

Three World Titles!

Yamaha riders and machines shone in glory of winning three world championships, two in 500 and 250 road racing and one in 250 motocross even with one or two more rounds remaining.

French rider Jacky Vimond riding a modified YZ250 clinched his long-coveted world championship motocross title when he won both legs of the West German 250cc Grand Prix, the 10th round of the series held on July 6.

It was a case of third time lucky for him who had seen the title slip out of his hands in the final round of the last two seasons. In this season the French Yamaha ace consistently led a title battle until he won the crown in the West German GP, with two more rounds remaining.

With these brilliant results, he collected a total of 304 championship points after the West German GP. This meant an unsurpassable 84 points lead from his nearest rival, M. Rinaldi (Suzuki). This win also earned Yamaha the 250cc manufacturers title.

Determined Yamaha ace, Eddie Lawson with a YZR500 took the 500cc road race title when he won the Swedish GP, the penultimate round of the series held at An-

derstorp on August 10.

In this 30-lap race Lawson's nearest rival, Wayne Gardner (Honda) took the pole position with Lawson starting from 2nd position on the grid. The Honda rider did his best only to see his title hope fading away lap by lap as Lawson held the lead in a very convincing manner. Lawson won this crucial race about 14 seconds ahead of Gardner, putting an end to the 500cc title battle while bringing Yamaha the 500cc manufacturers crown.

Shrugging off the tough challenge from Sito Pons (Honda) in the 22-lap 250cc race of the same GP, Venezuelan ace Carlos Lavado took his YZR250 home first, clinching his second world championship title since 1983. Pons came in second about 4 seconds astern but his title hope was completely gone even with the final round remaining.

(See the next issue for more details)



① Congratulating each other on a new business cooperation after signing are Mr. Francisco Jose Sierra (left), President of Incolmotos, and Mr. Hideto Eguchi (right), President of Yamaha Motor, with Mr. Isao Komiya, Managing Director of Yamaha Motor, attending behind Mr. Eguchi.
② Incolmotos' new head office building which was completed in time for signing.

New financial relations established between Yamaha and Colombia's Incolmotos

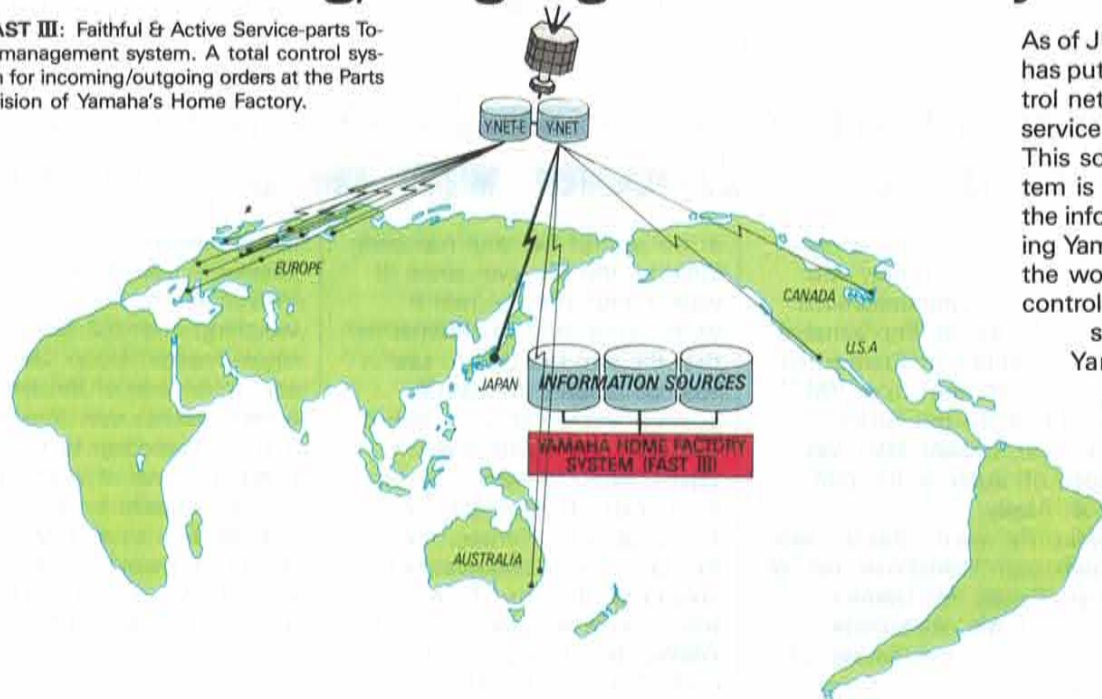
On July 10th, a new financial relations agreement was signed between Yamaha Motor and Incolmotos, S.A. with its head office located in Medellin, Colombia.

The company has been handling all the sales, imports and knock-down of Yamaha motorcycles, together with all service and promotion activities since it was found

in October of 1975. Yamaha and Incolmotos have entered into the said new financial relations for the purpose of revitalizing the Colombian motorcycle market as a whole by developing better products and carrying out more effective promotion activities for greater appeal to as many would-be customers as possible.

A new incoming/outgoing orders control system for importers/dealers worldwide

***FAST III:** Faithful & Active Service-parts Total management system. A total control system for incoming/outgoing orders at the Parts Division of Yamaha's Home Factory.



As of July 1st of this year, Yamaha Motor has put into effect a new worldwide control network for incoming and outgoing service parts orders.

This sophisticated, new large-scale system is a combination of three systems; the information network system connecting Yamaha with its importers throughout the world (Y-NET), the information and control system for European dealers and service shops (Y-NET•E), and the Yamaha Home Factory system (FAST III)* which takes the information gathered from these two to operate a high-level order control system.

The new system handles orders on a constant online function direct to Yamaha's Home Factory from 800 cities around the world through media offered by

Mark III net work system. Here are the benefits offered by the new system;

- 1) A dramatic increase is possible now in the speed of parts supply service.
- 2) It is expected that the amount of stocked parts necessary in each country, as well as at Yamaha's Home Factory, can be reduced by as much as 30%.
- 3) A POS (Point of Sales) type stock control system can be achieved, enabling immediate verification of regional market trends and parts stock information.

Also, within the European market, the Y-NET•E system with its capacity to collect and control information from the various regional outlets will enable the regional importers to place stock inquiries and cross-supply one another with necessary parts thus strengthening the overall European service network.

Thanks for all your letters. We're receiving wonderful letters with interesting topics for Yamaha News from all over the world and every letter we get helps us bring you a more informative and more useful Yamaha News. So, please keep the letters coming.

The Yamaha-14 "Seahopper", first dinghy-type sailboat in Japan to top the 10,000 production mark

JAPAN

On July 9th, Yamaha Motor celebrated the completion of its ten-thousandth Yamaha-14 "Seahopper", a dinghy-type sailboat. The completion of this commemorable 10,000th "Seahopper" at the Yamaha Ofunato Mfg. Co., Ltd, came eleven years after the introduction of this model in March of 1975, and has made the "Seahopper" the largest production dinghy model in Japan. With an overall length of 4.24 meters and width of 1.44m, the "Seahopper" is

a sports type that combines excellent sailing performance and safety qualities with an ease of handling which makes it popular as a dinghy-type sailboat for beginners and experts alike.

Simple rig features such as a single-sail catrig and a four-section collapsible mast, and its lightweight hull at 61 kilograms are among the unique qualities which make the "Seahopper" so popular.



Mrs. Bouson before the start of her recent New Zealand motorcycle tour. (By courtesy of The Press, Christchurch, New Zealand)

NEW ZEALAND

Sightseeing touring at 74

Mrs. Carol Bouson, aged 74, of California is not one to let her age keep her from enjoying herself. She was the oldest member of a group from the United States which recently made a motorcycling tour of New Zealand. Mrs. Bouson says she began riding motorcycles in high school, as a passenger on the back of one of her boy friends' bikes. It was about 30 years ago that she decided to try riding herself and bought her first motorcycle. That was the beginning of a long love affair that hasn't cooled with age. Over the years she has toured in Europe, Mexico and Canada, and this tour in New Zealand was her second, following a similar excursion in 1984. She admits that her high-speed days are already over, and that she rides very conservatively now. Anyway, for her New Zealand is not a country one wants to ride through quickly. It is one to sit back and savor. "You can see so much more from a motorcycle than from a tour bus," adds Mrs. Bouson, an energetic old lady.

Malaysian trainees study at Yamaha

JAPAN

As a part of the Malaysian Government's "Look East Policy", beginning with the first program in 1982 and continuing through its fifth program last year, a total of 1037 Malaysian technical trainees have taken training courses at a number of private Japanese corporations. In May of this year 245 members of the sixth program arrived in Japan, out of which twelve trainees were received by Yamaha Motor. On June 7th, a formal welcoming ceremony was held for these trainees. After a speech by the Yamaha representative, the trainees amazed their Japanese hosts by each giving a self-introduction and explanation of their jobs in proficient Japanese, which they had learned in a mere six months before their arrival in Japan. Most

of the trainees are bachelors with an average age of 23 years who have majored in engineering. The trainees will study at YMC for nearly 6 months, and considering the serious attitude toward their studies that they have already demonstrated in their mastering of Japanese, they should be carrying back a lot of valuable knowledge when they return home in early November. In the past, Yamaha has received trainees at the Overseas Production Department of the Main Factory and Arai Factory, but this time the trainees will undergo their training at a newly built Yamaha's 4th Factory. The trainees are looking forward to studying not only the specific technology related to their individual jobs, but also general Japanese labor theory.



The Malaysian trainees listen intently to a talk by factory manager, Mr. Akusawa.

An around-the-world cruise on a 27-footer with an 8hp outboard

JAPAN

In mid-June, a rugged 20-year-old yacht equipped only with some simple communications equipment and an 8hp Yamaha outboard landed at Shimizu harbor, about an hour from YMC's home office on the Pacific coast, and, a week later, was headed off again in the direction of Alaska. Crewing the yacht "Jason" were a Greek-born Frenchman named George Gritsis, his German companion Ms. Annemarie Biederman and one female cat. Mr. Gritsis is a life-long yachtsman who began sailing dinghy

at the age of five and has been lured by the sea ever since. It wasn't long after he met a yacht-loving lady, Ms. Biederman that the two decided to take a little sail around the world. Leaving Greece on July 15th of last year, the couple sailed to Egypt, Aden (Yemen), Sri Lanka, Bengal (Bangladesh), Malaysia, Singapore, Borneo, the Philippines and Okinawa before arriving at Shimizu. From here, their course will take them to Alaska, San Francisco, Los Angeles, Panama, the Bahamas, the Azores, Gibraltar and Italy

before arriving back in Athens, Greece in July of 1987. With a length of 27 feet and weighing in at 6.3 tons, the single-masted sloop "Jason" is said to be one of the smallest foreign yachts ever to visit Japan. According to Mr. Gritsis, it was his love of yachting as well as a desire to test himself that led him to attempt a trip around the world aboard a yacht of this size. On the occasion of their departure from Shimizu harbor YMC made a present of a new 8hp Yamaha outboard to the adventurous couple.



Mr. Gritsis exchanges his well-used Yamaha 8hp outboard for a new one. In the circle is Ms. Biederman (left) and Mr. Gritsis

Yamaha yachts to enter Sardinia Cup for the first time

ITALY

The Sardinia Cup is an offshore yacht racing series held every other year off the Italian island of Sardinia, in which national teams compete against one another for the cup championship. In its fifth holding this year, the race allows only one three-boat team from each country to participate. This results in a highly competitive elimination process among crews within each country for coveted spot on the national team. Gaining in popularity with each holding since the first race in 1978, the Sardinia Cup, held on alternate years with the Admiral's Cup, has grown to become not only one of European yacht racing's big events, but has also established itself as an event of top-class international standing, as well. This year's Sardinia

Cup '86 is scheduled to be held from September 2nd to 14th, and, for the first time, a national team from Japan is joining the competition. This team includes two Yamaha special order custom 40-footer yachts, the "Chacha" (owned by Mr. A. Yamamura) and the "Will" (owned by Mr. R. Oda). These are high-tech, hybrid yachts with hull designs by B. Farr, of Admiral's Cup and Southern Cross Cup fame. It was manufactured, utilizing EPIGLASS's material & production method with Yamaha's advanced boat building technology and knowhow. How well the Yamaha technology in the Farr 40's hold up against the high, time honored standards of European yacht racing?



The "Will" with spinnaker flying



They are built as offshore racers but feature an excellent interior design exclusive to Yamaha products. In particular, the simple mahogany-finished interior of "Chacha" provides an overall quiet mood and well arranged accommodations (galley, berth and chart table) for crew members. It is an ideal place of brief relaxation for them amidst white-hot racing.



A battery powered hose cart for fire fighting

JAPAN

Yamaha has put its golfcar technology to work recently in the development of a fire truck hose cart. In January of 1984, Yamaha signed a cooperative development agreement with the Tokyo Metropolitan Fire Department for the development of an effective and energy efficient machine to replace the hand-operated hose carts presently in use. Repeated tests and research since then have resulted in the development of the Yamaha battery-powered hose cart, of which two units were supplied to the Fire Department for testing in January of this year. Initial tests proved very favorable and the decision was made to begin production on by-order basis. Annual sales are expected to reach 2,000 units.

Until now, upon reaching the site of the fire by fire truck, the firemen were forced to wheel a manual hose cart to water outlet and then extend the hose by hand to the fire. With the new battery-powered hose cart however, this operation will be as simple and speedy as driving a golfcar. The Yamaha battery-powered hose cart, driven by a 1kw direct current motor, achieves a speed of 10km/h, is capable of climbing a 13° slope, and will run for a total of 8 kilometers at full current on one charging of the battery. The cart is designed to carry 10 lengths of 65mm fire hose and 4 lengths of 50mm fire hose.



A Grand Opening for Cree-Yamaha

On June 17th, eighty guests attended the Grand Opening Ceremony commemorating the opening of business for Cree-Yamaha Motor Enterprises Ltd., a company formed as a joint venture between Waskaganish Enterprise Development Corp. and Yamaha Motor last March at Fort Rupert on James Bay, Canada, for the purpose of encouraging the development of regional industry. Attending the ceremony on behalf of Yamaha were Mr. I. Hasegawa, Director of YMC, Mr. M. Aoba, President of YMCA, Mr. Toyama, engineering representative, and on behalf of Waskaganish, Mr. B. Diamond, President of the Cree Council (and Grand Chief of the Cree Council) and other representatives of the new joint venture, and together they finalized the terms of the Technical Assistance Agreement. The ceremony included a tape cutting for the new boat factory and the delivery of the first completed boat to the first customer. Also part of the program was a test ride event using two boats equipped with Yamaha E25 and E40 outboards. The test ride demonstrated the superior (1) seaworthiness, (2) stability and (3) speed of the new boats compared to the traditional canoes of the region before the approving eyes of the local towns people and invited guests.



A jousting Carlos astride his Try teases a serious-faced Randy aboard his Moto 4 at the Rijeka Circuit, Yugoslavia.



YUGOSLAVIA

Here's how we get around!

This year Yamaha riders have made big headlines in both the 500cc and 250cc classes of the World G.P. series. Among them are Carlos Lavado (Venemotos-Yamaha) achieving a repeat of his '83 World Championship success in the 250cc class, and irrepressible Randy Mamola coming on strong in the 500cc class as a rider for the new Lucky

Strike-Roberts team. On the track, of course, the YZR250 and YZR500 are their machines of choice, but for getting around the paddock it's the Try and the Moto 4 that have recently caught their fancies. How are these for a pair of proud countenances?

HAHAHA!

One day a nudist group appeared at a quiet little coast town and proceeded immediately to parade down the beach in their birthday suits. A patrolman who just happened past by at the time said to them; "I don't care scant it may be, but you have to put some bit of cloth around those bodies of yours." "All right, officer, we understand." The next time he came around on patrol though, he was distressed to find each of them with a cute little piece of pokka-dot cloth tied around their big toes!

'86 WORLD CHAMPIONSHIP
MOTOCROSS 250_{cc} Class



***Jacky Vimond wins the title
on his modified YZ250***



'86 WORLD CHAMPIONSHIP
ROAD RACING 250cc Class

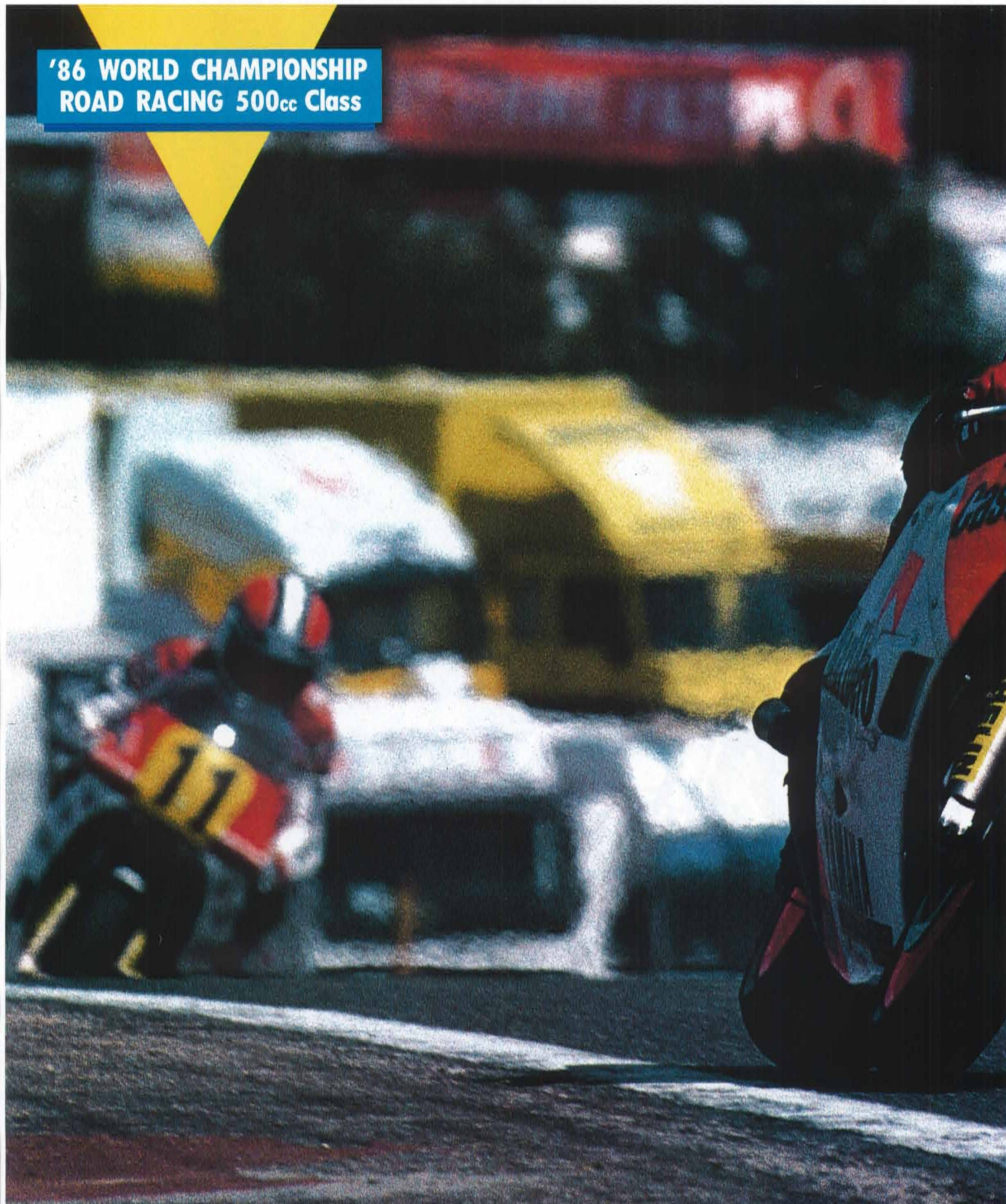


The Champions — *Ca*



Los Lavado & his YZR250

'86 WORLD CHAMPIONSHIP
ROAD RACING 500cc Class



The Champions

— Edd



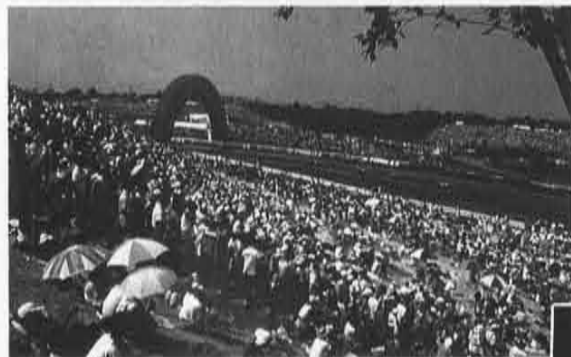
ie Lawson & his YZR500

'86 SUZUKA 8-HOUR ENDURANCE RACE



▲ Dowson (left) and Magee

► "This was our first combination riding in Japan, and we were pleased with the helpfulness of the crew. We were thrilled just to be able to participate in a prestigious international race like Suzuka", commented Dowson (left) and Magee.



We're here to ride



"We found the Suzuka course to be very difficult, but our development team did such a great job in preparing our machine. The engine is powerful, the handling light and cornering very easy," said Maurice (4th from the right). Grassel (3rd from left) also commented that, "We also did our best as representatives of our magazines."



Kultalahti (right) commented " This was my second race in Japan. We did a lot of adjusting of our machine after the practice and we found that a new set of radial tires made a big improvement. We were hoping to finish in the top 10 and now we are extremely happy to have come in 7th." Pictured on the left is Oxley.



"This was my first race in Japan. Being unfamiliar with everything here we were not really at our best, although our machine was in excellent condition. I am a Yamaha dealer myself in Holland and must say they are selling very well." was the statement from Flameling (left) with his partner, Brand.

The third round of the World Endurance Championship Series, the Suzuka 8-hour Endurance Race, was held on July 27th under a scorching sun at the Suzuka Circuit in Mie Prefecture, Japan after support events and official practice sessions were organized on July 25th and 26th. One-hundred and fifty thousand fans (273,000 over the three day period) watched as the 62 teams chosen from over 100 entries began their eight-hour battle, starting at 11:30 in the morning. The race turned out to be a stunning pole-to-finish show

by Honda's Wayne Gardner. Although it was not at all a good day for Yamaha's works machines, with both the Lucky Strike-Roberts Team (Kenny Roberts/Mike Baldwin) and the Shiseido TECH 21 Team (Christian Sarron/Tadahiko Taira) being forced to retire with their YZF750 works machines, a second place finish by Australian Marlboro Yamaha Team members Michael Dowson/Kevin Magee (mod. FZ750), fourth place by Team Racing Sports riders Shoji Hiratsuka/Toshinobu Shiomori (works YZF750),

seventh place by M. Oxley/V. Kultalahti (mod. FZ750) of the MCN Team from Great Britain, 13th place by Dirk Brand/Gerard Flameling (mod. FZ750) of the Van De Wal Endurance Team from Holland, 18th place by Dale Quarterley/Randy Renfrow (mod. FZ750) from America and a 21st place finish by Karl T. Grassel/ Eric Maurice (mod. FZ750) of Germany and France, proved that, in only its second year of serious 4-stroke engine race competition, the Yamaha production models have already established their reputation for racing ex-

cellence.

A look at the record of the FZ riders

Let's take a look at a variety of profiles offered by these international riders who have chosen and put their faith in the Yamaha machines for such a grueling race as the Suzuka 8-hour. The Australian team of M. Dowson/K. Magee, who finished 2nd in Suzuka, are the top riders in their country, having won such endurance races as the Arai 500 in Bathurst, Australia, the Denso 500

in Victoria and the HUB 300 in Brisbane on their FZ750. Having expressed a strong desire to participate at Suzuka from the beginning of the season, the team was fortunate to receive support for their participation here from YMC. Their FZ750 was built to Daytona 200 specifications with steel frame in the coloring of the new '87 model. Commenting that, "All our racing in Australia this year was pointing toward the Suzuka race", the pair must be very pleased with their second place finish. They are unquestionably ones of the most promising riders at an international level.



the "FZ"

RESULTS

1. W. Gardner/D. Sarron Honda RVF750 197 laps
2. M. Dowson/K. Magee Yamaha FZ750 195 laps
3. S. Tsujimoto/K. Schwantz Suzuki GSX-R750 194 laps
4. S. Hiratsuka/T. Shiomori Yamaha YZF750 191 laps
5. S. Yatsushiro/H. Miyagi Honda CBX750 190 laps
6. C. Le Liard/T. Espie Suzuki GSX-R750 189 laps
7. M. Oxley/V. Kultalahti Yamaha FZ750 188 laps

The team of S. Hiratsuka (2nd from left) and T. Shiomori sitting astride their works YZF750. They kept a consistent pace passing other teams one by one until they finished 4th.



The team of K. Roberts, 3rd from left/M. Baldwin, 2nd from left, (Lucky Strike-Roberts Team) started from the second grid position and battled with C. Sarron/T. Taira team (Shiseido TECH 21) for second position during the opening laps of the race before moving ahead to hold firm second halfway through the race, until a crash forced them to retire with 2 hours and 2 minutes remaining.



In spite of gaining a firm hold on third position after the fifth lap and keeping it into the middle of the race, engine trouble began to plague the Sarron (3rd from left)/Taira (extreme left) team and they were forced to retire, eventually.



Team Y.E.S.S. participates in 4-hour Endurance Race



Among the teams participating in the Suzuka 4-hour Endurance Race held on the day before the Suzuka 8-hour Race, July 26th, was "Team Y.E.S.S." It was a true "home-made" team, with its riders, pit crew, its manager and supporters all chosen from members of Y.E.S.S. (Yamaha Earthly Sports System). Everyone on the team, from those who did the riding and mechanical work on the machine, to those who did the coordinating and cheering, gave everything they had toward the team effort. In spite of a failure to start the FZR400 at first which left team starting from the very rear of the pack, they were able, at one point in the race, to work up to as high as 17th position. At the midpoint in the race, after falling back to 23rd place, an all-out effort to recover lost ground resulted in a crash that forced the team to retire from the race. Despite this unfortunate outcome, the whole team still seemed to gain a special sense of satisfaction from the knowledge that they had created their own team and worked hard to put up a good fight against the tough competition.

The team of K. T. Grassel and E. Maurice is a consolidated team representing a French and a German motorcycle magazines. Grassel is a writer for Motorrad of Germany and Maurice writer for Moto Journal of France, both of which are first-class publications with large circulations. Because of their busy profession as journalists, they are not able to participate in too many races, but when they do they make excellent use of their riding skills and knowledge of motorcycles. Their machine for this race was also built to Daytona 200 specifications and the coloring of the '87 model like the Australian team, but their chassis

included an aluminum frame. The British MCN Team was made up of Mat Oxley, test rider for Britain's one of the oldest motorcycle papers, "Motor Cycle News", and Swedish rider Vesa Kultalahti. Riding as a team for the first time this year, they finished an impressive seventh at the first round of the World Endurance Championship Series, the Le-Mans 24-hour, and third at the second round, the Austria 6-hour. Their machine was the same one they have been using in Europe, a modified FZ750 engine on a Harris frame. The team of D. Brand/G. Flamel-ling ride for the Dutch dealer team of manager Van De Wal and this

year marked their first participation in the Suzuka 8-hour. Their machine had a modified standard FZ engine on a Nico Bakker aluminum delta box frame. In spite of a poor start that left them in 61st, they rode to a 13th place finish eventually. Other stand-out Suzuka riders included the American team of Dale Quarterley and Randy Renfrow, and the over fifty but still going strong, Kohichi Shimada, who comes to Japan every year at Suzuka time from Germany; this time with Peter Hafner as his partner.

WORLD CHAMPIONSHIPS RESULTS

'86 WORLD CHAMPIONSHIP ROAD RACING

8th round - France - July 20

500cc class

1. E. Lawson Yamaha
2. R. Mamola Yamaha
3. C. Sarron Yamaha
4. M. Baldwin Yamaha
5. W. Gardner Honda

250cc class

1. C. Lavado Yamaha
2. S. Pons Honda
3. D. Sarron Honda
4. J-F Balde Honda
5. T. Mang Honda

World championship positions after 8 rounds

500cc class

1. E. Lawson Yamaha 99 pts.
2. R. Mamola Yamaha 86 pts.
3. W. Gardner Honda 78 pts.
4. M. Baldwin Yamaha 60 pts.
5. C. Sarron Yamaha 53 pts.
6. R. McElnea Yamaha 44 pts.

250cc class

1. C. Lavado Yamaha 87 pts.
2. S. Pons Honda 74 pts.
3. T. Mang Honda 57 pts.
4. J-F Balde Honda 53 pts.
5. M. Wimmer Yamaha 49 pts.
6. D. Sarron Honda 41 pts.

'86 WORLD CHAMPIONSHIP MOTOCROSS

125cc class

8th round - Sweden - July 27

1st race

1. J. van den Berk Yamaha
2. A. Pantilla KTM
3. B. Moore Suzuki
4. P. Tragter Honda
5. I. Vehkonen Honda

2nd race

1. J. van den Berk Yamaha
2. D. Stribbos Cagiva
3. A. Pantilla KTM
4. I. Vehkonen Honda
5. P. Tragter Honda

World championship positions after 8 rounds

1. D. Stribbos Cagiva 222 pts.
2. J. van den Berk Yamaha 214 pts.
3. P. Vehkonen Cagiva 186 pts.
4. M. Contini Cagiva 172 pts.
5. M. Kouki Yamaha 159 pts.
6. A. Pantilla KTM 145 pts.

250cc class

11th round - USA - July 20

1st race

1. J. O'Mara Honda
2. B. Hannah Suzuki
3. B. Liles Kawasaki
4. E. Kehoe Suzuki
5. P. Hansson Husqvarna

2nd race

1. B. Hannah Suzuki
2. B. Liles Kawasaki
3. J. Nilsson Suzuki
4. J. Martens Husqvarna
5. J. Whatley Cagiva

World championship positions after 11 rounds

1. J. Vimond Yamaha 304 pts.
2. M. Rinaldi Suzuki 223 pts.
3. J. Whatley Cagiva 161 pts.
4. G-J van Doorn Honda 148 pts.
5. P. Hansson Husqvarna 144 pts.
6. M. Fanton Yamaha 137 pts.
6. J. Nilsson Suzuki 137 pts.

500cc class

10th round - U.K. - July 13

1st race

1. G. Jobe Kawasaki
2. E. Geboers Honda
3. D. Thorpe Honda
4. K. van der Ven KTM
5. A. Malherbe Honda

2nd race

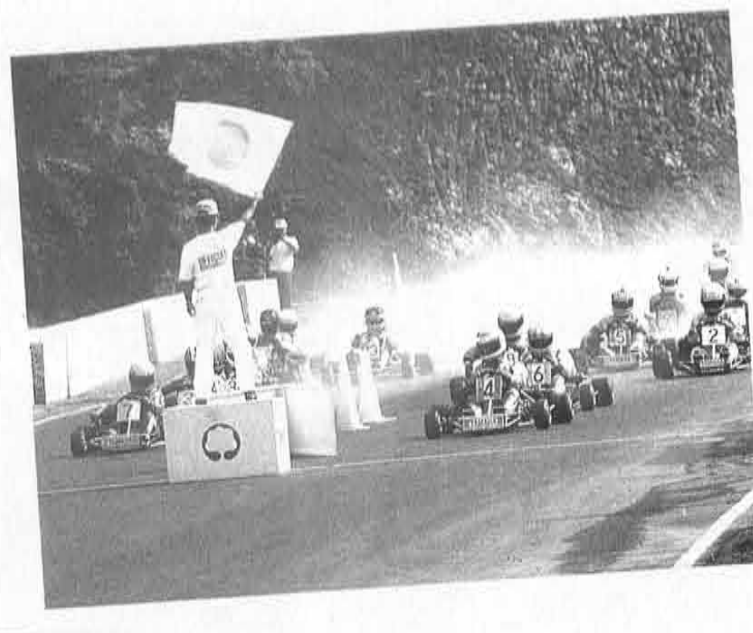
1. E. Geboers Honda
2. G. Jobe Kawasaki
3. K. van der Ven KTM
4. D. Thorpe Honda
5. L. Persson Yamaha

World championship positions after 10 rounds

1. D. Thorpe Honda 257 pts.
2. A. Malherbe Honda 247 pts.
3. E. Geboers Honda 244 pts.
4. G. Jobe Kawasaki 221 pts.
5. K. van der Ven KTM 190 pts.
6. L. Persson Yamaha 168 pts.

RF1 (Yamaha Kart) wins big at Japan's new international course

The kart race held as part of the commemorative event at opening festival for the new kart course at the "Tsumagoi", a recreational complex (Kakegawa, Shizuoka Pref.) on July 13th, turned out to be a great day for Yamaha, with its drivers, T. Matsukura and Y. Lee, finishing one-two in the AII class (Professional) followed by T. Yamamoto (Hutless/PCR). All in all, it was an exciting event with over one-hundred drivers also taking part in three different classes of kart races for amateur drivers. In addition to the kart races, there were mini-bike races for scooters and YSR50's, a race queen contest, an open show and a license school event. This new kart course at Tsumagoi, managed by Yamaha Recreation is now the largest of the kind in Japan. Having a total length of 1,300 meters, the new facility will usually be divided into an 715m CIK-approved course for serious world-level kart competition and a 500 meter course for recreational karting.



**YAMAHA
SUMMER
FESTIVAL**

Let's try to make new Yamaha fans



Held once every year, the Yamaha Summer Festival is a promotion event planned and executed by the Yamaha Sales Companies at 8 sites around the country for the purpose of consolidating regular Yamaha customers and attracting new potential customers by getting as many people as possible to become familiar with the wide range of Yamaha motorcycles, while also getting them to understand their proper use. This year's holding featured a wide variety of unique organizer ideas as a total of 10 festivals were held across the country; six of them on August 2nd and 3rd, and

four others ranging from late July to late August. Organizers scheduled a fantastic program of events at each festival site; including sports events such as road races, motocross races, scooter endurance races, trials competitions, and kart races; instructional event such as motocross schools and trials schools; and an endless number of other attractions such as circuit runs, off-road runs, test rides, music festivals, Miss & Mr. Y.E.S.S. contests, quizzes, disco parties, singing contests, motorcycle games and charity auctions, in their attempts to

provide as much fun and entertainment for as many people as possible. While offering the dealers and customers to strengthen bonds of communication in an atmosphere of fun and relaxation, this festival campaign also helps to build the Yamaha image and create new demand through people's involvement in a variety of motorcycle sports, games and test rides. In this way the festivals win fans not only for the Yamaha brand but for the local dealers, as well, thus building stronger brand loyalty among the customers.



A popular new craze in Japan today is scooter and mini-bike racing



YSR one-make race



Motocross enduro race; riders must mark a check sheet by themselves with each lap.



Trials competition



A kart endurance race



People waiting their turn for ride on the circuit-run



G. Lees and A. Suzuki give a driving demonstration with the F-11 racer



"Objet d'art" contest on the theme of the Y.E.S.S. hand logo mark



A new one-man, 4-wheeled compact, "standing type" golfcar



On June 1st, Yamaha introduced on the Japanese market its newly developed 4-wheeled standing type golfcar. As the ordinary Japanese golf player have a caddie carry his golf bags, this compact, motorized vehicle which the caddie rides from spot to spot in the standing position is accepted as a very convenient transport. This new product is designed to help golf course managers streamline their operations by reducing caddie labor in an economical way that also speeds up the playing time on the course. This newly released motorized 4-wheeled standing type golfcar is being marketed in addition to a traditional battery powered three-wheeled model to offer the golf course proprietor a lightweight, compact, easy-to-drive and easy-to-mount vehicle for less caddie labor and better course maintenance. The engine that powers this new model is a 124cc 4-stroke type, quiet and low on fuel consumption. This one-man car is equipped to carry four golf bags. The car has a top speed of 10km/hour and a 20° slope climbing capacity. One filling of its 6-liter tank is enough to cover 180 holes, making it an extremely fuel-efficient and economical asset to any golf course.

