

YAMAHA MOTOR NEWS 1987 No.8



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1. Mr. T. Kimura, President of YMENV, is trying out the new lawn mower surrounded by members of the press in Bürgerstock, Switzerland. 2. The Cologne Show is one of the greatest shows for lawn and garden equipment in the world. 3. Yamaha Motor also exhibited successfully at the Institute of Groundsmanship Show held in the castle town of Windsor, England.

Cutting a swath through the lawn and garden market

Lawn and Garden shows in the US and Europe

Lawn and garden markets in North America and Europe sat up and took notice of Yamaha Motor this fall. The YT3600 lawn tractor created a stir in the U.S. and Canada in July and the YLM446 lawn mower kept up the momentum with its debut in Europe in September.

In the U.S., the YT3600 lawn tractor was the star of the show at the Outdoor Power Equipment Industry Show, held in Louisville, Kentucky, at the end of July. Some 23,000 visitors attended the show and the YT3600 impressed everyone with its fine styling, excellent ergonomics, and easy operation - thanks to its hydraulically controlled stepless transmission system.

Over in Europe, both models were subjected to their first press trials in Bürgerstock, Switzerland, on two fine sunny days, August 31 and September 1. After a product presentation indoors, the mowers were demonstrated and tested thoroughly on the greens and fairways of a golf course.

The journalists then took advantage of the opportunity to try out the mower for themselves and really put

them through their paces. The press trial finished with a boat trip on scenic Vierwaldstätter Lake and a farewell dinner.

Yamaha Motor also made quite a splash in Cologne, West Germany, at one of the greatest consumer shows for lawn and garden equipment in the world. Our products look certain to become firm favorites with European dealers in the future.

To develop the YT3600, Yamaha sought out the Roper Corporation of Georgia as its collaborator. The Roper Corp. is one of the U.S.'s top lawnmower and garden-tractor makers and supplies the "Craftsman" brand to America's leading mail-order and department store chain, Sears.

A similar deal for the YLM446 has been signed with the French lawnmower and agricultural equipment manufacturer, Gaby la Société d'Application de Mécaniques Agricoles. Together, these two agreements with Roper and Gaby SAMAG show Yamaha Motor's policy of "peaceful co-existence" at work, joining a multinational corporation with local makers in a mutually beneficial relationship.

Yamaha Factory Takes Award for Most Advanced Facilities

Yamaha Motor's Fifth Iwata Factory won the "Nikkei 21 Award" for "Most Advanced Business Facility of 1987" recently.

Japan's leading business newspaper, the Nihon Keizai Shimbun, Inc. has held the contest annually since 1983 and presents awards to ten offices and ten plants which have made the greatest advances in raising productivity and/or improving the working environment in Japan. This year a newly created "Amenity Award" was presented to Kikkoman as the company that has made the most outstanding effort to improve working conditions and employee benefits. At the presentation ceremony in a Tokyo hotel on



Mr. Eguchi accepts Yamaha's award from the President of Nihon Keizai Shimbun.

October 9, President Eguchi accepted the award for Yamaha Motor from the President of Nihon Keizai Shimbun and later exchanged ideas with representatives of the other winning companies, including leading bearing maker Nippon Seiko and leading steel company Nippon Kokan.



The scooter engine assembly line in the Fifth Iwata Factory.

19.5m high-speed passenger boat: LUMBA LUMBA

The recently completed Lumba Lumba's new design boasts a high level of cruising performance



JAPAN A 19.5m high-speed passenger boat being built by Yamaha Gamagori Mfg. Co., Ltd. for Japan Air Lines' joint venture company in Indonesia P. T. Pantara Wisata Jaya, was recently completed and shipped on July 31.

This boat will be used to transport passengers to a new marine resort being built by P.T. Pantara Wisata Jaya on an island 70km offshore from Djakarta as part of Japan Air Lines' "The Pacific Region Development Plan".

Given the name "Lumba Lumba", which means "dolphin" in Indonesian, this boat is the product of Yamaha Gamagori's design and construction know-how as an experienced builder of custom boats over the years.

Featuring a revolutionary new design and a "Surface Drive System" which achieves a shallow draft water line, this boat represents an entirely new type of high-speed passenger boat full of complete and innovative hardware and software functions.



BIKING CAMP for youngsters

BELGIUM Thanks to an innovative program sponsored by Belgium Yamaha importer D'leteren Sports, about 900 youngsters between the ages of 13 and 16 learned to ride the Yamaha Sting by the end of their summer holidays. The preparation of the course and the initial instruction of the course monitors was the work of D'leteren Sports' Mr. Alain Fieuw and Mr. Bob Van Meerbeeck. They also conducted two other programs recently; a similar event was held for children in Antwerp with the collaboration of the Antwerp Police Force, and, near D'leteren Sports facilities in Braine-le-Château, a camp was held at which children could enjoy a combination of DT50 and horseback riding. At this camp mopeds and horses got along just fine, and by the end of one week the young riders were even able to drive a roundabout.

YBS for Yamaha dealers by Escorts Ltd.

INDIA From mid-March to mid-April of this year, Yamaha Motor's Indian partner, Escorts Ltd., conducted a YBS (Yamaha Before Service) campaign. This campaign was directed at the dealers with the aim of establishing a total of 32 YBS shops in India.

In the dealer education aspect of the campaign, large numbers of dealership staff (salesmen, partsmen and servicemen) received instruction in the aims of YBS, ways to educate users, product explanation, information gathering, inspection methods and the use of



VTR showings at their shops. Then, for two days, these techniques were tried out on the customers.

In order to provide customer service that offers something more than other makers, Yamaha Motor is determined to expand the number of YBS shops even further in the '88 season.

HOLDING AN LTR SCHOOL together with Traffic Police

INDIA Escorts Ltd. is also a company that has long placed great importance on the promotion of proper motorcycle riding skills and knowledge. And, further, as a motorcycle maker, they plan to continue efforts in the holding of LTR (Learn To Ride) School and Motocross School programs, with six or seven events already in the

planning throughout India for the second half of this year. For the first stage of these activities, on August 8 and 9, YMC's special instructor Mr. Kazutoshi Iwao, was invited to Delhi to train future LTR School instructors. Twenty-three people received this special instruction, including local Traffic Police as well as servicemen from Escorts Ltd., and among these seven were chosen to receive certification as LTR instructors. The bike used in the course was the RX100. Using modified RX100s, another special 2-day course was held for the training of Motocross School instructors. Two Escorts Ltd. servicemen and 4 qualified local riders took part in this course, and among them four were given instructor certification.



Staroup/Yamaha/Shell team

TREMENDOUS INCREASE of interest in motocross

BRAZIL It was in 1972 that Yamaha Motor do Brasil introduced the new sport of motocross to Brazil. However, with the government legislation prohibiting the import of motorcycles, it was not easy for people to get involved in the new sport. But, YMDB went to work and constructed the first motocross race course, called YAMAHA-LAND, and then set about to make the first Brazilian motocross machine, the Yamaha MX180. The new bike, which was based on the Yamaha DT180, a popular trail bike on the Brazilian market, featured about 96% Brazilian-made parts and components.

The presence, then, of an inexpensive machine and plenty of available spare parts caused a tremendous increase of interest in the sport. The '80s saw a real explosion in motocross in Brazil. Crowds of 15,000 regularly turned out to see national-level events, making it the second most popular sport in the country after soccer.

YMDB further stimulated motocross interest by sponsoring international races and inviting famous riders like '77/'78 500cc class World Motocross Champion, Heikki Mikkola and YMC's special instructor Kazutoshi Iwao to give motocross lessons and demonstrations. Also, in 1973, to help develop the potential of Brazilian racers, YMDB established its own racing team for the first time, and enlisted top American riders to race for a whole season in Brazil.

One can say that YMDB saw the fruit of all these labors last August, when the 10th round of the 250cc World Motocross Championship was held at the Campos do Jordão track, near São Paulo, and a record crowd of 62,000 fans turned out to see Brazilian team, Staroup/Yamaha/Shell, riders Danny Storbeck, Jorge Negretti - the top Brazilian rider - and Eduardo Saçaki race against the best in the world.

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

So, please keep the letters coming.

"GRASS ROOTS" snowmobile marketing activities



U.S.A. In the feature article (pages 4 - 5) of our last issue we took a look at YMUS's snowmobile marketing activities. Here we would like to introduce two of their promotional programs. One is called the "Snowmobile Pride" program, and it is designed to recognize and reward outstanding community service activities, such as rescue operations, litter clean-up projects and charity campaigns, performed by a snowmobile club. The reason for such a program is not only that it benefits the local community, but at the same time it helps create a good image for the snowmobile and snowmobile riders. The national winners last year were the members of the Dutch Trail Cutters Snowmobile Club of New Holland, Pennsylvania (who are members of the Pennsylvania State Snowmobile Association). The club raised more than US\$6,000 to help fund a liver transplant operation for a child in the community. As a prize, the club was

presented with prize money, commemorative plaques and Yamaha Caps. The second program is race activities. YMUS is supporting the Toyota-Yamaha Formula Snowmobile Racing program. This competition is open to riders on snowmobiles of all makes. In this way they are helping to support enthusiasts in the sport through true "grass roots" activities.



DISCO FESTIVAL for young customers

TAIWAN Yamaha Motor Taiwan has been busy this year with the release of two new models; a 50cc scooter, CT50S, in January and a full cowl, 135cc sports model, RZ-R, in June. Both are domestically produced models that have proved very popular, especially among young people, since their release. In connection with the appearance of these new models, YMT's Taipei sales company, Cheng Yeh Kung SSU held a sales promotion campaign called the "Nasa/Yamaha Disco Festival" from July 25 to August 22, aimed specifically at young people. It was just recently that a ban on Discos was lifted in Taiwan, and, the sales company took this opportunity to tie up with a Taipei disco by the name of "Nasa" in the holding of a disco contest.

Preliminary rounds were held every Saturday night during the course of the contest. Then, at the finals on August 22 a "Mr. Disco Boy" and a "Miss Disco Girl" were chosen from the contestants, with the Boy receiving an RZ-R and the Girl a CT50S as prizes. To add to the excitement, one of Taiwan's top female singing and dancers was also on hand. The judges, and as a special attraction a troupe of professional dancers were also on hand. The campaign was a great success, causing a big sensation among the young people of Taipei. As for the sales of these two new models, things are going so well that production is having a hard time keeping up with demand. Also, in Kao Hsiung, the Yamaha sales company, Kao Yeh Kung SSU, organized a similar campaign very successfully.

BIG HOPES for Brazilian soccer power



A. L. Anastacio A. C. Andre

JAPAN As of September 13, two new Brazilian names were added to the roster of the Yamaha Motor Soccer Club. They are those of Antonio Carlos Andre and Adilson Luiz Anastacio, both of whom were first-line players for the Brazilian professional soccer team "Esporte Clube XV De Novembro de Jau" last season.

For the Yamaha Motor Team, which suffered from a lack of point-getting ability last year, it is hoped that the addition of these two reliable point-getters to a strong roster that also includes Brazilians Ademir Vieira dos Santos and coach Mr. Wilson Fernando Rizatto will give the team a powerful new punch.

NEW WORLD RECORD in S750 class boat racing

HUNGARY Hungarian customer of Yamaha Motor Nederland B.V. recently wrote to make proud report of a new world record he had established and received U.I.M. (Union of International Motorboating) certification for using a Yamaha 60DES outboard motor. The customer, Mr. Fröhlich Jozsef of Budapest, built a special boat of his own design as well as a specially prepared propeller to race to a new world record of 126.73km per hour in a S750 class race in October of 1986.

The certification document issued by the U.I.M.

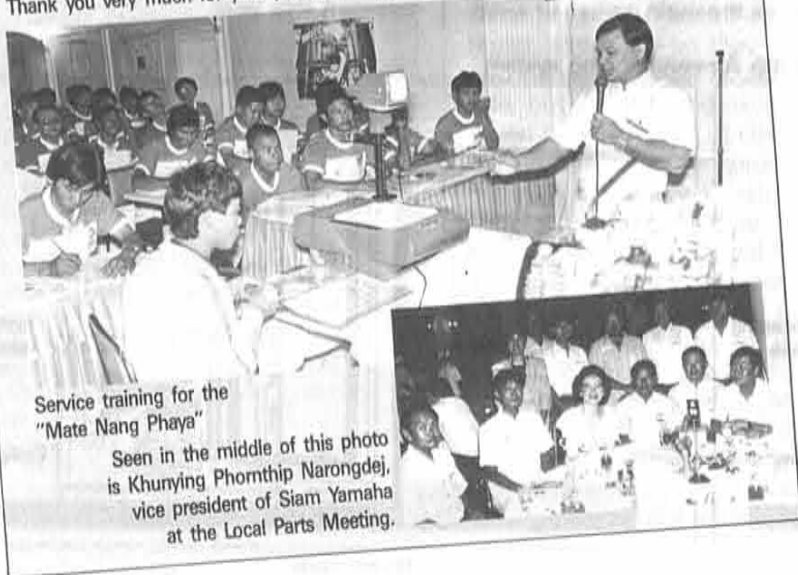


Letters from readers

THAILAND Looking forward to YMN "We are pleased to send you some photos and information of our recent activities. The first photos were taken at the Salathai Room Ambassador Hotel, on August 21, 1987 where we held our Local Parts' Makers Meeting. The second photo shows an exhibition of the new Yamaha "Mate Nang Phaya" motorcycle at the Kaen Inn Hotel in Khon Kaen Province. And the third photo is of the Service Training course which was given to all mechanics in the central part of Thailand to teach them how to best serve users of the Mate Nang Phaya. Looking forward to your next Yamaha Motor News.

Sincerely yours,
Singchai Poovarodom
General Manager for Marketing
Siam Yamaha Co., Ltd."

Thank you very much for your photos. We introduce 2 of them here - Editors



Service training for the "Mate Nang Phaya" Seen in the middle of this photo is Khunying Phomthip Narongdej, vice president of Siam Yamaha at the Local Parts Meeting.

A whole new field of business



Gas Heat Pump Air-conditioner

On page 1 we are introducing the new "Yamaha lawn mowers", and here, we are proud to announce another new business begun at about the same time this fall on the Japanese market. The new product, called the Yamaha Gas Heat Pump Air-conditioner, is an entirely new type of compact air-conditioning/heating unit that uses gas as its main energy source.

Introducing the world's first compact 2HP gas air-conditioner

Released on the Japanese domestic market this fall was the world's first compact 2hp model.

This Yamaha Motor Gas Heat Pump Air-conditioner adopts a special 4-cycle engine (water-cooled, OHV, 245cc) as the power unit for its compressor. Needless to say, this engine makes full use of Yamaha's proven small engine technology to make it extremely quiet-running and durable.

Making use of a small-size Yamaha engine

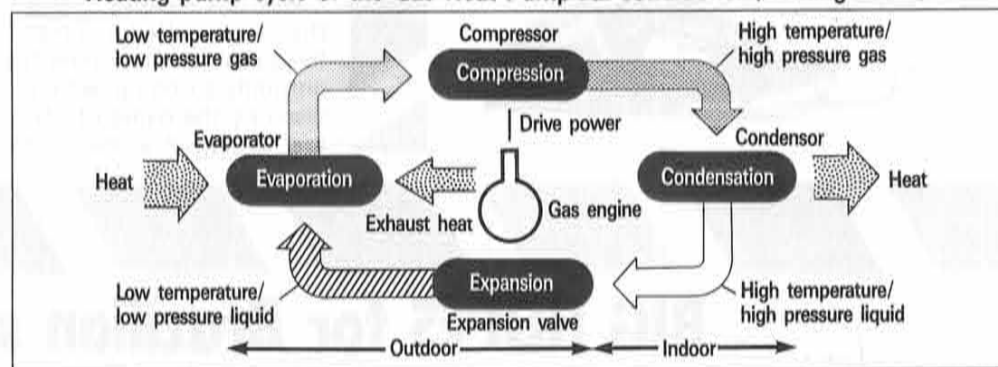
In the development of this new gas air-conditioner, Yamaha Motor had two objectives in mind. While one was, of course, to make use of Yamaha Motor's small engine in a new field of business, the other was to make a contribution to a new Japanese government policy.

In Japan, the long hot summers are the time when demand for electricity reaches its peak due to the use of air-conditioners, among other things, and this increased demand often results in electrical power shortages.

Therefore, the Ministry of International Trade and Industry is encouraging programs to help cut demand for electricity in the peak summer months, and also to even out the demand for gas over the entire year and encourage the diversification and stabilization of energy sources.

Yamaha Motor became a member of the Union for Technical Research in Small-size Gas Air-conditioning, formed in June of 1981 under the leadership of MITI, and along with three major Japanese gas companies, began work on development of such a product. In this way we answered the call to help further the cause of the Ministry's new policy. From this program

Heating pump cycle of the Gas Heat Pump Air-conditioner (Heating mode)



was born the new gas air-conditioner/heater, which, with its qualities of low energy consumption and low cost, we hope will offer a viable and exciting alternative to the electric air-conditioners that now dominate the Japanese market. Of course, it is also expected that the greatly reduced running cost achieved by using gas instead of electricity will make it an attractive product in countries other than Japan.

The principle of the gas heat pump

Let us explain, here, the simple principle behind the new gas heat pump. The heat pump is a device which operates on the principles of evaporation heat and condensation heat. As you know, when you douse your body with water on a hot sunny day the water immediately evaporates and makes you feel cool. This is because of the fact that a liquid in the process of becoming

a gas must absorb heat from around it; we call this evaporation heat. Likewise, when a gas becomes a liquid it must release heat to the matter around it; this is called condensation heat. Although, compared to a direct heating boiler, an electric air-conditioner is highly energy-efficient, there is something which can be even more efficient; a gas air-conditioner. Because of the fact that in addition to the engine's power output and its heat recovery of approximately 70%, about 55% of the exhaust heat is also recovered, this turns each 100 units of energy into effectively 150 units, and makes the gas heat pump an extremely effective, energy-efficient air-conditioning system.

Unique features of Yamaha Motor's gas air-conditioner

The use of gas as the main source of energy,

with its qualities of low cost and high burning efficiency, makes the gas air-conditioner a very economical system. Particularly, in the case of the new Yamaha gas air conditioner/heater, the biggest advantage is in the fact that, in addition to the cooling capacity equivalent to the usual electric air-conditioner, in the heating capacity the exhaust heat of the engine is recycled by converting it to hot water to produce a powerful and fast-working heating system with the following qualities:

1. Strong heating effect

The air blown out of the room vent is warmer and more comfortable than that of an electric air-conditioner/heater.

2. Fast heating effect

The temperature of the hot air from the blower raises more quickly, making it possible to increase room temperature much more rapidly.

3. Effective de-humidification

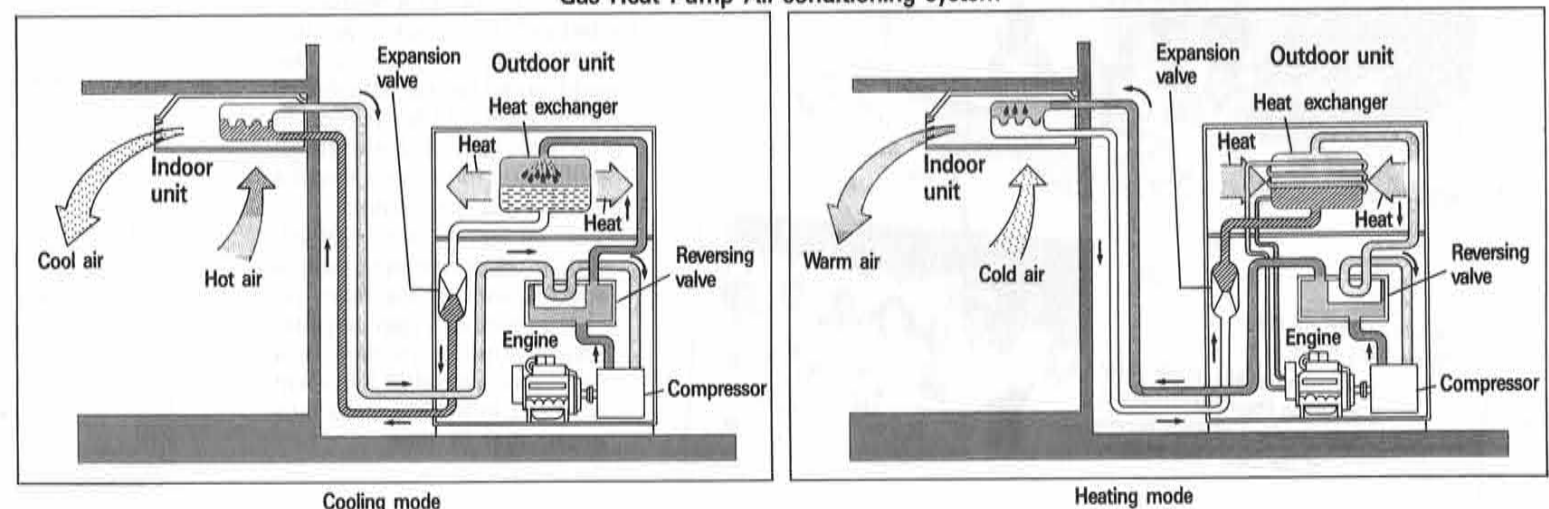
It is possible to set the air-conditioner on a dehumidifying mode that will remove 2.2 liters of moisture from the air per hour.

4. Warm air defrosting

When defrosting, air warmed by the engine exhaust heat can be blown out (an electric air-conditioner can not provide warm air when defrosting.)

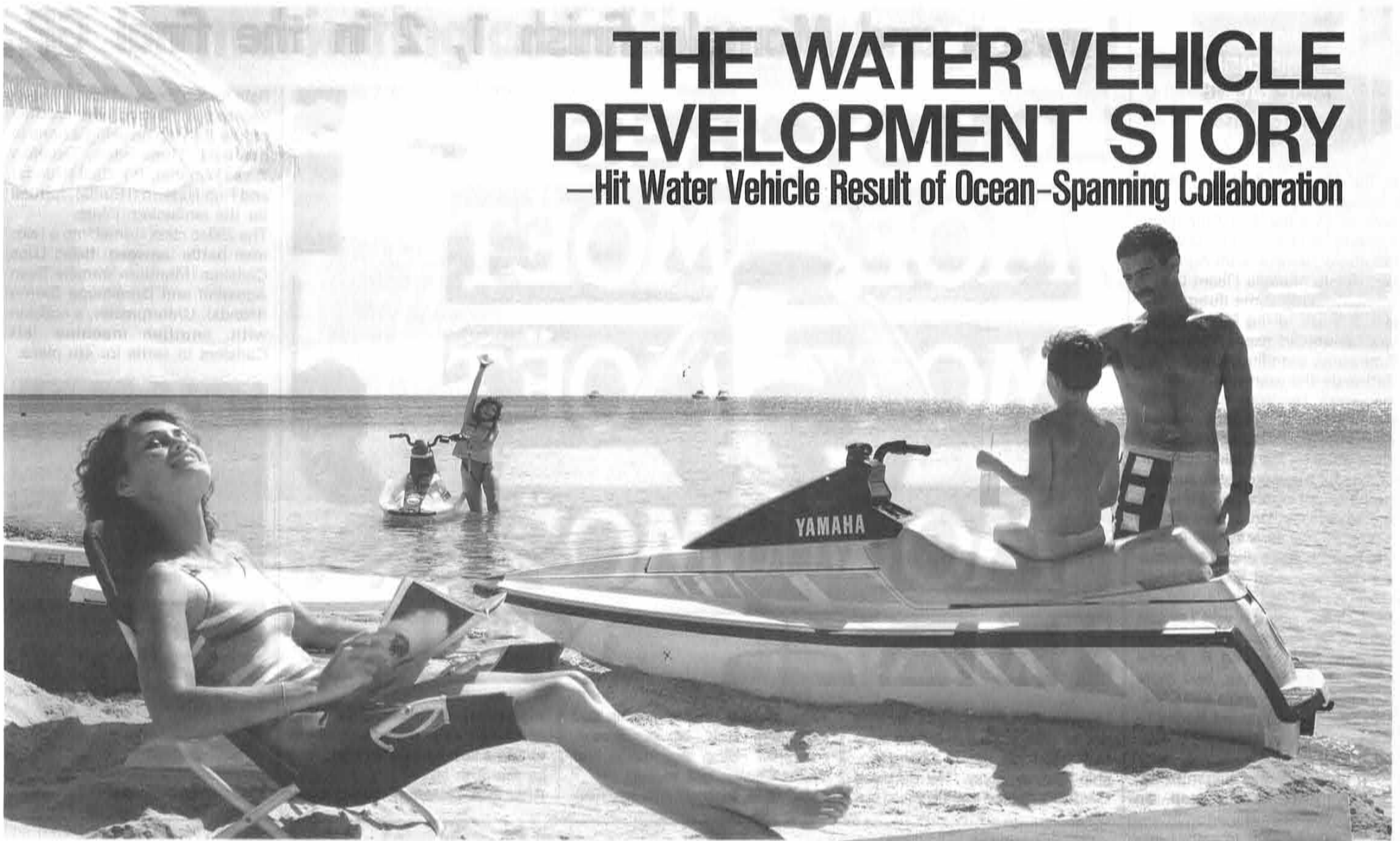
In order to eventually offer a better selection of these revolutionary Yamaha Gas Air-conditioners, plans call for another larger models in '88 to follow the 2hp type released this year.

Gas Heat Pump Air-conditioning system



THE WATER VEHICLE DEVELOPMENT STORY

—Hit Water Vehicle Result of Ocean-Spanning Collaboration



Beginning in July of last year, Yamaha Motor Company has begun giving a "President's Award" each January and July to individuals or groups within the Yamaha Motor group who have made an outstanding contribution, either directly or indirectly to Yamaha Motor's business. This July 31, the most recent "President's Award" was presented to a development team of eight people who worked on the Water Vehicle, which was in fact, a result of combined efforts by YMUS, Sanshin Kogyo Co., Ltd. and YMC.

In pursuit of a common theme

It was three years ago that a request came from YMUS; "Give us some kind of new product that can become a solid pillar for Marine Operations. This request was taken into consideration and a new design project objective was agreed on which assimilated a project that was already under way at Yamaha Motor's Marine Operations. Promptly, a combined project by YMC's Marine Operations, Sanshin Kogyo and YMUS was made for the development of the Water Vehicle. With the main target market being the USA., YMUS conducted the market research. Sanshin Kogyo was assigned the task of developing the en-

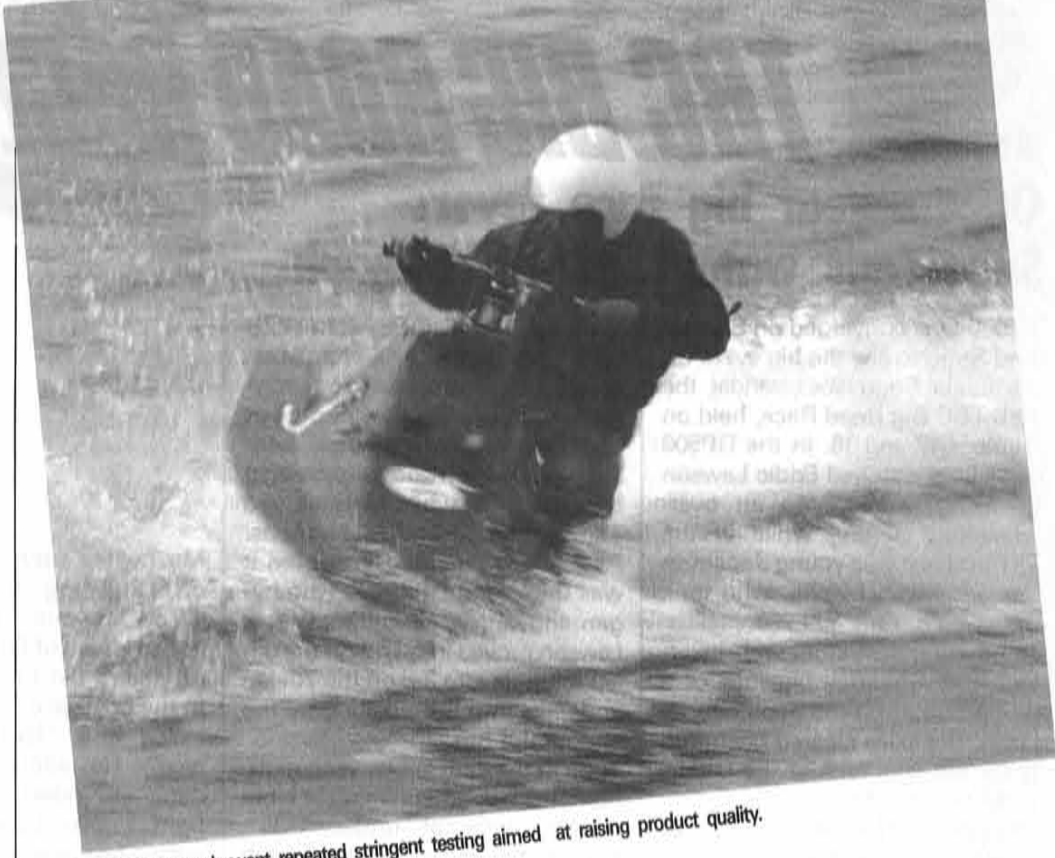


Since its debut on the market, Yamaha Motor's Water Vehicle has enjoyed high popularity and shipping has been busy trying to keep up with demand.

gine. And YMC's Marine Operations took on the task of directing and building the new product to assure that it met the common theme of developing a vehicle with a more dynamic and exciting ride than conventional ones.

Intensive market research in the U.S.A.

The first step in the market study in the U.S.A. was to talk with owners and renters of current products on the market. This research uncovered a large group of dissatisfied consumers who believed the current products were too difficult to learn to ride and had limited usage. They wanted something which first of all was more functional, especially so they could ride with two people, as well as easier to learn to ride, but still fun and exciting. Given this high level of customer dissatisfaction with the current products, a product planning strategy was established for the development of a new Water Vehicle product line which would have a broader appeal than the current products available - a product which would be fun for the whole family to enjoy, yet easy and exciting to ride from the very first try. One year of very exhaustive customer research in 20 cities covering over 1,000 people was conducted in the United States before a basic product concept was decided on. Consumers were interviewed and shown new design concepts in sketch form. The research included people who



Proto-types underwent repeated stringent testing aimed at raising product quality.

Mr. Dennis Stefani of YMUS



Mr. Dennis Stefani of YMUS had the following comment to make about the success of the Water Vehicle. "The secret behind the success of the new Yamaha Water Vehicle's line is no real secret: teams of dedicated people from engineering, manufacturing, product planning, product design and marketing research worked long, hard hours. In addition, much of the success of the new Water Vehicles came from a unified effort between three separate Yamaha companies; the Arai Boat Factory of YMC, Sanshin Kogyo and Yamaha Motor Corp., United States."

had no experience with any Water Vehicle but had a strong interest for the future. The research attempted to uncover a concept which could fill the gap between the Water Vehicles on the market at that time and low cost boats. The research discovered that there was a significantly large market for a variety of Water Vehicles beyond those currently offered. And Yamaha Motor's aim was to meet the unsatisfied needs of this broader range of customers that the current products were not meeting.

Adding that special Yamaha touch

Once the basic concepts were in line, the theme of debate became how to make this a product that would stand apart from those of other makers. One sure way to find an answer was to try out all the models available on the market and find out what their interesting points as well as their weak points were. This investigation led to the realization that

the major problem with existing models was water getting into the engine and obstructing performance. To correct this fault, the staff adopted technology from Yamaha outboard motors to prevent water entering the engine not only in the normal upright cruising position but also when the vehicle was turned over in the water. This resulted in the creation of the innovative Water Vehicles, with the trade names "WaveRunner" for the 2-person model and "WaveJammer" for the one person model, that have earned a reputation for high reliability on the market since their debut in January of this year. Again, Yamaha Motor, through dedicated teamwork in both Japan and the United States, has achieved the development of a major new product trend and the beginning of a totally new industry. The success of the product line can be attributed to Yamaha's strategy to "go beyond" the basic product offered by the competitors and search for new ways of satisfying customer needs and product demand.

WORLD CHAMPIONSHIP ROAD RACING 500cc class

Lawson and Mamola finish 1, 2 in the final GP

In the 15th round of the World Championship Road Race GP held on October 4 in Argentina, YZR500 riders Eddie Lawson (Marlboro Yamaha Team Agostini) and Randy Mamola (Team Lucky Strike-Roberts) came through for a 1, 2 finish, giving Mamola 2nd and Lawson 3rd respectively in the final series standings.

Although this year's individual title went to Wayne Gardner (Honda) as of the 14th round, Lawson's victory in this final round gave Yamaha the maker championship for the second year running and a bright outlook to the coming season for Yamaha.

Some 35,000 fans turned out at the Buenos Aires circuit to watch the last round of the '87 Road Race World GP.

In the early going it was Lawson who took the lead followed by Gardner (Honda) and R. Roche (Cagiva). By lap four, two more Yamaha riders, Mamola and Christian Sarron had passed Roche to follow the two leaders by four seconds.

From there Gardner began to aggressively close the gap on



Lawson. But this time Eddie was not to give in to the Aussie who had taken his World Championship Crown away. He survived Gardner's charge and began to pull

away, steadily lengthening his lead with the kind of consistent, masterful riding that made him World Champ last season. Meanwhile, Mamola was also hav-

ing a good day, making the most of his YZR as he reeled Gardner in to take a firm hold on second place by the 30th lap.

After that, attention shifted to the

fight for 5th place, which had been vacated by Sarron, who crashed on the 10th lap breaking a bone in his hand. Three riders, Tadahiko Taira (Yamaha), P-F Chili (Honda) and Ron Haslam (Honda), battled for the remaining points.

The 250cc class turned into a two-man battle between Italian Luca Cadalora (Marlboro Yamaha Team Agostini) and Dominique Sarron (Honda). Unfortunately, a collision with another machine left Cadalora to settle for 4th place.



E. Lawson



R. Mamola

TBC THE 15TH INTERNATIONAL TBC BIG ROAD RACE

Once-a-year big race fever: Sugo fans watch Lawson triumph

35,000 fans converged on Sportsland Sugo to see the big event on the annual Sugo race calendar, the 15th TBC Big Road Race, held on October 17 and 18. In the GP500 class fans watched Eddie Lawson riding his YZR500 to an overwhelming victory, while in the TTF1 class it was young Japanese upstart, Kunio Machii, who took the day with his YZF750.

Although the weather was unsettled until Saturday because of a typhoon that hit the Japanese islands, the skies cleared beautifully for the final race of the GP500 class on the 18th.

Lawson claimed the pole position by smashing the previous course record with a time of 1'34"41, followed on the front line by Team Lucky Strike-Roberts' Randy Mamola (YZR500) and Shinji Katayama (YZR500). A crash during the practice session left Japan's top rider Tadahiko Taira to settle for 6th position.

Katayama got the jump on the field at the start and pulled away at a blazing pace, with Lawson,

Mamola, Norihiko Fujiwara (YZR 500), Taira and Hiroyuki Kawasaki (YZR500) giving chase in a tightly-packed group. On the third lap it was Fujiwara who spurred from 3rd past Lawson and Katayama to take the lead, while Mamola and Taira vied for 4th and 5th positions. As the laps unfolded, however, it was the World GP riders who began showing their credentials as Lawson moved into 2nd on the 6th lap Mamola into 3rd on the 7th lap and Taira into 4th position by the end of the 8th lap.

Then in the 12th lap Lawson grabbed the lead, and pushing at a blistering pace of under 1'35" per lap, began to steadily stretch the gap. Behind him, Mamola, Fujiwara and Taira waged a tail-to-nose dogfight for second place, trying to pass each other at every chance.

By the 28th lap the fight became too much for Mamola who had injured himself in a crash on a Wednesday practice run. First Fujiwara, then Taira went by him as he fell off the pace.



With a green signal, Katayama (19) made a clear getaway to take the lead, followed by Lawson (01), Taira (03), Mamola (02) and Fujiwara (6).

Meanwhile, Lawson kept the heat on, finishing the 30 laps in 47'36"10, more than seven seconds ahead of Fujiwara who held off Taira's bid for 2nd.

In the post-race interview Lawson called it a "fantastic, top-level race". He added; "The young Japanese riders put up a great fight. I never expected this to be such a fast race. It took everything I had. I ran as fast here today as I have in any World GP race this year. Next season I'll be back on the track going for it as a member of the Marlboro Yamaha Team Agostini."

In the TTF1 class race that preceded the 500cc race, pole position winner, Martin Wimmer of the Marlboro Yamaha Team Agostini (YZF750), was forced to retire with machine trouble early on the third lap. This left up-and-coming Japanese riders Kunio Machii on Yamaha YZF750 and Katsunori Shinozaki (Suzuki RG500I) to battle for the lead, with the checkered flag finally going to Machii.

By the way, this year's TBC Big Road Race saw two women riders participating for the first time, Kathleen Coburn (YZF750) and Toni Sharpless (YZF750) of the Nescafé Americana Team rode to respectable 15th and 17th place finishes.

RESULTS

GP500 class

- 1. E. Lawson Yamaha
- 2. N. Fujiwara Yamaha
- 3. T. Taira Yamaha
- 4. R. Mamola Yamaha
- 5. S. Katayama Yamaha
- 6. H. Kawasaki Yamaha

TT F1 class

- 1. K. Machii Yamaha
- 2. T. Sohwa Kawasaki
- 3. K. Shinozaki Suzuki
- 4. M. Saito Yamaha
- 5. T. Maeda Honda
- 6. T. Arata Yamaha

Sugo Japan Kart GP

On October 2 to 4, the '87 Japan Kart Grand Prix, organized by the SL Kart Club was held at the Sportsland Sugo kart course.

About 150 drivers turned out for the competition, including drivers from England, Denmark, Italy and Switzerland. Being the only true international race held in Japan every year, it is one that all Japanese

drivers and fans especially look forward to each year for its high-level competition and its festival atmosphere.

In the main event, the FK class (Japan GP), it was Britain's Mike Wilson who outraced the field to claim his 3rd consecutive victory in as many years.



The 6th Pharaohs Rally, Medardo (TT600) 2nd overall Kazama Winner in Desert Rally 250cc class, too

Starting in Alexandria on October 18, the 6th Pharaohs Rally was battled out over the deserts of Egypt for eleven days and a total of 5,089.89Km before reaching the goal, Cairo, on the 28th. The overall winner, who held the lead from the third day of competition, was A. De Petri (Cagiva/Elephant), while second place went to L. Medardo (Yamaha TT600) who had held his position among the leaders throughout the eleven days. Also, in 4th place was Sonauto Yamaha's General Manager, Mr. J. C. Olivier on his proven Ténéré, and in 6th and 10th places were two Yamaha TT600 riders, F. Berrini and D. Volpe. In the 250cc class it was Japanese

rider Shinji Kazama, riding a new Yamaha TDR250 for the Motorcycle Adventure Club (MAC) that came through for the win. His time of 45 hours 34 minutes and 42 seconds also placed him 16th overall.

Many of our readers may remember Kazama's name. He is the same adventure rider who made the first successful motorcycle conquest of the North Pole in April of this year.

(Photographs are shown on page 8)

OVERALL RESULTS

Rider	Machine	Time
1. A. De Petri	Cagiva	31h 58' 35"
2. L. Medardo	Belgarda-Yamaha TT600	32h 50' 31"
3. G. Picard	Cagiva	34h 19' 27"
4. J. C. Olivier	Sonauto-Yamaha Ténéré 600	34h 57' 34"
5. B. Gualini	Suzuki	36h 47' 45"
6. F. Berrini	Yamaha TT600	37h 17' 59"
7. B. Birbes	BMW	37h 22' 35"
8. D. Cotto	KTM	37h 47' 45"
9. G. Napoli	Honda	38h 27' 42"
10. D. Volpe	Yamaha TT600	40h 25' 55"

Yamaha runners up in washed out race

JAPAN'S SUPER SPRINT RACE

Foul weather was the true winner in the TTF1 Super Sprint held at the Fuji Speedway, Shizuoka Pref., on October 25. When the race was stopped in the 9th lap, two Yamaha YZF750 riders, Michael Dowson and Kevin Magee were in second and third place respectively. It was a disappointing end to a miserable day's racing. Drizzle and fog had caused the 20-lap race to be shortened to 12 laps even before the riders took to the track. Kevin Schwantz on a Suzuki shot into the lead and stayed there, followed by Dowson, Magee, S. Miyazaki (Honda) and M. Doohan (Yamaha), but all to no avail. The fog thickened into a real soup and the race was stopped by the course marshal's red flag in the 9th lap. It was the end of a whole day's racing - all the GP500 and GP250 class races scheduled to follow were cancelled.

V. Ferrari (Bimota Yamaha) grabs TT F1 World Championship crown

This year's TT Formula World Championship series, which began with the Italian GP in April, ended on Sept. 27 with the running of its 9th round at Donington Park in England. It was Italian Virginio Ferrari, driving a Bimota-Yamaha YB4 who emerged as series champion with a total of 49 points, ending the six-year winning streak of Joey Dunlop (Honda). Winning three rounds of this year's series, Ferrari came into the last round as the series leader with a 9-point advantage over rival Dunlop. In the final race, it was the local combi of Paul Iddon (Suzuki) and Roger Marshall (Suzuki) who came through for a 1-2 British finish, while Ferrari with a 7th place finish raised his point total to 49 for the ser-

ies. Dunlop could only managed a third place finish in this race that left him 3 points behind in the final point standings, giving Ferrari and Yamaha their first championship title.

Two other Bimota-Yamaha riders, Davide Tardozzi (Italy) and Peter Rubatto (W. Germany) also finished high in the standings for this year's series, taking 4th and 6th positions respectively.



RESULTS

'87 World Championship Road Racing

15th round - Brazil - Sept. 27

500cc class

1. W. Gardner Honda
2. E. Lawson Yamaha
3. R. Mamola Yamaha
4. D. de Radigues Cagiva
5. C. Sarron Yamaha
6. S. Yatsushiro Honda

250cc class

1. D. Sarron Honda
2. S. Pons Honda
3. C. Cardus Honda
4. R. Roth Honda
5. C. Lavado Yamaha
6. L. Cadalora Yamaha

16th round - Argentina - Oct. 4

500cc class

1. E. Lawson Yamaha
2. R. Mamola Yamaha
3. W. Gardner Honda
4. S. Yatsushiro Honda
5. R. Roche Cagiva
6. M. Baldwin Yamaha

250cc class

1. S. Pons Honda
2. D. Sarron Honda
3. M. Shimizu Honda
4. L. Cadalora Yamaha
5. C. Cardus Honda
6. R. Roth Honda

Final championship positions

500cc class

1. W. Gardner Honda ..178 pts.
2. R. Mamola Yamaha ..158 pts.
3. E. Lawson Yamaha ..157 pts.
4. R. Haslam Honda ..72 pts.
5. N. Mackenzie Honda ..61 pts.
6. T. Taira Yamaha ..56 pts.

250cc class

1. T. Mang Honda ..136 pts.
2. R. Roth Honda ..108 pts.
3. S. Pons Honda ..108 pts.
4. D. Sarron Honda ..97 pts.
5. C. Cardus Honda ..70 pts.
6. L. Reggiani Aprilia ..68 pts.

'87 World Championship Motocross

500cc class

12th round - Switzerland - Aug. 30

1st race

1. K. Van der Ven KTM

2. D. Thorpe Honda
3. F. Rossi Kawasaki
4. R. Nannini KTM
5. M. Anstie KTM
6. Jo Martens Kawasaki

2nd race

1. K. Van der Ven KTM
2. A. Nicholls Kawasaki
3. J. Vimond Yamaha
4. D. Geukens Honda
5. M. Anstie KTM
6. M. Dolce Honda

Final championship positions

500cc class

1. G. Jobe Honda ..304 pts.
2. K. Nicoll Kawasaki ..249 pts.
3. K. Van der Ven KTM ..243 pts.
4. K. Ljungqvist Yamaha ..209 pts.
5. D. Thorpe Honda ..182 pts.
6. L. Persson Yamaha ..158 pts.

250cc class

1st race

1. E. Geboers Honda
2. G. Jan Van Doorn Cagiva
3. R. Herring Yamaha
4. S. Mortensen Yamaha
5. M. Velkeneers Honda
6. M. Rinaldi Suzuki

2nd race

1. E. Geboers Honda
2. M. Rinaldi Suzuki
3. P. Hansson KTM
4. R. Herring Yamaha
5. G. Jan Van Doorn Cagiva
6. Y. Kervella Honda

Final championship positions

250cc class

1. E. Geboers Honda ..381 pts.
2. P. Vehkonen Cagiva ..299 pts.
3. J. Nilsson Honda ..287 pts.
4. M. Rinaldi Suzuki ..286 pts.
5. R. Herring Yamaha ..194 pts.
6. S. Mortensen Yamaha ..172 pts.

Final championship positions

125cc class

1. J. van den Berk Yamaha ..357 pts.
2. D. Strijbos Cagiva ..341 pts.
3. J-M Bayle Honda ..310 pts.
4. C. Maddii Honda ..245 pts.
5. M. Contini Cagiva ..225 pts.
6. P. Tragter Honda ..196 pts.

52 vehicles gather to race and tour

Grand Water Vehicle Jamboree in Japan

For the two days of September 12 and 13, the '87 Marine Jet Jamboree was held at Yamaha Marina Hamana-ko. "Marine Jet" is the product name for the Water Vehicles in the Japanese market that are selling so well since their release on the American and Japanese markets in January of this year. This Marine Jet Jamboree featured races in four classes; a men's singles class and women's singles using the MJ500T (Wave-Runner), a men's single class us-

ing the MJ500S (WaveJammer), all of which were course races competed on a closed course, and a doubles slalom class using the MJ500T. Racing in groups of 2-4 vehicles at a time, the competition proceeded in an elimination tournament format. At the raising of the green flag, each group would dash at full speed toward the first marker buoy. The rounding of each buoy was an exciting battle of skill and strategy, that saw some riders swing wide off

balance and others using their bodies to the fullest, cutting sharply around the buoy like a slalom skier around a flag. At almost every buoy the lead would change hands, making the races as exciting for the spectators that filled the Marina as they

were for the riders themselves. As another main event at the Jamboree, Water Vehicle touring was held between races. The touring covered a 16-kilometer round trip course from the Yamaha Marina to Sunza Village, a Yamaha resort facility. Follow-

ing the lead of a powerboat, participants practiced making curves and circles while enjoying this long-course touring. In all, 52 Yamaha Water Vehicles turned out for this extremely successful jamboree.





Motor Time in Tokyo



This year over 1.2 million car and bike lovers turned out to see the 27th edition of the Tokyo International Motor Show held from October 29 to November 9. With the import car market doing especially good business recently, this year's show was marked by a large number of foreign maker displays. This trend was accompanied by an unprecedented number of visitors from overseas to the show, with the press and business representatives accounting for over 6,000. Once again Yamaha Motor went all out to create a unique and exciting display for unveiling its new line-up of '88 motorcycles for the Japanese market.

And, to add extra color and interest, this year's exhibit also featured displays of Yamaha Water Vehicles, snowmobiles, sailboards and other products that helped give an impression of Yamaha Motor as not only a motorcycle maker with an ever-expanding line of unique and exciting bikes, but also as a company that is constantly developing new fields of business, meeting diversified user needs with a wide range of products, all of which share that special "Yamaha quality".



Main stage: The new TDR250 makes its debut here at the Tokyo Motor Show. Combining nimble handling with instant acceleration on paved roads, this lightweight ripper has also proven its running ability on rough roads in the recent Pharaohs Rally.

◀Mr. Eguchi speaks at a press briefing. Shown behind him is the dazzling FZR line-up.

YZF750: Kevin Magee rode this factory racer to win the TTF1 World Championship race held at Sugo. The YZF750 is the product of Yamaha's 4-stroke "Genesis" technology. The OX77, a creation of Yamaha Motor and Cosworth Engineering technology, is the successor to the racing engine for Formula-2 competition. First used in F3000 competition mounted on the March 87B driven by A. Suzuki and J. Rammers, this engine has already proven its potential by winning the Fuji and Suzuka F3000 races.



CW50: Yamaha's latest idea in scooter design comes to you in the form of the CW50. Just as at home on sand or dirt roads as it is on city streets, it's a whole new kind of sporty scooter.



XV250 Virago: The XV250 Virago is the smallest member of the popular Virago series, featuring that special feel and sound V-twin fans love. Its light weight and low seat position make it a real easy-riding machine.



Besides motorcycles, the Yamaha Corner featured a sailboard (GP Racer 290), a Water Vehicle (MJ500T=WaveRunner) and a snowmobile Excel III.

- ① In the 250cc class, Shinji Kazama rides a new Yamaha TDR250 to victory.
- ② Second place overall finisher, L. Medardo, ran consistently in the top 10 through most of the stages for eleven straight days.
- ③ Starting from 35th position, Sonauto-Yamaha's J.C. Olivier made good use of years of rally experience as he worked steadily through the pack to a 4th place finish.
- ④ 89 bikes left the start line at Cairo. But of these only 35 would reach the finish.



YAMAHA, MAKER'S CHAMP 2 YEARS RUNNING!

'87 WORLD CHAMPIONSHIP ROAD RACING 500cc



In the 16th and last round of the '87 World Championship Road Racing series, held in Argentina, Marlboro Yamaha Team Agostini's Eddie Lawson won the 500cc class, adding 15 points to his season total. This gave Yamaha a season total of 204 points in the maker competition, placing it 13 points ahead of second place Honda and giving Yamaha the maker's crown for the second year in a row.

In the 16 rounds (one was cancelled) held this season, Yamaha riders claimed 8 victories, with Lawson taking 5 and Randy Mamola (Team Lucky Strike-Roberts) the other 3. Yamaha is grateful for the fine efforts of these two and also wants to applaud the other great YZR riders, Tadahiko Taira and Rob McElnea of Marlboro Yamaha Team Agostini and Christian Sarron of Team Gauloises Blonds, who rode consistently well to finish in the top 10 this season.

On the Sands of the Pharaohs -The 6th Pharaohs Rally

