R. Heywood Kawasaki 900 (250 laps)
10. R. Astley/J. Judd Honda 750 (249 laps)

1984 Yamaha RD350 European Cup Results

1. J-P Ruggia France 24' 43" 0
2. C. Andrieu France 24' 45" 0
3. K. Irons U.K 24' 46" 0
4. H. Arancio France 24' 47" 6
5. S. Chambers U.K 24' 57" 9
6. S. Schoenberg Sweden 24' 59" 1
7. A. Mannweiler West Germany 24' 59" 9
8. J-P Verkenne Belgium 25' 07" 3
9. G. Channell U.K 25' 07" "
10. B. Hanggeli Switzerland 25' 21" 4



Nine countries contested the 1984 Yamaha RD350 European Cup



RD500LC



J-P Ruggia on RD350

distance. After a couple of laps under pressure of Irons, however, Ruggia found some reverse of speed and pulled away again to win by a clear two seconds. It was a sensational performance from the 19-year old who is a mechanic in his father's Yamaha dealership in Hyeres in the south of France. He only began racing in May this year!

With Ruggia well in control in the latter stages of the race, the 1984 Coupe Gauloises Champion, Christian Andrieu, made a determined effort to get into se-

cond spot after having been passed by Irons. The pair indulged in several spirited outbraking and overtaking manoeuvres before Andrieu got the verdict by just one second at the flag.

Getting popular more and more in a number of different countries

This year saw riders from no less than 6 countries in the top ten places, making

the most evenly-scored RD350 European Cup so far on a nation versus nation basis.

The inaugural event at Brands Hatch in 1982 had 5 Britons, 4 Frenchmen, and a lone German in the top ten placings.

The 1983 top ten at Hockenheim featured 4 Britons, 3 Frenchmen, a German, a Swede and a Belgian, while this year's ten best comprised 3 Frenchmen, 3 Britons, a Swede, a German, a Belgian and - for the first time - a Swiss competitor.

Sweden's single representative in the race, Stefan Schoenberg, edged Germany's Alfred Mannweiler out of six spots by less than a second, while Jean-Pierre Verkenne of Belgium was able to take eighth place from last year's RD350 Euro-

pean Cup holder, Graham Gannell. Bernard Hanggeli scored Swiss best ever placing with tenth position ahead of Belgian Simul.

Two other "best ever" placings were Appie Vink's twelfth spot for Holland and Finn Villadsen in thirteenth for Denmark. This year saw Finland in the competition for the first time and Finnish RD350 Cup winner, Markku Kivi, did well to take seventeenth place against the much more experienced opposition. Nine countries contested the 1984 Yamaha RD350 European Cup, continuing the competition's steady international growth. No other "one make" series has been as successful as Yamaha RD racing and the high level of interest and spirit of competition in the European Cup version proves that it works as well internationally as it does at national level.

Motocross races with domestic-production bikes

FROM BRAZIL: In Brazil, despite the country's overall economic recession over the past several years, the motorcycle market has continued to develop steadily. In fact, the motorcycle has become an indispensable means of transportation for the people of this nation. Motorcycle sports have also been growing here at such a rate that, now, motocross is the country's second most popular sport, behind soccer. In the past, because all of the major races were run with imported motocross bikes, only a limited number of riders were able to compete.

In order to solve this problem and allow a larger number of people to participate in the sport, based on the immensely popular DT180 released in 1981, Yamaha began the development of the motocross racer that would (1) allow people to solve the replacement parts problem them-



MX180L (15=Roberto Boettcher) and XLX250 (14)

A sport for the people in Brazil

selves, (2) be offered at a price people could afford, and (3) make it possible for anyone to enter races on a domestically produced motocross racer. The result of these efforts was the release of the new MX180 in June of 1983.

With this release, there was such a rapid spread of new races for the domestic motocross machines that production was unable to keep up with the rise in demand.

Later, the Brazilian tobacco company, Souza Cruz, further contributed to the rapid growth of these races by starting a nationwide race series, named "Copa Hollywood", after one of the company's products. This series, which began last year, consists of three categories:

Category A: domestic bikes up to 180cc

- * actually DT180 and MX180 machines
- * competed by amateur riders

Category B: 180 to 250cc domestic bikes

* actually XL250R and XLX250

Category C: domestic bikes up to 360cc

* actually DT180, MX180, XL250R and XLX250

* competed by amateur riders

* competed by professional riders.

Of these, categories A and C are the most popular. Category A is so popular that the applications for participation in one race will often exceed 80 riders, making classification a necessity. Category C is considered the main event and fans crowd the tracks to see famous riders match their skill and their bikes (mostly Yamaha and Honda) in fierce competition. This year, with the first two rounds of competition completed in the C class, the popular Roberto Boettcher, riding a MX180 for the Team Shell/Yamaha, is in the lead all by himself, while the other top places are also held by riders on MX180s.

By now, the popularity of these motocross races for domestic machines have far exceeded those of similar races for imported bikes. In fact they are now the most popular motor sport in Brazil, attracting crowds of 20 to 30 thousand spectators, and even being televised nationwide.

NEWS ROUNDUP

Learning more about motorcycle use overseas — Japanese dealers tour Europe

WATA: In times like these, when the motorcycle is serving such a wide variety of roles in peoples lives, the bike shop owner needs a wider base of information and knowledge than ever before to run a successful business.

In light of this fact, Yamaha is working, with the cooperation of its dealers, to provide opportunities for this type of continuing education in a wide range of fields. As one part of this program, this September, over 50 dealers from around Japan took part in a very successful study tour of Europe.

One of the main purposes of this tour was to see the IFMA Show in Cologne, West Germany, which was held from September 20 to 25th. Although the trip was planned primarily for the purpose of seeing the new '85 European models as soon as possible, another important purpose of the trip was to study the motorcycle market in Europe at first hand, with the hope of picking up some business ideas which could be put to use in Japan as well.

In addition to 57 dealers from all over Japan, the tour included Yamaha representatives, press, parts designers and others, bringing the total to 67 members. After leaving Tokyo's Narita Airport, the tour made its first stop in Paris. There they visited the offices of Sonauto Yamaha, where they received a tour of the company from Director, J-C Olivier, after



At the main entrance to Sonauto Yamaha



Mr. J-C Olivier kindly gives everyone a very informative tour of Sonauto Yamaha

which they visited a number of motorcycle shops around the city. The next stop was Italy, where the group visited dealerships in Rome and Milano. Then it was on to West Germany, for the most important event on their schedule, the IFMA Show in Cologne.

Although the whole tour was completed in only 10 days, the participants all strove to gain as much as possible from their visit.

There was even enough time for a bit of shopping and enjoying the atmosphere of each country they visited. One of the dealers in the tour made the following comment about the IFMA Show; "With the FZ750 as a central attraction, the new Yamaha line up gave a very strong impression that was undoubtedly very effective. Also, I was truly amazed at the scale of the IFMA Show as a whole."



Touring the interior of the shop of Italian dealer, Pegaso Motor.

FJ1100 STYLE



AUSTRALIA: New South Wales Porsche distributor John Newell was so impressed with Yamaha's flagship, the sleek and fast FJ1100, that he bought three of them from Sydney Yamaha dealer Ron Boulden. Boulden, ex-Australian 500 GP winner said "John Newell thought the FJ1100 was so close to the Porsche in styling and performance that he just had to have one. That is, one for himself, one for his Managing Director and one for his Service Manager."

When the bikes aren't cruising around Sydney they are prominently displayed alongside the

German marquees. Newell reportedly has removed two BMW K100RS motorcycles from the showroom to make room for his new acquisitions.

Motorcycles mean convenience!

COLOMBIA: The motorcycle is a vehicle that can be used in so many ways; and how

is this for an interesting one?



As you can see in this photograph, a Yamaha DT175 is pulling an attachable trailer. The trailer contains a variety of daily-use items such as tobacco, newspapers, bread, etc. Because of their convenience and efficiency, in Colombia it is quite common, in this way, to see salesmen using motorcycles to sell their daily goods.

Generous assistance to the Teacher's Council

THAILAND: Siam Yamaha has provided generous assistance to the Teacher's Council of Thailand by offering 5,000 Y80SF Yamaha motorcycles

at a reduced price to up-country teachers all over Thailand.

Motorcycles are a necessary form of transportation for these teachers since the terrain in their area is rough and they live far from towns. The typical salary of a teacher is not enough to allow them to purchase a motorcycle at the regular price. So Siam Yamaha makes this form of transportation a viable possibility for them.



The photographs show the ceremony at which the 5,000

Y80SF motorcycles were presented to the Teacher's Council of Thailand. The ceremony was presided over by the Supreme Commander, General Arthit Kamlang-ek, who heads this welfare project for teachers.

In addition to the above mentioned story, Siam Yamaha recently presented a DT100XS motorcycle to Thai boxer "Khao Pong" or "Thawee Amphorn-maha", winner of the first Olympic silver medal for Thailand.



Yamaha 70C, Wins SE Class World Championship Boat Race

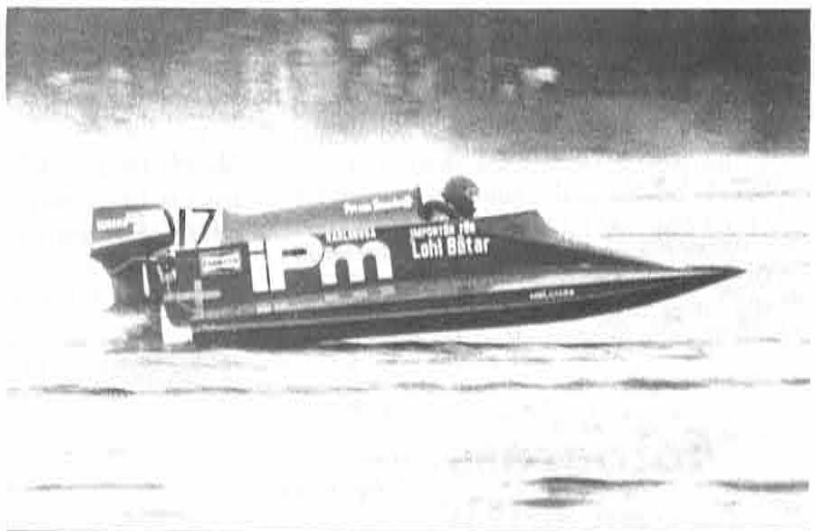
FINLAND: Recently, in Imatra, Per von Bondsdorf won the SE850cc Class World Championship in a boat equipped with a Yamaha 70C outboard. Other Yamaha 70Cs also showed their strength by finishing 3rd, 6th and 7th. At the completion of the four heats of the championship, Bondsdorf was tied for first in points with Sami Salomaa, but the victory was given to Bondsdorf based on the fastest heat time.

Bondsdorf's boat is a special-design tunnel-hull type built in Molgaard, Denmark, and his pro-

peller is a custom designed model by Gert Lowisin of Sweden.

RESULTS

1. Per von Bondsdorf
Sweden (Yamaha 70) 1100 points
2. Sami Salomaa
Finland (Johnson 75) 1100 points
3. Patrik Kronegard
Sweden (Yamaha 70) 675 points
4. Juhani Kanerva
Finland (Evinrude 75) 540 points
5. Claus Jensen
Denmark (Johnson 75) 465 points
6. Leif Ahlberg
Sweden (Yamaha 70) 394 points
7. Carl-Johan Holmstrom
Finland (Yamaha 70) 261 points



A big challenge on a fine little scooter

CANADA: The other day, Mark Aoba, President of Yamaha Motor Canada, presented a letter to a French-born gentleman by the name of Serge Laplanche. The contents of the letter stated that, on the authority of President Aoba, Mr. Laplanche would have access to any necessary service and parts, free of charge, at any Yamaha dealership while travelling in Canada. Mr. Laplanche, 37, recently set out from Montreal on his adventurous solo trip to Ushuaia at the southern tip of the South American continent and he plans to travel through Canada to Alaska, down along the coastline to the USA, Central America, and all the way south to the above

destination. The total distance to be covered will be 42,000 kilometers!

The reason behind President Aoba's letter is that Serge's challenge is to complete this trip on an 80cc Yamaha Beluga, towing a self-designed uni-wheel trailer. Serge hopes to complete the trip in the space of one year.

This is a mighty big challenge for a small-capacity scooter! Let's all pray for Mr. Laplanche's success! He has once covered a total distance of 10,000km between Paris and Lapland and also followed the Paris-Daker Rally route. These adventurous trips were completed on 50cc bikes.

From "Cycle Canada" October issue



Shell-Yamaha Motorauto Team's second consecutive win

— 2nd Enduro da Independência

BRAZIL: Ricardo Lima and Jaider Siqueira who made up the Shell-Yamaha Motorauto Team won the 2nd Enduro da Independência, one of the most important enduro events in South America. This was Shell-Yamaha's second consecutive victory.

Skill shows up to advantage

The event was contested by 480 riders (240 pairs). One rider of each pair started from Parati (Rio de Janeiro) and the other from Taubete (São Paulo). They met together at Guaratinguetá (São Paulo), proceeded on to Caxambu (Minas Gerais), the first-day goal of this 3-day event.

Even during this early stage of competition, differences in off-road skill began to come to the fore. While no unskillful pair was able to pass the check point without suffering a great number of penalty marks, each skillful pair cleared it or suffered the least number of penalty marks.

The event on its second day began to take a heavier toll from both man and machine, and hit by mechanical troubles or discouraged by too many penalty marks suffered, most unskillful pairs had



given up the rest of racing by the halfway stage.

Until the finish of the 2nd day session four Shell-Yamaha pairs were included in the top group. The final section arranged between São João D'el Rey and Belo Horizonte was the toughest of all and overnight heavy rain had worsened the situation. Even many of the skillful riders failed to get through this section. Lima and Siqueira on Yamaha DT180 machines survived this extremely hard trial and went on to the goal amid cheers and clap by a crowd

of onlookers.

RESULTS

1. R. Lima/J. Siqueira (Shell/Yamaha/Motorauto) Yamaha DT180L
2. P. Almeida/A. Resende (Mesbla) Honda XLX250
3. C. Lopes/O. Prado (Shell/Yamaha/Motorauto) Yamaha DT180L
4. E. Menicucci/J. Valadão (Traz da Moita) Yamaha DT180L
5. B. Motorauto/H. Rabello (Shell/Yamaha/Motorauto) Yamaha DT180L

Taking the active approach to business



Miss Lina explaining the new Yamaha moped to customers

INDONESIA: In 1982, Thamrin Brothers, a main Yamaha dealer located in Palembang, saw its share of the market drop by 18% due to the growth in competition. In response to this, the company undertook the expansion and re-modeling of their shop, inside and out, and the appointment of a woman, Miss Lina as sales manager in 1983. These positive steps were made to coincide with the release of the new Yamaha moped. Because mopeds are becoming popular among the

women of Indonesia as well, there was a need to re-examine their sales points from a woman's point of view. Miss Lina took to her job with an active approach, making sure to explain thoroughly to her salesmen the sales points of the moped, and actively reaching out to potential women users through events such as learn-to-ride courses.

As a result of these efforts, the company has seen its share of the market grow to a full 45%. Looking toward the future, the company's President, Mr. Koko Gunawan, hopes to solidify their position in the market with a policy of improved sub-dealer control



President Koko Gunawan.



The new showroom.

and active user approach activities. For this purpose, he has decided to send his General Sales Manager, Mr. Bustum, to study business as it is practiced in Japan.

In the future we are sure to see more active sales campaigns from Thamrin Brothers.

Meteor of Australian enduro racing

AUSTRALIA: Brett Smith, 21 years old from the Central Coast N.S.W., has dominated Enduro Championships for the past two years.

Brett, who started competitive racing only four years ago, has had a meteoric climb to the top of enduro racing.

In 1983 competing on an IT175, he won the N.S.W. State 200cc Championship and then went on to win the 200cc class in the Four Day Australian Championship. In 1984 Brett switched to a modified YZ250 and once again, won the State 250cc Championship and, then, recently competed in the



From left to right: Messrs. Tanaka, Managing Director of Yamaha Motor Australia Pty. Ltd, Brett and his father, Cliff Smith.

Organizing a fishing contest

MALAYSIA: On September 9th, the Prime Minister of Malaysia, the Chief Minister of Sarawak, cabinet ministers and other VIPs attended a ground breaking ceremony at the Damai Beach Resort at Telok Bandung, a site about 40km from Sarawak. In conjunction with this event, Marina Centre, a subsidiary of Associated Marine Industries Sdn. Bhd., an importer of Yamaha outboard engines, sponsored a fishing contest which served to attract hundreds of fishing enthusiasts. The competition was one part of a schedule which included a number of events such as a ribbon cutting, inspection of new facilities, audio visual shows and a rowing competition. The fishing contest began at 4:00 pm on Sept. 8th and ended at 8:30

am on the 9th. Prizes were awarded in two categories; the largest fish caught and the greatest number of fish caught. The prizes awarded were Yamaha 8hp outboard motors for first place in each category and 4hp motors for second and third places. In addition, hundreds of T shirts were given away as consolation prizes. At the awards ceremony, the winners were announced by the Managing Director of Marine Centre, Mr. Ahmad Johan, and the awards presented by the Prime Minister himself, while other dignitaries, including the Chief Minister of Sarawak, the Minister of Culture, Youth and Sport, Dr. Sulaiman, Minister of Special Functions, and Mr. Effendi Norwawi, Chairman of the SEDC, looked on.

From Left: Mr. Norwawi, Chairman of SEDC, Dr. Mahathir, Prime Minister of Malaysia. Exclusive prizes of Yamaha engines at the left corner.



Australian Four Day Championship where he not only won the Australian 250cc class, but also won the outright class riding only a 250cc machine against Australia's best riders on larger capacity machines.

The Australian Championships were held at Sunshine Coast Queensland, over the Easter week-end during April. Brett deserves our congratulations for his achievements on Yamaha bikes over the past two years. Brett's main sponsor is Willing Yamaha, which is the local dealer for Brett's area.

Brett's hobbies include wind-surfing and squash which help to keep him fit for competition. Once again, congratulations, Brett.

Training course on outboard engines

MALAYSIA: Syarikat Associated Marine Industries SDN. BHD., an importer of Yamaha outboards in Sarawak was requested by the Marine Fisheries Department in Kuching to conduct a training course on Yamaha 8HP for the fishermen in and around the coastal area of Lundu and Sematan. 20 fishermen participated in the course. The course covered the theoretical and practical aspects of repair, maintenance and identification of faults and damaged parts of the



Mr. Achilles Wee showing the fishermen the proper way to repair a Yamaha 8HP

outboard engine. It was conducted by experienced and highly trained instructor, Mr. Achilles Wee and conductor Mr. Siak Hock Jin of Syarikat Associated Marine Industries Sdn. Bhd. Both of them have under-gone practical and theoretical training courses in Japan.

The Officer-in-Charge of the Fisheries Department said that more of this type of course would be conducted to benefit more fishermen in other parts of Sarawak in the near future.

Subject: Training course on Yamaha 8HP
Date: 30 July 1984 - Lundu, Kuching
 31 July 1984 - Sematan, Kuching
Department: Marine Fisheries Department, 1st Division, Kuching.
Course: Servicing, maintenance, minor repairing and identification of problems and damaged parts. Also includes both theory and practical courses.
PR materials: T-shirts for each participant.
Others: Food/refreshment provided.

IMTEC

The World's Largest Boat Show

The IMTEC (International Marine Trades Exhibit and Convention), which has become an annual institution, took place again this year at Chicago's McCormick Place. Now the largest event of its kind in the world, this show includes boats, motors, trailers, accessories and services.

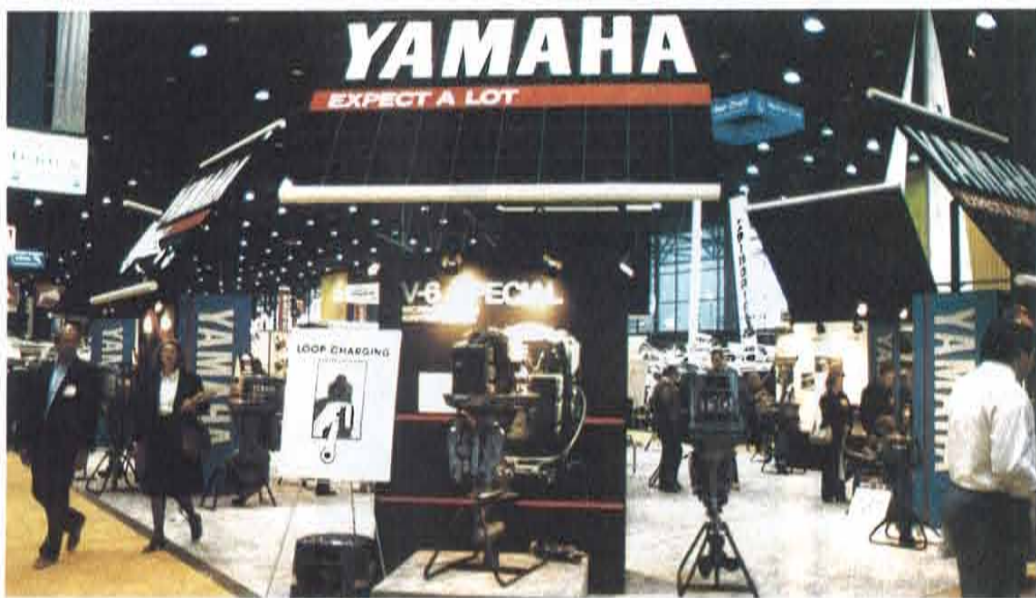
Due to the present upward trend in the American economy, the show was especial-



ly prosperous this year, with an unusually large visitor turn-out over the show's four-day period from September 27th to 30th. At the Yamaha corner a lot of attention focused around the outboard motor variations, especially this

season's key model, the 4-stroke F9.9A and F9.9B. Also, the tech-lamation (simulation panel for explaining technology) which Yamaha introduced for the first time this year seemed to draw a bigger response than displays by other makers.

The ever-spreading Yamaha name



High Praise for the '85 New Model Golfcars

Over 60 golfcar dealers from around the U.S. and Canada gathered for a dealers meeting on September 16th at the La Costa Golf Course in California.

Five models were introduced for the '85 season, including the existing G1-A (E/G) and G1-E (Electric), and adding for '85 the new G2-A (E/G), G2-E (Electric), and the closed community vehicle G3-A (E/G). These models all received unprecedented acclaim and a rush of orders that far exceeded initial expectations. Among the models presented this time, the G2 series proved to be the most popular. Being the first new model in six years, its design, reasonable price and the inclusion of the first 4-stroke OHV engine ever in a golfcar, with its resulting low-noise, high-dependability qualities, made this model the subject of unanimous praise.

Unlike with motorcycles and snowmobiles, golfcar dealers meetings in the past have always been rather low-keyed affairs. This year, however, Yamaha took the opportunity of the release of its new models to put on a full-scale, professional presentation using video, slides and featuring an inspiring address by YMUS President Watanabe. As a result, more dealer excitement was aroused than at any meeting in the past.

The real reason behind the success of this year's meeting, however, undoubtedly lies in the quality of the existing models and the efforts over a period of more than a year by YMUS, the dealers, and the business and engineering staffs to

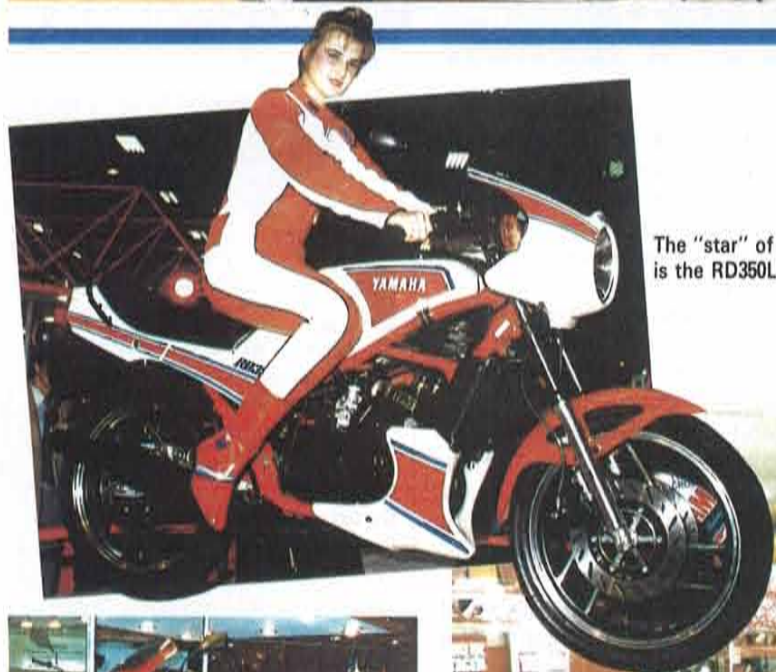


develop new models that truly fit the current demands of the market. This year's show has to be considered a great success from the standpoint of arousing dealer enthusiasm and expectations for the future of Yamaha and Yamaha Golfcars.



The Long-awaited Big Event

— The First Brazilian Motorcycle Show



The "star" of the show is the RD350LC

The spacious Yamaha exhibit



Moving far to the south, we have news about the First Brazilian Motorcycle Show held recently in São Paulo. One hundred and eighty thousand visitors were thrilled to see Brazil's first big-event motorcycle show with all the various manufacturers participating. In this show Yamaha exhibited its products over a spacious 508 square meters of floor. Besides the regular Yamaha motorcycle line-up, special new models like the RD-ZII, MX180L, DT180 fully equipped for Enduro racing and the MX180L ridden by top Copa Hollywood Motocross racer Roberto Boettcher drew special attention from the visitors. The model receiving the most attention of all was surely the RD350LC, around which people crowded continuously every day. The question "When will it be on the market" was repeated over and over again. In addition to motorcycles, Yamaha took the opportunity to brighten up the show even more with displays of outboard motors, generators and genuine Yamaha parts.

In the Yamaha Look section, the new "Cross Line" collection was put on display along with existing line of Yamaha riding wear and accessories. "Cross Line" in the brand name for a new line of specially-designed wear for Motocross, enduro and heavy trail, which has been tested and endorsed by Roberto Boettcher himself and bears his guarantee. It goes without saying that, with motorsports as the second most popular sport behind soccer in Brazil, this show was brimming with interested and curious motorcycle fans. And, of all the displays in the show it seemed that Yamaha was beyond doubt the focus point for more of that avid attention than any others.



The Yamaha section is always full of visitors!



The RD-ZII



The DT180L



The MX180L



The "Cross Line" wear and accessories from Yamaha Look



Yamaha counter