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Y.E.S.S.
YAMAHA EARTHLY SPORTS SYSTEM

Y.E.S.S. that began in Japan last autumn is designed to promote another growth of motorcycle sports activity by creating users' more interest in it based on the unified efforts of Yamaha, its sales companies, regional sales bases and users, so that the sports bike market is further developed.

This is it... the pursuit of excellence

With the opening of the Japanese motorcycle sales season just around the corner, Yamaha Motor held its annual unveiling of the new models at Yamaha Tsumagoi (Shizuoka Prefecture). This meeting, held over a three-day period beginning Feb. 21st, was attended by a total of 650 dealers representing YSP (Yamaha Sports Plaza) and other top dealerships from all over the country, divided into the two groups, West and East Japan. In his opening address for the event, President Hideto Eguchi stressed that Yamaha would strive to produce goods which would answer the demands of the dealers and the customers, while continuing in the constant pursuit of excellence in its personnel, work and products. The points made in this speech were accepted as the re-confirmation of new corporate principles he



Introducing
the new
'85 models

had announced to all Yamaha employees at the beginning of the year.

After a presentation with slides describing the present situation in the motorcycle market, Yamaha's corporate condition and its business strategies for '85, the anticipated main event, the introduction of the new models, began. The new models included the scooters "TRY" and "box'n", the definitive single-cylinder sports models SRX 600/400, the FZ400N with

Chairman Kawakami (left) & President Eguchi on the new machines.



its simple, straightforward styling, and the much-talked-about 5-valve DOHC FZ750 and the 4-stroke quarter, FZ250 Phazer. Along with the introduction of each model, members of the project teams explained the development aims, special qualities and sales points of each model.

Following the introduction of the new models, the first day's meeting was brought to a close with addresses by Director Morinaga of the Motorcycle Business Division and Managing Director Komiya, after which the activity shifted to another hall where the new models were on display along with Yamaha-original maintenance and service tools and booths introducing such facilities as the Yamaha Training Center and Sportsland Sugo, all in lively displays that delighted everyone in attendance.

The next day, members of the meeting were transported by bus to the Yamaha Test Course where they were free to test-ride the new models and examine them at first hand.

This test-ride event was also enlivened by the presence of President Eguchi, Chairman Kawakami and other top executives of the company.

'85
**WORLD
CHAMPIONSHIP
ROAD RACING**



A great start by Eddie and YZR500

500cc ROUND 1 - SOUTH AFRICAN GP

Well done again! Eddie Lawson on the new YZR500 beat the Honda ace Freddie Spencer in the 500cc class of the South African GP, the opening round of the 12-round 500cc series held at Kyalami near Johannesburg on March 23 (Saturday).

The 30-lap race on the 4.052-km circuit was run in the best ideal

weather conditions - fine and refreshing at a temperature of 24.5°C. Eddie took the checkered flag about 5 seconds ahead of the Honda ace after a hot racelong battle.

It was Eddie's second consecutive South African GP win. (See inside pages for further particulars)

500cc Race Results

1. E. Lawson (USA)	Yamaha	42'58"0
2. F. Spencer (USA)	Honda	43'02"9
3. W. Gardner (Australia)	Honda	43'20"8
4. R. Haslam (UK)	Honda	43'23"4
5. R. Mamola (USA)	Honda	43'41"8
6. C. Sarron (France)	Yamaha	43'49"6
7. D. de Radigues (Belgium)	Honda	44'23"6
8. A. Pons (Spain)	Suzuki	44'23"9
9. M. Baldwin (USA)	Honda	44'24"8
10. T. Espie (France)	Chevallier	44'25"2

At the test ride event held on the second day of the New Model Introduction Meeting, retail shop owners and employees, as well as Yamaha salesmen, got a chance to try out the new models for themselves at the Yamaha Test Course. Also, on another day, test rides were set up for motorcycle magazine staff reporters for the FZ750, FZ250, SRX400/600. Here is what they had to say about the new models:

This is it... the ride we were looking for

Comments from the test-ride event

This is a scooter with a stylish, well-finished design. The acceleration is great, too. It looks like this is going to be a real hit model. Although the original target for this model seems to be the young market, "TRY" looks like it will sell equally well among both male and female groups.
Retail shop owner from Osaka



This ride has a different feel from scooters of the past. It impresses you first with its lightness, but for a bike this lightness is also has great stability. And it's agile, too. It will let you enjoy weaving your way through traffic. I like the slim styling, too.
Retail shop employee from Chiba Pref.

TRY

This is the kind of model you would hope to get from a blend of the most advanced riding feel and the traditional flavor of a motorcycle. For a new single cylinder model this is an extremely well-finished machine. This is a model that is sure to please riders who love a motorcycle with good sound mechanics.
Retail shop owner, Nara Pref.

The first impression you get is that, compared to the SR models, this is a very refined single cylinder engine. There is very little vibration, and since it seems to run most comfortably at about 100km/h, it is a model that will let you enjoy high-speed touring. It is the perfect bike for the rider who isn't interested in following every new trend that comes along.
Retail shop owner, Tokyo

SRX400/600



I tried taking the FZ250 into a hairpin turn in 6th gear and found it would accelerate beautifully from even 40km/h. The engine runs with a great feel, and there is plenty of torque to spare. This is a machine you can recommend with confidence even to beginners and women riders. But it has the performance to delight an expert as well. This is a model that any shop will be glad to have in its line-up.
Yamaha salesman, Kanagawa



FZ250

FZ750

...and motorcycle magazine reporters say...

FZ250: The recent advances in motorcycle technology are truly frightening! Perhaps it's a poor choice of words, but this new machine is a real monster! It has power from top to bottom, enough to out-perform a poorly driven 400cc. The engine on this bike has the solid feel you want. It's not just another engine made for spinning away at high rpm there under the tank, it has the true feel of a versatile performance engine.

As for the driving stability, we give it a very high rating. Although the chassis is light, it's not simply a matter of random weight-trimming. The overall design has a uniform lightness that should prove easy to handle even for the beginner.
— Riders Club magazine

When we heard that this machine could be driven up to 16,000 rpm we immediately had doubts about its performance in the lower rpm range. What we found, though, was truly

amazing low-speed torque. It's easy to build a high-rpm engine with power, but to build one with this much torque in the low range is really an accomplishment. Today we found out for ourselves that the maker wasn't exaggerating when they said that this was a 4-cycle 250cc comparable to the RZ250. The front and rear 16" tires also seem to be a perfect match for this bike. There are almost no complaints we can make about this new machine.
— Motorcyclist magazine

SRX400/600: Even though it's a full 600cc there under the tank, when you get it out on the road it gives you the light feel of a 250cc. And that feel of immediate torque build from any point in the rpm range just can't beat. It's great to feel real torque when you are cornering in a higher than normal gear. Even though it's single, this bike has the performance to match any sports model on the road.
— Mr. Bike magazine

BOX'n

The luggage "box" will probably be this model's main sales point. From the outside you can't tell that any luggage is being carried, and what's more, it has a very comfortable ride. Customer needs are changing constantly, and I think the advanced new design of this "box'n" is just what the market is asking for.
Retail shop employee from Kanagawa Pref.

I'm glad to see a new model which is designed for something besides speed and lightness. In spite of the unique design, the ride is extremely good. With this solid styling and unique box function, I believe this model will find an extensive market ranging from middle age and senior commuters to young people who dislike carrying hand luggage.
Yamaha salesman from Tokyo



From the moment you start to warm up the engine, you are aware that this is a machine with a different running feel, a different explosiveness from anything in the past. The finely-tuned handling and good riding position are perfectly matched with unsurpassed stability. All a salesman has to say to a customer is; "Take it out for a ride". You don't need any other sales talk with this bike.
— Retail shop owner, Tokyo

Introducing the new '85 models



New Model Introduction Meeting

A strategy to meet the change toward higher-quality demand



Here is a summary of the business strategy for '85 as introduced by Mr. Miura, General Manager of the Domestic Department of the Motorcycle Division, at the recent

New Model Introduction Meeting.
- This year's goals, as with last year, are to move ahead steadily and positively within the company by (1) striving to constantly improve our personnel, work and products, (2) to continue under the New Yamaha Movement to improve the efficiency of each department and (3) to continue to develop all work divisions in a well-balanced manner.

Particularly, it will be the aim of the dominant Motorcycle Division to proceed in the pursuit of true "quality" products that will satisfy the customers and confirm Yamaha's reputation as the quality manufacturer.

- The motorcycle market this year is expected to be a healthier market than last year with an even greater emphasis being placed on "quality". Also, there will be a trend among users to choose the shop from which they buy more carefully. This means that not only the products on hand, but also the ability of the shop to attract customers and supply the latest information will be extremely important to sales.

- One of this year's business strategies will be the attraction of new users and trade-in users in the scooter market, making it important to strengthen efforts in the area of 50cc license courses. Concerning the sports bike sales network, this year will see further expansion of YSP, and greater efforts in instructing riders through YRS (Yamaha Riding School). Also, the Y.E.S.S. (Yamaha Earthly Sports System) begun last autumn will be continued aggressively, to expand the community of motor sports lovers. And, we want to promote a campaign to establish the new '85 4-stroke model "FZ" series as the symbol of a new era of high-performance machines from Yamaha.

- Although we are beginning to see bright signs for Yamaha's future, the motorcycle industry as a whole is still in the midst of a difficult period. Being the 30th anniversary of the founding of Yamaha, we want to work hard to make this a year that will lay a firm foundation for a bright new era.



"Shop" "Staff" And "System" Promotion Activity

Yes, It's Y.E.S.S.



Y.E.S.S. that started in October of last year stand for Yamaha Earthly Sports System. This is a kind of Yamaha promotion activity aimed at keeping users' interest in motorcycle sports and giving another boost to the Japanese sports bike market which is said to have already come to its maturity.

The activity is designed to position the motorcycle as an essential part of recreational sport and daily life so that more demand is created for sports bikes. It is being carried out based on the unified efforts of Yamaha, dealers and users. The last "S" of Y.E.S.S. means "Shop" and "Staff" as well.

Sales promotion through creation of lasting interest

In brief, Y.E.S.S. takes the form of a sport activity that is promoted based on the cooperation of Y.E.S.S.-affiliated dealers and their customers (called Y.E.S.S. staff) with various kinds of aids and supports being given by Yamaha Motor, its sales companies and regional sales bases, thus making it an effective promotion activity to further develop the sports bike market. As shown in the chart below, Yamaha Motor, sales companies and regional sales bases back up Y.E.S.S.-affiliated dealers in staff recruitment, distribution of various tools and event organization. Each affiliated staff can be granted various privileges.



A variety of Y.E.S.S. tools are prepared for both dealers and users (staff).

The new motorcycle owner enjoys riding itself but his interest in mere riding tends to fade away as time goes by. Y.E.S.S. is aimed at keeping his interest in a motorcycle for a long time through offering a recreational motorcycle sport, in an effort to increase each dealer's sales opportunity to a maximum.



A PART THAT Y. E. S. S. TAKES

Staff

- Regular staff (over 15 years old), annual membership fee - ¥2,000 (approx. US\$8.00)
- Junior staff (under 15 years old), annual membership fee - ¥1,000 (approx. US\$4.00)

Affiliated dealer

At the time of Y.E.S.S. affiliation

- Staff recruitment

Activity contents

- New model exhibition and trial-rides
- Drawing as many staff as possible to SL event
- Aggressive club activity

- Touring
- Get-together meeting (regular, year-end, new year, etc.)
- Mini race
- Moto-ring (a kind of recreational rally)
- Other event planning

- Conceiving and offering exclusive privileges

PRIVILEGES THAT Y. E. S. S. PROVIDES

- Y.E.S.S. staff card
At the presentation of this card, the staff is granted the following privileges:
(1) Participation in any Yamaha-organized event (Summer Festival, YRS, etc.) at a reduced fee.
(2) Admittance to Yamaha-related facilities at a reduced fee.
(3) One million-yen traffic accident insurance.
- Free distribution of Yamaha's motor sports information booklet "WAY"
- Free distribution of Y.E.S.S. original seal set
- Free distribution of Y.E.S.S. original emblem

- Can take part in Yamaha organized motorcycle promotion event with top priority.
- Can use SL event insurance.
- Can utilize the data of staff registered with his own shop.
- Can obtain minimum qualification for participation in R.S.S. (Racing Service Shop) technical seminar.
- Can appropriate ¥1,000 of each regular staff's annual fee for running his own club.

- In addition, he can count on the following advantages:
- Can hope for better sales chance through regularization of customers.
 - Can make a distinction between his own shop and others through offering enjoyable sport activity.
 - Can increase the number of new would-be customers through word-of-mouth communication by the staff acting as an opinion leader.
 - Can deepen communication with customers for added sales capacity.
 - Can keep more promising would-be customers than ever before through junior staff system.

Back-up

Yamaha Motor

At the time of Y.E.S.S. adoption

To affiliated dealer

- Preparation of staff recruitment tools
- Preparation of motor sports manuals
- Others

To affiliated staff

- Arrangements for traffic accident insurance
- Free distribution of "WAY" (Motor sports information booklet)
- Preparation of various staff-use tools

Business contents

- Offering motor sports information booklet "WAY"
- Developing and offering new leisure-time sports (SL planning)
- Preparation of motor sports manuals and tools
- Expanding leisure-time sports facilities and bases with new privileges being contrived
- Issuance of staff card
- Administering and offering the staff data

Sales company/regional sales base

At the time of Y.E.S.S. adoption

- Making a list of affiliated dealers
- Deciding on dealer affiliation
- Development of locally characterized privileges
- Backing up staff recruitment

Business contents

Event activity

- Yamaha Summer Festival (annual)
- SL series event (motocross, trials and kart racing)
- Organization of bike village event (a recreational get-together meeting; lodging facilities prepared by organizers)

- Organization of moto-ring event (a kind of recreational rally)
- SL School (motocross, trials and kart racing)
- Race watching tour/touring
- Get-together meeting for autograph signing and exchange of courtesies
- Movies presentation and factory tour
- Development and organization of new events (example: tour planning in tie-up with travel agency)

Safe riding promotion

- YRS, mini YRS and off-road riding
- One-day bike school
- Big bike riding school
- Developing and culturing the ability of instructors

'85
WORLD
CHAMPIONSHIP
ROAD RACING



500cc ROUND 1
SOUTH AFRICAN GP—March 23

Spencer who had hit the fastest practice time at 1' 24" 20 the previous day, got the pole position on the starting grid with Lawson (Yamaha Marlboro Racing Team) and Christian Sarron (Team Sonauto Gauloises) 2nd and 3rd fastest respectively in practice. Spencer dashed into the lead right after the start followed by the Yamaha ace. Spencer went on to lead the entire field but Lawson was persistent in chasing Spencer. By the 7th lap only 0.5 sec. had separated the two riders.

During the 8th lap Lawson forged ahead of Spencer for the first time but the Honda ace never lost a firm-grip to his archrival. From then on, the race developed into a fierce, breathtaking battle. Until the 25th lap the two riders went on almost side by side, keeping a large audience extremely thrilled and excited.

During the 26th lap Lawson managed to widen his lead to some 1.5 seconds and allowed no more challenge from Spencer until the finish.

Reigning 250cc world champion Sarron finished 6th in this race.

YZR500 proves
faster than NSR

E. Lawson



Lawson's team-mate Raymond Roche, who set an outstanding lap time at 1' 25" 94, crashed and retired during the 22nd lap. Lawson who became the South

African GP winner for the second consecutive year, was quite satisfied with his new YZR500 which proved much faster than Spencer's new V-4 NSR racer.

'85
WORLD
CHAMPIONSHIP
MOTOCROSS

250cc ROUND 1
SOUTH AFRICAN GP—March 10

Jacky makes
his day!



French rider Jacky Vimond (Yamaha YZ250) took overall victory at the opening round of the '85 world championship held in South Africa on March 10. Jacky finished first and third in the two races and these results were quite enough to give him the win in this round. 20-year old Swedish rider Jorgen Nilsson (Husqvarna) who won the second race was only 2 points behind Jacky.

The Yamaha star repeated his success in the Swiss GP, the second round of the series held on the famous Payerne track on April 14. In the first race M. Rinaldi of Italy (Suzuki) chalked up his first 250 GP win and Jacky placed second about 48 seconds behind the winner.

In the second race Jacky scored a clean win to collect a total of 37 championship points in this round, maintaining a 20 points lead over the nearest rival J. Nilsson (Husqvarna) who finished 6th in the two races.

RESULTS
ROAD RACING

Round 1 - South African GP - March 23

- 500cc class
30 laps - 76.5 miles
1. E. Lawson Yamaha
 2. F. Spencer Honda
 3. W. Gardner Honda
 4. R. Haslam Honda
 5. R. Mamola Honda
 6. C. Sarron Yamaha
- 250cc class
28 laps - 71.4 miles
1. F. Spencer Honda
 2. A. Mang Honda
 3. M. Rademeyer Yamaha
 4. C. Lavado Yamaha
 5. M. Wimmer Yamaha
 6. C. Cardus Cobas

MOTOCROSS

250cc Class
Round 1 - South African GP - March 10

- 1st race
1. J. Vimond Yamaha
 2. M. Rinaldi Suzuki
 3. J. Tarantino Suzuki
 4. A. Dreschel KTM
 5. J. Nilsson Husqvarna
 6. L. Niklasson Yamaha



'85
DAYTONA
200
CLASSIC

On March 10 the '85 Daytona Speed Week climaxed, as usual, with the main 200-mile race that was run not as Formula One, but as Superbike Race for the first time in the Daytona Classic history. This change of the Daytona race format was made with the intent of creating more interest in the American Classic through the use of road model-based superbikes, allowing the manufacturers to make up a closer link between their racing machines and road bi-

FZ750's achieve excellent results!

kes. Of the 8 FZ750's ridden by American, Canadian and British privateers, 7 finished, and 3 were in the top 10!

With production barely in time for the race, Yamaha rushed 8 machines of this model out to anxious privateers who were ready to take their chances against proven, race-ready 130 h.p. machines, despite the fact that there was little time for altering, modifying or fine tuning. Although 2 of the 8 machines were race-kitted, 6 were near stock.

McMurter comes in 5th

Rueben McMurter of Canada riding one of the race-kitted machines came in 5th. Without time to sufficiently test and set the

R. McMurter (3) and S. McDonald (2) who retired on lap 7, together with their team staff.



chassis on his machine, he was unable to use his special style of braking and driving hard through the chicanes. But he proved his outstanding professional abilities by staying cool in this first race of the season.

Following behind McMurter was U.S. privateer Jim Filice on an FZ750 picked up only shortly before the race. Overall, of the 8 FZ750's used in this race, 7 finished and 3 were in the top 10. All finishes were in the first 20.

Four race-tuned Honda machines crossed the line first but in many ways Yamaha won the race.

These "fresh-from-the-crate" machines showed their tremendous performance potential. Clearly such an amazing start to the FZ750 reputation was a victory for Yamaha!

Daytona 200 Race Results

1. F. Spencer (USA) Honda 57 laps
2. W. Cooley (USA) Honda 57
3. J. Haney (USA) Honda 57
4. R. Haslam (UK) Honda 57
5. R. McMurter (Canada) Yamaha 56
6. J. Filice (USA) Yamaha 56
7. M. Harth (USA) Honda 56
8. G. Barry (USA) Honda 55
9. S. Parrish (UK) Yamaha 55
10. J. Bettencourt (USA) Honda 55
11. J. Adamo (USA) Cagiva 55
12. J. Williams (USA) Ducati 55
13. R. Pietri (USA) Honda 54
14. J. Long (USA) Yamaha 54
15. T. Brubaker (USA) Honda 54
16. J. Bulawa (USA) Yamaha 54
17. R. Oliver (USA) Honda 54
18. R. Shaw (USA) Yamaha 54
19. G. Scott (USA) Yamaha 54
20. P. Norton (USA) Suzuki 53



- 2nd race
 1. J. Nilsson Husqvarna
 2. A. Dreschel KTM
 3. J. Vimond Yamaha
 4. A. Eriksson Suzuki
 5. P. Fura Honda
 6. G.-J. van Doorn Honda

Round 2 - Swiss GP - April 14

- 1st race
 1. M. Rinaldi Suzuki
 2. J. Vimond Yamaha
 3. M. Dolce Honda
 4. H. Kinigadner KTM
 5. M. Velkeneers Maico
 6. J. Nilsson Husqvarna

- 2nd race
 1. J. Vimond Yamaha
 2. A. Dreschel KTM
 3. P. Fura Honda
 4. M. Rinaldi Suzuki
 5. H. Van Mierlo Honda
 6. J. Nilsson Husqvarna

500cc Class

Round 1 - Austrian GP - April 14

- 1st race
 1. A. Malherbe Honda
 2. D. Thorpe Honda
 3. J. Whatley Kawasaki
 4. D. Chandler KTM
 5. M. Magarotto Kawasaki
 6. K. Nicoll KTM

- 2nd race
 1. A. Malherbe Honda
 2. D. Thorpe Honda
 3. J. Whatley Kawasaki
 4. M. Magarotto Kawasaki
 5. C. de Carli Honda
 6. E. Geboers Honda

Eddie's double!

- Imola 200 -

Eddie Lawson (YZR500) followed up his South African GP win by dominating both legs of the Imola 200-mile race staged at Mugello on April 14. He won the first 32-lap leg about 34 seconds ahead of runner-up R. Mamola (Honda) and the second 32-lap leg by 13 seconds from the same runner-up.

Glover (Yamaha) setting a pace

'85 AMA SUPERCROSS CHAMPIONSHIP

The '85 AMA Supercross Championship that kicked off in San Diego (California) on January 26, has already gone through the first half program, as follows:
 February 2 Anaheim (CA)
 February 8 Seattle (WA)
 February 9 Seattle (WA)

- February 16 Indianapolis (IN)
 February 23 Atlanta (CA)
 March 9 Daytona (FL)

The powerful Yamaha trio - Broc Glover, Rick Johnson and Keith Bowen all on modified YZ250's - made up numerous highlight scenes in each of these rounds. In particular, Glover collected a total of 147 points when the Daytona round was over. This widened his lead to 12 points from the nearest rival J. Ward (Kawasaki).



'85 JAPANESE NATIONAL CHAMPIONSHIP ROAD RACING

Taira (Yamaha) leading a title battle

Reigning Japanese national champion Tadahiko Taira (Yamaha YZR500) increased his lead in a 500cc title chase when he scored a convincing victory in the 2nd round of the 15-round series staged at Tsukuba on March 24. Taira, who finished second to Wayne Gardner of Australia (Honda) in the opening round held at Suzuka on March 9, won the second round about 9 seconds ahead of Suzuki's number one rider Masaru Mizutani. Go on, Taira, for the third consecutive championship victory!



FROM '85 FIM SPRING MEETING

Included in a number of important proposals made during the '85 FIM Spring Meeting held early in March in Geneva were the following ones:

F1 engine in sidecar GP

The FIM technical committee set up the reversal of their October decision so the class will continue to be dominated by 500cc Yamaha engines. But if the FIM receives complaints from people who are already building F1 outfits, the decision could be reversed at the '85 FIM Congress in Portugal.

Schoolboy motocross

This category could soon be taking off at international level. With so many countries now running youth motorcycle sport, FIM thinks it's time to gather together an international formula. The minimum age allowed would be 12.

Fuel tank capacity

The Formula One fuel tank capacity will remain the same as before, in order to keep F1 in line with its original concept as a fuel economy class. FIM Vice-President Neville Goss says - "To grant the capacity increase from 24 to 32 liters would not be in the best interest for the future of the Formula. Though it would be a revolutionary move, it may be good to go back to an idea first used in the 1909 TT where all machines were given a fixed amount of fuel for a race."

Dangerous Imola

The FIM road race committee will closely inspect the Imola circuit before they decide to give the San Marino GP the go-ahead here. Franco Uncini of Italy is keen to have the committee refuse Imola's licence. He claims one of the corners is too dangerous and that the guard-rail is too close.

Canadian round - world championship trials

A Canadian round will return to the world championship trials in 1986. It will be linked with the American round in early June. All the rounds will be grouped to save on traveling expenses.

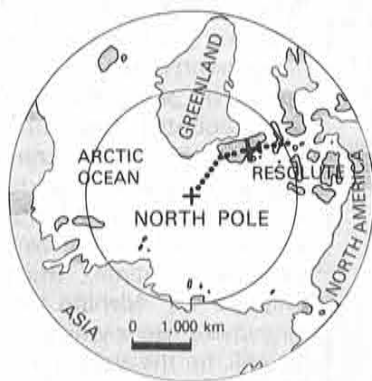
Four-stroke only 'production' series

Because of the current FIM rules it would be at least five years before a world championship production series could be introduced. A good alternative could be easily achieved by introducing a few strictly controlled modifications to the TT Formula as follows:

- Restrict the Formula to 750 four-strokes only.
- Employ a maximum of four cylinders and six speeds.
- Restrict carburetors to quantity, size, type and model used on the standard homologated motorcycle.

This proposal is based on the fact that the TT Formula, introduced in 1978 to boost four-stroke races is already understood worldwide.

Yamaha snowmobiles in full action for an unprecedented adventure by woman



Miss Masako Izumi, a Japanese actress, is becoming the first woman ever to attack the North Pole of the globe. In this adventurous attempt she will be accompanied by Mr. Ito, a Japanese mountain hut owner and three local guides (Eskimos) using two Yamaha



Masako aboard a Yamaha Excel III

Dependable workhorses!

snowmobiles.
 On January 28 she left Japan and proceeded to Resolute, an expedition base that is a small Eskimo village with a population of some 160 people about 7-km away from the airport. It's a severely cold place situated in lat. 75° N. In Resolute she was trained in necessary pole expedition techniques for nearly two months. She received this training with the following three instructions in mind:
 1. Never get hurt.

2. Build strength.
 3. Become as fatty as possible.
 These instructions had been given to her by the staff of Masako Izumi Pole Expedition Team '85 Secretariate in Tokyo. On March 21 she started the base, together with Mr. Ito who came in later, and the three local guides. At the time of writing this article, they must have already proceeded into ice floes near Ward Hunt, Canada's northernmost island. The extreme point is lying about 800km north from there.

Yamaha snowmobiles with proven performance for this type of adventurous trip are the best ideal workhorses for them. Besides her team, one French doctor on skis, one English on foot and three Americans on foot are also heading for the same destination. All in all, it is most likely that she will become the first woman ever to make an attempt of treading the North Pole of the globe about the time this issue is completed.

"The Elephant Riders" on two Yamahas

W. GERMANY

In August 1981 the adventurous young couple Claudia Metz (24) and Klaus Schubert (26) left their hometown Cologne of West Germany on two Yamaha XT500s starting "The Planet Earth Expedition" to tour around the world. When they reach Japan in November 1984 they had already done 70,000km on their trusty bikes touring through 20 countries; Austria — Yugoslavia — Greece — Turkey — Iran — Pakistan — India — Nepal — Bangla Desh — Sri Lanka — Australia — New Zealand — Indonesia — Singapore — Malaysia — Thailand — Philippines — Taiwan etc. They like the challenge of the remote and backward areas where nature is untouched and the natives are still living their traditional lifestyles. Claudia and Klaus say; "We want to visit as many countries as possible, learning about their cultures and traditions; also we like to get close to the people. Using the strong single-cylinder Yamaha Enduros we can reach almost any place we want to go, choosing dirt roads leading us through deserts, jungles, up steep mountain passes, along rivers and onto beaches. Often the riding conditions got really tough when we got stuck in bulldust or ran out of drinking water or got lost in the jungle. When we were thinking of giving



A large Yamaha billboard is seen even in a small island of the Philippines.



Traveling through a village in south India.

up the bikes kept going, they never let us down! With camping in the most beautiful spots in all weather and environmental conditions, surrounded by nature and wildlife, we were cooking fancy meals and doing the routine maintenance and repairs required by our two bikes in teamwork ourselves. Since we are financing this tour

from our own means we have been enjoying some sponsorship on the way like a free overhaul of the engines at Ken George Yamaha in Australia, free aircargo by Thai and free shipment of the bikes by APL and WHO. In addition, from Yamaha Motor at Iwata we received the supply of some service parts, along with necessary overhaul of the engines. We just love our bikes and travelling as nomads through the world, it means a lot of freedom to us!" In the future they want to tour Korea, China, North, Central and South America and Africa, using the same bikes for probably another 200,000km before they come back to Europe some day. They call themselves "The Elephant Riders" because the elephant is their symbol for being strong and determined, trunk up for good luck!

Rajdoot 350 (RD350) proves tough

Changing the subject, recently, two young men traveling around the world on a motorcycle built with technical assistance from Yamaha, stopped by to pay a visit to the Yamaha Head Office in Iwata. These two young men, Mr. Sunil Thawani (28) and Mr. Aniruddha Guha (27), are engineers from the Steel Authority of India. The pair began their trip around the world on May 8, 1984, riding a Rajdoot 350 (RD350) motorcycle manufactured by India's Escorts Ltd. These two motorcycle lovers first began planning their tandem motorcycle

trip two years ago. Escorts Ltd. and a local Yamaha importer stepped forward to give the young men assistance with their plan in the form of a new Rajdoot 350 motorcycle. With the bike of their dreams now in hand the two adventurers were able to begin their journey at last. Leaving Delhi last May, their first destination was Egypt. Next they headed for Europe, passing through Greece, Italy, France and Sweden. In all they spent a total of four months visiting various spots in Europe before leaving for America via England. They also spent four months in crossing the North American continent, including time for visits to Canada and Mexico. Arriving in Japan on February 20, the pair paid a visit to Yamaha's Head Office the very next day.

From their lively manner and healthy appearance it was hard to believe that the two young men had, in fact, traveled more than 48,000 kilometers before reaching Japan. Speaking about their travels, their first comment was one of praise for the Rajdoot 350. "Its performance is more than sufficient for the task of traveling around the world. With the exception of a slight breakdown in Mexico, it has carried us through with virtually no trouble." They went on to add, "All along the way we have been greeted and assisted warmly by Yamaha Importers and dealers everywhere. We want to express our deep gratitude to them all." As for the remainder of their trip,

their schedule is to travel from Japan to Thailand and then on to Malaysia, Singapore and Indonesia before returning to India at the end of April.



INDIA

NEWS ROUND-UP

Spread out over a larger area, more fun to see...

JAPAN



GLOBE TROTTERS

JAPAN

Covering 140,000 Km in three years!

"When I left Japan to begin my journey I was afraid that the XT500 might be too big a bike for this kind of riding, but in the upper regions of the Amazon it showed what an outstanding machine it is."

Mr. Hajime Nishino (27) recently returned safely to Japan after completing a three-year journey which took him 140,000 km through 36 countries around the world.

Leaving Tokyo's Narita International Airport in November of '81, Mr. Nishino headed first to Los Angeles to begin a crossing of North America. With that completed, he next flew to South America to run the length of the Amazon. Then he was off to Africa to ride the length of the Sahara Desert, and finally across Europe where his travels ended in Amsterdam.

During the month of October '81, before leaving on his trip, Mr. Nishino spent one month in intensive maintenance training at Hoshino Motors, in his home town of Shizuoka Pref, Japan. Now, with his trip successfully completed, he is having a happy reunion with his former instructor, Mr. Hoshino, president of Hoshino Motors, and sharing numerous tales of his adventures along the long three-year road.

"All I can say about the XT500 is that it's one tough machine. I had practically no trouble with it for the entire 140,000 km. I overhauled the engine once along the way, replacing only the rocker arm,



Making friends with a Masai of Tanzania.

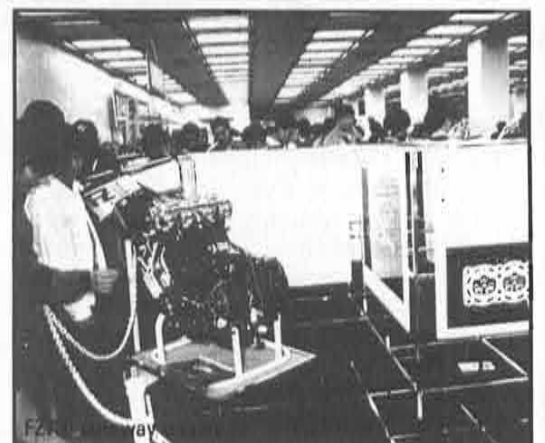
piston, piston ring and the valves. I kept everything well oiled, so I didn't even have any wire breaks. The clutch plate also went 140,000 km with no trouble. I cruised easily over the 4,960 meter passes of the Andes with a normal #240 main jet. At times poor quality gasoline caused tar build-up in the carburetor, but simply added 10% oil to the fuel and the engine ran just fine." These are some of the comments Mr. Nishino made as he talked on and on about the reliability of the XT500. "Once, in Africa, I had to ride for two weeks and 1,000 km with a broken bone, just searching for the nearest hospital! Another time I was mistaken for a spy and arrested by the local Police. But the most frightening experience of all was the time I was chased by spear-carrying Masai tribesmen!" "When I look back on it all now,

however, what remains strongest in my mind is the kindness shown to me by people everywhere. In every country I visited there were kind people who went out of their way to help me. This is an experience I will never forget, and, if I had the chance, I would do it all again anytime." Right now, though, Mr. Nishino isn't going anywhere. He is waiting anxiously, still, for the arrival of his beloved XT500 by ship at Yokohama harbor.

14th Annual Tokyo Motorcycle Show

This year the Tokyo Motorcycle Show moved to a new site, the Tokyo Ryutsu Center. With almost twice the space of last year, the show was a real pleasure to walk through. You could even feel a difference in the ease with which visitors strolled from one brightly colored display to another, enjoying each maker's new models and custom bikes, vintage bikes, accessories and parts.

The Yamaha exhibit, featuring the new model line-up, including the AG200, TRY, box'n XV750 Virago, RZV500R, FZ400R/N, SRX250F, RZ250R/RR and others, plus a cut-away FZ750 engine, was one of the highlights of the show for many of the visitors.



A grand dealer convention for new model introduction

MALAYSIA

Yamaha's Malaysian importer Hong Leong Yamaha held a grand dealer convention with a larger attendance of 1,000 dealers and other people concerned for three days from Mar. 9 to Mar. 11 for the introduction of new models which will shortly make their debut on the markets of Malaysia, Thailand and Singapore. Two new models for the Malaysian market are the improved versions of local long sellers. They come out with a number of improvements to cater for customer needs better. One is the road sports RX-Z and the other the Super 88, a well known family type moped. With these new models, the convention became extremely lively. During the sales meeting held at Genting Highland, a famous resort and sight-seeing place in the suburbs of Kuala Lumpur, 50 dealers won commendation for their excellent sales results including parts sales, followed by the presentation and announcement of Hong Leong's business policies and dealer support measures by means of color slides and VTR. In the meantime, a service training was given for the local service staff at Hotel Ria, Kuala Lumpur. The service staff also moved to Genting Highland for a familiar talk gathering. Then the greatest highlight of the day was provided!



(A) From right to left (front row); Mr. Q. L. Chan, Chairman of Hong Leong Malaysia and Mr. Arata Director of Yamaha Motor, from right to left (rear row); Mr. K. Narongdej, President of Siam Yamaha Thailand, Mr. Deguchi, General Manager of Yamaha Motor, and Mr. L. B. Quisumbing, President of Norkis Trading Co., Inc. Philippines.
 (B) Cute models with super 88's
 (C) RX-Z's on display

10 journalists on RX-Z's from Bangkok, Thailand came in with comfortable exhaust noise just at the height of a dinner show. Everything had gone right with all machines. All present were deeply impressed by the high, dependable performance of the RX-Z. On the final day convention participants were invited to test-ride the new models at the Shah Alam rac-

ing circuit (the Malaysian GP is organized here). Included in convention attendants were Mr. Tadanori Arata, Director of Yamaha Motor and, sales and service staff of Yamaha Motor, together with Yamaha group representatives from Singapore, Thailand and the Philippines, to help make this dealer convention more meaningful.

NEWS ROUND-UP

Service conference deals with service needs for 100% local production of engines



Representatives engage in lively discussions of service activities. (Top) Members of the Service Conference (Bottom)

JAPAN

The number of countries in which people are now using Yamaha products has grown to a total of 160. The production base which supplies this worldwide market is not, however, limited to Japan alone. These are presently more than 30 factories in over 25 countries in Southeast Asia, South America, Europe, the Middle East and Africa manufacturing a variety of Yamaha models. Lately, due to government policy or government aid programs for these overseas production bases, the scale of local engine production in these countries is continuing to grow. In Southeast Asia, for example, the countries of Thailand, Malaysia and Indonesia are striving toward 100% local engine production levels. This type of complete local production requires that high levels be achieved in both quantity and quality of production. In order to support such a system, a strong service system is also an important factor in establishing a reputation for product reliability.

In anticipation of the needs of such a 100% local engine production system, the Overseas Service Department of Yamaha Motor has already applied itself to the task of creating a service system which is specifically designed to meet the needs of such a 100% local production market. In other words, just as the change to 100% local engine production involves the adoption of control systems for a higher level of technology by the local manufacturers, it is Yamaha's aim to aid in the simultaneous adoption of a higher level service system which can play a large role in improvement of the effectiveness of the overall local quality control. This is a service system which is also designed to function as an information-gathering mechanism which will serve to identify new trends in the market and thereby aid in planning as to which new models should be put into production in the future.

With this purpose in mind, the Overseas Service Dept. of Yamaha Motor recently held a joint service meeting for the Yamaha group of Thailand, Malaysia and Singapore (Hong Leong Malaysia, Hong Leong Singapore and Siam Yamaha).

Because of the importance of this conference, it was attended by the General Managers, Service Managers and staff concerned, Yamaha Motor Co. was represented by General Manager Deguchi, Manager Yoshida, and, sales and service staff, who led the active discussions on the subjects of maintaining high standards of product performance, quality and durability under a 100% local engine production system, and how to create a service system which provides quick action and prompt decision-making. Also in attendance as observers at this meeting were representatives of Harapan Motor Co. of Indonesia. Additional meetings were also held to discuss the sales and service tactics for the upcoming release of the new model RX-Z.

Football tour spreads goodwill in Southeast Asia

JAPAN

The Yamaha Football Club made a playing tour of Southeast Asia for the third time, to play goodwill matches with a selected team or teams in each country. Here is the schedule the team followed:

- Malaysia:**
 Feb. 26 Selangor Team (Kuala Lumpur)
 Feb. 28 Penang Team (Penang)
Thailand:
 Mar. 3 Thailand National Team (Bangkok)
 Mar. 5 Nakhon Sawan Team (Nakhon Sawan)
Hong Kong:
 Mar. 8 South China Team (Hong Kong)

This year's tour was led by Director Nagayasu. The team manager was Mr. Sugiyama, a former star who, along with Japan's all-time great center forward, Kamamoto, led the national team to a Bronze Medal in the Mexico Olympics. Last year the Club ranked third in national major football league match. In 1983 the Club shone in glory by winning the Emperor's Cup All Japan Football Championship. The same members that brought the Club to national number one ranking are all still on the active list.

Thanks to the great cooperation received from the Football Federation of each country and Yamaha importers Hong Leong Yamaha, HICOM Yamaha and Siam Yamaha, the team was able to enjoy a tour of hard-fought games and heart-warming hospitality.

For example, a Yamaha-sponsored reception party in Selangor was attended by Malaysia's Minister of Transportation, Assistant Secretary of the Budget Department, FAM officials, the Selangor team and others totalling 60 guests, while in Penang all the staff involved enjoyed their time together through dinner parties and other events. In Bangkok, Thailand, the game was one event in Siam Yamaha's 20th anniversary celebration. As part of the festivities, Bangkok dealers displayed their motorcycles in the open lot in front of the stadium. After the game the celebration



Exchanging remembrances with Penang-selected team members. (Top) Instructing local children in football techniques in the intervals of a game. Children are happy to be with top-rank players. (Bottom)

was enlivened by a bright display of fireworks. The game here was also broadcast on local television. Then, in Nakhon Sawan the team was greeted by the mayor and a parade through the city streets was held in their honor.

In Hong Kong the team was met by a crowd of reporters and cameramen at the airport, after which they were given a warm reception party by the opposing team.

As far as the various game results are concerned, Yamaha was victorious by scores of 3x0 and 2x1 at Nakhon Sawan and Penang, respectively, defeated by a score of 3x1 by the Selangor team and tied with the Thai National Team and South China Team by scores of 0x0 and 1x1.

PORTUGAL

The Police is fully satisfied

Motopeças, Yamaha dealer in Lisbon, recently delivered 36 units of XJ550 P to the Lisbon Police. Before this delivery, 28 XS650 P, 20 XJ550 P and 30 XJ750 P had already been supplied to the same Police by Motopeças and the Police is fully satisfied with these Yamaha motorcycles and the dealer's service. Look at an array of Yamaha XJ550P's in front of the shop. It is a kind of spectacle, isn't it



Yamaha to See and Touch

Yamaha Motor Canada and Yamaha Canada Music got together to organize a consumer show in Halifax, Canada from Feb. 28th to Mar. 3rd. Mr. John Buchanan, Premier of Nova Scotia, opened the show held at the newly constructed World Trade Center with help from Miss Canada and several top Yamaha executives. Entitled simply the "World of Yamaha", the show filled the Grand Hall of the new Trade Center with all types of Yamaha

brand goods, including motorcycles, snowmobiles, outboards, ATV's, stereo equipment, musical instruments, portable generators, organs and pianos and educational systems. With the cooperation of Halifax area dealers, Triple E Motors and Cross Marina, Yamaha Motor Canada put on a display of a full line-up of motorcycles from 50cc mini-bikes to supercharged Daytona racing machines, ATV's, a line-up of outboard motors, sailboats, snowmobiles, portable generators and more. On the weekend there were lots of attrac-

tions, like live music performances and a raffle drawing for valuable prizes, such as mini-bikes, outboard motors and portable stereo component systems. The events were publicized in advance through Yamaha ads inserted in local newspapers and in other ways the dealers involved took. As a result, nearly 15,000 people, about 7,000 more than the previous meeting, turned out for the show. The show's success was demonstrated by the fact that one local radio station broadcast a live show from the exhibition hall.



From left: Mr. K. Iwahara in charge of Sales/Marketing of Yamaha Motor Canada, Mr. Mitani, President of Yamaha Music, Mr. J. Buchanan, Premier of Nova Scotia, Mrs. J. Buchanan and Miss Canada, Karen Tilley (Photo by Saint Mary's University Journal, Halifax).

Notices about the show were printed several times in newspapers leading up to opening day



Entertainers perform on Yamaha instruments



This is the size of truck it took to haul the various Yamaha goods to the exhibition hall

The 24th Tokyo /4th Kobe Boat Shows

The experimental hydrofoil "OR-51"



"Tsurikko Taro"



The full line-up of outboard motors



An attractive display of Yamaha marine wear, accessories, equipment also reflect Yamaha's great emphasis on the software side of the show.

Everything related to the sea

With a feeling like the first breath of spring, two extravagant Boat Shows were held early in March at the Harumi International Trade Center in Tokyo and the Kobe International Exhibition Hall in Kobe. The trend in this year's shows seemed to move away from the mere exhibition of hardware, like boats, sailboats and engines, toward a more complete display of all varieties of things related to the sea. Some of the new items that stood out this year were the new breed of high-power, low fuel consumption engines and the sailing boards, jet ski machines and marine fashions which are so popular now among young people. As in the past, Yamaha's exhibit was by far the largest in scale and interest, featuring a full line-up with everything from the "one-off boat", YR-39, and the super high-class cruiser, PC-35, to small boats like the "Tsurikko Taro" (Fisherman Jack) and a wide assortment of sailboats. In addition, Yamaha set a pace in the above new industrywide trend by providing a far greater number of promotion and consultation corners and services for the further growth of recrea-

tional marine activities. These included the Boat Licence School, Junior Yacht School, Yacht School (adult) and introduction of various marine leisure facilities.

As an extra attraction which drew a lot of attention, the Yamaha exhibit included the experimental model "OR-51", a submerged type hydrofoil, plus a scale model of the high-speed passenger boat "Super Jet Kasumi" now in service at the International Exposition in Tsukuba, Japan.



The Exhibition Hall

INTERNATIONAL GOODWILL YACHTING DAY

Children are mostly 10 to 15 years old. A number of different languages spoken by boys and girls of different nationalities make the event extremely lively.



61 children take to the sea

The Yamaha Junior Yacht Club Hayama is a yacht club especially for children within the Hayama Marina, located on the outskirts of Tokyo. On April 7th, Yamaha sponsored the second "International Goodwill Yachting Day" here for the children of the staff of the foreign embassies in Tokyo.

Taking part in the festivities were



Children are fully enjoying a simulation race which is run between a couple of buoys. Everyone says - "When can we have such a joyful event next time?"

children from Australia, the U.S.A., Norway, Canada, France, Holland, Sweden, the U.K. and Japan, and their parents. Even though the event had to be held under cloudy skies, the children all seemed to have a marvelous time learning the basic theories and techniques and even the proper manners of yachting. And, of course, there were games and plenty of fun to fill out the day and make it an enjoyable event for everyone involved.

Since its founding of seven years ago, the Yamaha Junior Yacht Club has tried to be more than just another sports club. It has always worked to develop more meaningful and fulfilling events and activities. In addition, Yamaha is planning to organize the Mini World Yacht Race based on the above principle.



Sea areas off the coast of Hayama are alive with a number of Yamaha-11 and Yamaha-16 crewed by children, plus rescue boats and press boats. Children are full of glee in a spring breeze.



Parents looked somewhat uneasy at the start of the event but children's exhilaration makes them feel relieved. Aboard a Yamaha 26-footer they are busy taking pictures and videotaping.