



Let us reap steady results by strengthening each and every aspect of our wide-ranging business activities

President Eguchi's New Year Address

On January 6, Yamaha Motor Co. held its ceremony to begin the new work year and, President Eguchi gave his annual "state-of-the-company" address to the entire company. Here are the main points of that address:

"In spite of the continuing fluctuation in the value of the yen against the dollar on the monetary exchange and an increasingly severe world economic situation, I can say with pride that we succeeded last year in a number of concrete measures to strengthen our corporate foundations. For this, I wish to thank all of you working today in all parts of the world, our importers and dealers, our customers, stockholders and everyone who has helped make these gains possible.

Again this year, we must all give our

very best in order to survive and prosper in an increasingly competitive world situation. If all of us are willing to work to the fullest of our potential, I believe we can make this year a meaningful one that builds new value and respect for the Yamaha name.

For one thing, this year will see the opening of a new factory in the U.S.A. that will begin manufacturing Golf Cars and Water Vehicles not only for sale in the U.S. but also for export to Europe, Oceania and Japan, as well. At MBK in France, this year will see the beginning of production of a locally developed Yamaha moped for the European market, while in Spain, Brazil, Taiwan, and other countries we will continue to see Yamaha products with distinct national qualities and flavor being

manufactured under higher standards of quality control.

In other realms, this year will also see automobile engines, built with Yamaha Motor's high technological expertise, being supplied to Ford Motor Co., U.S.A. for the first time. Besides this, there will be a number of quality Yamaha products making their appearance in several promising new fields.

In order to ensure the success and growth of such wide-ranging business activities, I believe we must strive in three important directions;

1. To build ever higher quality and value into every product and service we offer.
2. To utilize our accumulated technology and experience to the fullest in a continuing effort to

diversify our fields of business and product groups.

3. To continue to globalize our business activities under the ideal of coexistence and mutual prosperity.

We at Yamaha are blessed with a strong brand image that is well-known and respected the world over, and I can say with confidence that we are involved in a large number of businesses from which we can continue to expect strong growth and development. Also, we possess our own outstanding know-how in the fields of manufacturing, technology, management and marketing. Let us use these resources and work and study together to make 1988 a meaningful and productive year for us all.

YMUS Hosts Carnival Conference in Las Vegas

'88 US Motorcycle Dealers Meeting

YMUS hosted a convention for U.S. motorcycle dealers in the Hotel Bally's, Las Vegas, from Nov. 10 to Nov. 12 last year, to announce its sales policy for '88 and to introduce the new line-up, including the DT L/C, Route 66 (XV250), FZR400 and YSF200 Blaster.

A total of 3,800 people helped make this meeting a great success and YMC was well represented by President Hideto Eguchi, Senior Managing Director Takehiko Hasegawa, Director Kunihiro Morinaga, YMUS President Ben Watanabe and others.

Briefly, the new sales policy stressed two major points:

- Revitalization of the market
 - Boosting dealers' and users' benefits
- To really bring home the "market revitalization" message, YMUS turned the whole conference into a spectacular roadshow, using the services of a local circus troupe and decking out the site like an amusement park. In addition to the main presentation, the announce-

ment of the sales program, the meeting also included the presentation, display and demorides of the '88 model line-up and marketing seminars to help give a better understanding of the sales program.

For this season, YES (Yamaha Extended Service warranty program) and a retail finance system were added to the conventional sales program. Moreover, "King" Kenny Roberts, Eddie Lawson and Broc Glover joined in to add a festive atmosphere to the meeting.

Most dealers expressed great satisfaction with the new sales policy and a sense of renewed inspiration, and said they felt confident that the new models, especially the smaller displacement bikes, would effectively revitalize the market. The Yamaha line-up for '88 on display ranged from supersports and motocross models to scooters and four-wheel ATVs. Not surprisingly, the biggest crowd-pullers were the new models: the DT L/C, Route 66 (XV250), FZR400 and YFS200 Blaster.

In order to stimulate the dealer's bike fever more than ever before, YMUS laid on almost 200 motorcycles, scooters and ATVs for them to try out.



JAPANESE NATIONAL F3000 CHAMPIONSHIP SERIES

OX77 scores 3 consecutive wins in its debut series

In the final round of the '87 Japanese F3000 Car Race Series, the "Super Final Round in Suzuka", held on December 6 at the Suzuka circuit, Aguri Suzuki drove his Footwork 87B (Cosworth/Yamaha OX77) to victory. It was a big follow-up to his previous wins in the rounds 7 and 8 of the series.

In the practice session, Suzuki drove his OX77 powered machine to a smashing course record of 1 min. 49.763 sec., cutting more than three seconds off the previous course record held by Geoff Lees (1 min. 53.094 sec.). In the final race, he and his machine continued to show top form. Starting in the poll position for the first time in the series, Suzuki grabbed the lead in the chicane of the 16th lap and never looked back. Pulling away from the field at a blazing pace (average speed 185.438Km/hr.) to finish in 56 min. 52.557 sec., almost 10 seconds ahead of 2nd place finisher - K. Hoshino.

Considering that the OX77 made its debut in the sixth round of this season's series and won 3 of the 4 races it contested, this is an impressive statement of the great potential of this new Yamaha race car engine.

FZR1000 emerges as most popular model

— Yamaha bikes shine in Motorrad Reisen und Sport's "Bike of the Year" awards

"M" WEST GERMANY

Motorrad Reisen und Sport" magazine of Germany recently announced the results of its annual "Bike of the Year" awards, and once again Yamaha bikes were in the spotlight, winning two of three categories and finishing a close second in the third by a few-tenths of a percentage point. As the list shows, the overwhelming winner in the street bike category was the FZR1000, despite being a new-comer to the European market. And, in the 50/80cc category, the popular DT80LC/2 took first honors for the second year in a row, while in the off-road category the XT600Z and XT600 split a large part of the vote to finish a close second behind the Kawasaki KLR650.

From left: Mr. K. Birel, Chief editor of Motorrad Reisen & Sport, Mr. M. Weihe, Director of Mitsui Maschinen GMBH and Mr. K. Vetter of Mitsui Maschinen GMBH.



	Street bikes	Off-road	50/80cc
1.	Yamaha FZR100034.5%	Kawasaki KLR650 16.7%	Yamaha DT80LC/227.3%
2.	Honda CBR1000F10%	Yamaha XT600Z 16.5%	Suzuki RG80 Gamma...17.7%
3.	Yamaha FJ12005.2%	Yamaha XT600 12.7%	Honda MTX80 R2..... 16.8%

A road of grand natural wonders and wonderful people

Many of our readers may remember the mention of a young Japanese couple about to begin a 3-year tour around the world in our No.5 issue of Yamaha Motor News last year. We are happy to receive a report of their travels so far in North America, and to hear that both they and their Yamaha Ténérés are well and traveling in good condition. Mr. and Mrs. Saito left Los Angeles on July 28 touring north through

Alaska, Canada, the Western U.S., the Great Lakes region and into the Northeast for a total so far of over 20,000Km. Their travels have shown them grand natural wonders; - an Alaskan river turned pink with a run of salmon, the magnificent rock formations of Yosemite and Devil's Tower, the Niagara Falls, and many wonderful people; - the kind and hospitable family of a Yamaha dealer in Canada, a 75-year old gold prospector panning for gold deep in the mountains for 30 years, a man doing a similar



The Saitos became the grateful overnight guests of Charles and Maureen, the kind owners of a Yamaha dealership, "North Country Sport", they happened to pull into for a tire change in New Hazelton, Canada.



around-the-world bike trip in the opposite direction, and many more. At times they say the road can be lonely, and a night's lodging is sometimes hard to find. But at times like these, the memories of all the great people they have met on their travels helps brighten their road. As for their Ténérés, they say they are tough bikes with great torque

that keep running well in all kinds of conditions. Being European models, everywhere they go in North America people ask what their bikes' name is and where it is made. Soon the couple will be leaving for Mexico and then Chile by plane to continue their travels through South America.

Letters from readers

Impressed by the F9.9's power and trolling performance

CANADA

This time we received a letter from Mr. Donald M. Lovo, a Rear Commodore in the International Yachting Fellowship of Rotary of Canada. Dear sirs,



I own a 32 foot, 15,000lb. yacht powered by two BMW gasoline outboard motors. These are high performance, high RPM type motors which very much dislike idling and slow speeds. I use this boat extensively for trolling and came to the conclusion that I would need an alternate power source for fishing. Fortunately, I stopped in at a Yamaha dealer, Pier 66 Maine Services in Cowichan Bay, B.C., where I was convinced that the 10hp high-thrust Yamaha would serve my purpose. Frankly I was very skeptical. I have a 10hp Mercury motor on a 22ft. single-screw pleasure boat and it has to work quite hard to push the smaller boat at 2 or 3 knots. In any case, I took his word, purchased the outboard, reinforced my swim grid with a firm, stainless steel superstructure and installed stainless steel railings on the top. I wired the electrical leads directly into the 3-battery control box and put the gasoline supply directly into my main tank through the moisture filter in the engine compartment. Both are rapid-disconnect fittings on the transom just above the swim grid. I also installed a stainless steel tie bar between one of my main outboard legs and the Yamaha to facilitate steering from the helm. To say that I am pleased with the results is an understatement. This beautiful little motor pushes my craft at up to 4 knots, more than adequate for salmon trolling which requires only 1 1/2 to 2 knots. It starts immediately, runs quietly without any annoying two-cycle oil fumes, and also compliments my yacht in its appearance. I compliment you on your product's fine engineering and performance. I am enclosing some photos for your perusal.

Yours truly,
Donald M. Lovo

Strong response to the new model

Over 500 journalists and guests gathered at the Dusit Thani Hotel on November 8, last year, for the long-awaited unveiling of Siam Yamaha's new model, the "VR150". The new star was applauded not only for its good looks but for its outstanding engine performance, stability and handling characteristics. Since the introduction, the Siam Yamaha showroom has been flooded with visitors coming to get a close look at the VR150. This fantastic response already has Siam Yamaha predicting that the new model will be the most popular model in Thailand for the coming season.



President of Siam Yamaha, Kasem Narongdej and his son sit astride the VR150 as Vice President, Khunying Phormthip Narongdej, looks on.

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.

The third YSTS held at Yamaha Home Office



Group practice in motorcycle repair technique

JAPAN

The third holding of the YSTS (Yamaha Service Training School) took place from October 27 to November 4 of last year at Yamaha's Home Office in Iwata. Twenty servicemen from the five countries of India, Indonesia, Malaysia, Singapore and Thailand gathered for this intensive series of seminars designed to give them a sound base in both general knowledge and practical technical training. Each of the separate seminars in service engineering, electrical servicing and marketing concluded with an exam in which

all of the participants recorded excellent marks. This seems to be a good indication that all of their new-learned skills will be put to good use when they return to their respective countries. The participants were also given a study tour of the home office factories to give them a better knowledge of Yamaha Motor as a whole. Then, at the end of their intensive studies, there was time for a visit to Tokyo to see the Tokyo Motor Show, to visit dealerships and for some enjoyable sightseeing.

Birth of the first Australian CKD Golf Car

AUSTRALIA

This past October 30 was a special day for Yamaha Motor Australia. On this day the first CKD (Complete Knock Down) Yamaha Golf Car rolled off the assembly line at the Victorian branch of YMA.

The photo shows YMA Managing Director, Masanori Tokuno, and YMA's Victorian branch General Manager, Graeme Laing, about to cut the tape at a ceremony commemorating the line-off of the first Golf Car. Looking on are one of the assembly staff, Geoff Pearson (far left) and Service Manager and Quality Assurance inspector, Peter Jones (far right).



1987 IMTEC Boat Show in Chicago

U.S.A.

The IMTEC Show Chicago is one of the most prestigious events of its kind in the world. As usual, the 29th running of this show was held from Sept. 10 to 13, last year at the McCormick Place.

Reflecting the giant scale of the US boat market, the show featured a great number of exhibits including boats, marine engines, parts and accessories from all of the major boat makers and

related industries around the world.

The Yamaha booth was especially characterized by the new outboard range which made its public debut in this show. The new models which were displayed under the catchphrase "YAMAHA, EXPECT A LOT", enjoyed excellent response from its visitors each day. Yamaha Water Vehicles were also highly acclaimed as a brand new field of marine sports.

A dual-purpose answer to the Policeman's needs

NORWAY

Until recently, it seemed that the highway Police in Norway were having a hard time keeping up with speeding young bikers. That problem may now be a thing of the past, however. As the photo shows, Police in Norway have begun using Yamaha XT600s, and they are now confident that with these high-performance machines they should be able to keep a tab on their young wards both on the road and off!



New Yamaha Police bikes arrayed and ready for duty in the Island of Santa Cruz de Tenerife.

XS400 police bikes go into service on an isle in the Atlantic

CANARY ISLANDS

Duque Martinez S. A., the import and sales company for Yamaha motorcycles in the Canary Islands, is proud to announce that it recently supplied 5 XS400 police bikes to the Police of La Orotava, the second largest city on the island of Santa Cruz de Tenerife.

This is the first time that the Police here have chosen Yamaha bikes, and it is a great compliment that the reason for their choice was not only the excellent performance of these Yamaha bikes but also the fine after-service that Yamaha products are given here in the Canary Islands.

Building a faster and more accurate parts supply system

Home Office - Sales Company - Dealer network

JAPAN

Since 1984, Yamaha Motor has been engaged in the promotion of the Yamaha DRESS System; a network system which puts a dealership on-line directly to YMC for the making and filling of orders for parts and accessories. As of October of last year, the number of dealerships tied into this system reached the 1000 mark, making Yamaha Motor the only Japanese motorcycle maker to boast 1000 dealerships on its on-line order system.

The major reasons for YMC extending its on-line network to the dealership level are;

1) To answer the as many as 1.5 mil-

lion domestic market orders per month by the fastest and most accurate means possible.

2) To answer the increasing demand for speedier service on the part of customers

When one includes our sales companies and their branches, the number of terminals that has been installed in the Yamaha DRESS System network has now reached an impressive total of over 1300. Thanks to the installation of this sound network system, even at night or on holidays the dealer can check the parts inventory at the sales company and immediately place an order for his customer. Parts orders which cannot be filled at the sales company level can immediately

be referred to the regional parts centers or Home Office so that almost 100% of all orders are filled without delay, thus making YMC's parts and accessories service that much stronger and more efficient.



A memorial ceremony is held at the 1000th shop to install the DRESS system.

Yamaha unmanned helicopter

FLYING INTO ANOTHER NEW FIELD



JAPAN

When the Japan Agricultural Aviation Association organized a "URC (Utility Radio-Controlled) Helicopter Exhibition and Demonstration" on November 25 of last year in Ibaragi Pref, near Tokyo, Yamaha Motor was on hand to introduce its new unmanned helicopter for utility use, the "R-50", and put it through its motions in a demonstration flight. As an entirely new direction in its R & D (Research & Development) activities, Yamaha began to work on development of the "R-50" at the end of 1985. The unmanned, radio-control type helicopter, "R-50", that was completed in November of last year is powered by an already proven 98cc engine, with an overall length of 3.6 meters and a height of 1.0 meter. It carries enough fuel for 30 minutes of continuous flight carrying a payload of 20 kilograms.

With such utility-use unmanned helicopters now being developed and tested in many countries around the world, the Yamaha R-50 is especially significant for its 20kg payload capacity which makes it the first truly practical working model.

Although the initial development aim was to build a model which could be used either for crop dusting or aerial photography, the R-50's good flight performance characteristics and compact body will give it a number of potential uses simply by equipping it with various different control systems. Since the end of last year, test marketing of the R-50 has begun in Japan and already it is attracting considerable attention from people in the crop dusting and aerial photography fields.

GETTING A GRASP OF MARKET TRENDS

Fueling market activity by encour

In this mature market, programs to make, increase, and keep steady customers

To raise the level of service in all aspects of business and thereby add greater weight to sales activities. And by doing so, to attract new users and turn them into long-time motorcycle fans and steady customers of your shop.

— These are the common goals which Yamaha Motor and the dealers are working together to realize in this age, which has been labeled a "mature market phase" for motorcycles in Japan.

We hope that the marketing activities presently in use in the Japanese domestic market, which we will introduce in this feature article several times this year, will prove to be helpful examples for you, despite the differences in market conditions that may exist between your market and that of Japan.

Activities are based on the user organization, Y.E.S.S.

In the midst of conditions characterizing the mature phase of the Japanese market, Yamaha launched a user-based organization, Y.E.S.S. (Yamaha Earthly Sports System) in 1984.

This organization represented a combined effort on the part of Yamaha and the dealers to create new motorcycle users and to work to ensure that once made, they remained satisfied and enthusiastic bike fans forever. The activities included supplying "fun" for bikers, the service that these activities entailed and the supply of information, all for the purpose of consolidating groups of steady customers for the shops and thereby ensure the smooth functioning of a trade-in market, which is the main type of business transacted in a mature phase market.

Since its conception, Y.E.S.S. has grown steadily and expanded its activities to the extent that in 1987 there were 2500 participating dealerships around the country and an active membership of over 60,000 motorcycle users.

Today, Y.E.S.S. has evolved into a system which is making a major contribution, in the fields of both demand-creating activities and sales promotion in the Japanese market.

"Every time, Bike time" is our slogan!

At this stage, in 1987, Yamaha Motor released a unified year-long sales promotion plan under the name, "Every time, Bike time".

Its aim was to encourage users to find more opportunities to use their bikes, and in doing so, to help them discover more of the joys of motorcycling. At the same time, these activities would increase opportunities for communication with the users at the shops, and thereby offer more chances for sales.

One of the principle programs of "Every time, Bike time" was the Y.E.S.S. promoted "Challenge 3000Km" campaign.

Following up on a great year of success in 1987, "Every time, Bike time" and the Y.E.S.S. "Challenge 3000Km" campaign goes into its second year this January with an even fuller and more dynamic schedule, and high expectations on the part of everyone involved.

The basics of "Challenge 3000Km"

Now, let us explain the basic system by which "Challenge 3000Km" is operated.

1. Users wishing to participate in "Challenge 3000Km", first must register

"Challenge 3000km" entering its



Summer Festivals are held simultaneously once a year at 8 sites around Japan.

Every time • Bike time



This program is one in which Y.E.S.S. members gather at a specified place to socialize and exchange information.

at a nearby dealership involved in the Y.E.S.S. program.

To participate one must be a Y.E.S.S. member, and there is an entry fee of 1000 yen (approx. US\$8.00).

2. The participant then returns to the same Y.E.S.S. dealership to report his mileage at the completion of 1000Km, 2000Km and then finally 3000Km. At each report he receives a momento, at 1000 and 2000Km a sticker, and at 3000Km an original-design trainer.

There is, of course, no time limit for each stage involved in this year-long challenge and also no specifications as to what type of mileage may count toward one's total. All traveled miles, whether they be touring or everyday commuting miles are added up just the same.

Great reception by users

As you can see, the system for "Challenge 3000Km" is very simple, and yet, so many of those who participate come back with comments like; "Having a goal of 3000Km somehow makes your everyday riding that much more enjoyable, and it definitely increases the number of opportunities you find to get out on your bike". Or, "Participating in the various "Challenge 3000Km" events helped me discover new ways to enjoy motorcycling I had never imagined before, and I also made new friends in the process."



Mini bike racing has grown tremendously in popularity since it began in 1986.

In spite of the fact that this campaign began on January 1 of last year in the middle of winter, the supposed off-season for motorcycling, the first participant to complete the 3000Km did so in less than one month. Also, the fact that during this past year there have been participants who have completed the 3000Km distance several times over, shows just how well this campaign has been received by the users.

The campaign that gave new life to the '87 motorcycle market

The campaign that gave new life to the '87 motorcycle market

"Challenge 3000Km" was just as popular with the participating dealerships as it was with the users, offering a number of benefits which contributed to the success of the dealers' sales promotion activities. First of all, the campaign created additional opportunities for the users to visit the dealer's shop, which served to deepen communication with the users. Also, by linking their own independently organized touring events etc., with the "Challenge

3000Km" program, many dealers were able to increase the number of participants while, at the same time, strengthening their shop image.

In many shops around the country, dealers also posted a large display board with the names and progress reports of customers participating in "Challenge 3000Km" as a means to encourage interest and conversation among visitors to the shop.

In these ways, the "Challenge 3000Km" campaign succeeded in supplying a big shot in the arm for the Japanese motorcycle market in '87, the kind that is essential for revitalizing a mature market such as ours.

A "Back-up menu" helps participants complete their 3000Km challenge

The '87 Challenge 3000Km" campaign was a broad-reaching program that extended from the user's home ground to the most out-of-the-way touring sites throughout the Japanese Islands.

To help encourage the participant users through their 3000Km and to add to the fun and appeal of the campaign, Y.E.S.S. organized a special "Back-up menu" of events and services, including;

- Jet touring plans
- Ferry touring plans
- Bike Village meetings
- Summer Festivals
- Snowmobile and ski tours
- Photo contests
- A "Become an apple tree owner" campaign
- A "Warming-up" campaign

Creating more riding opportunities

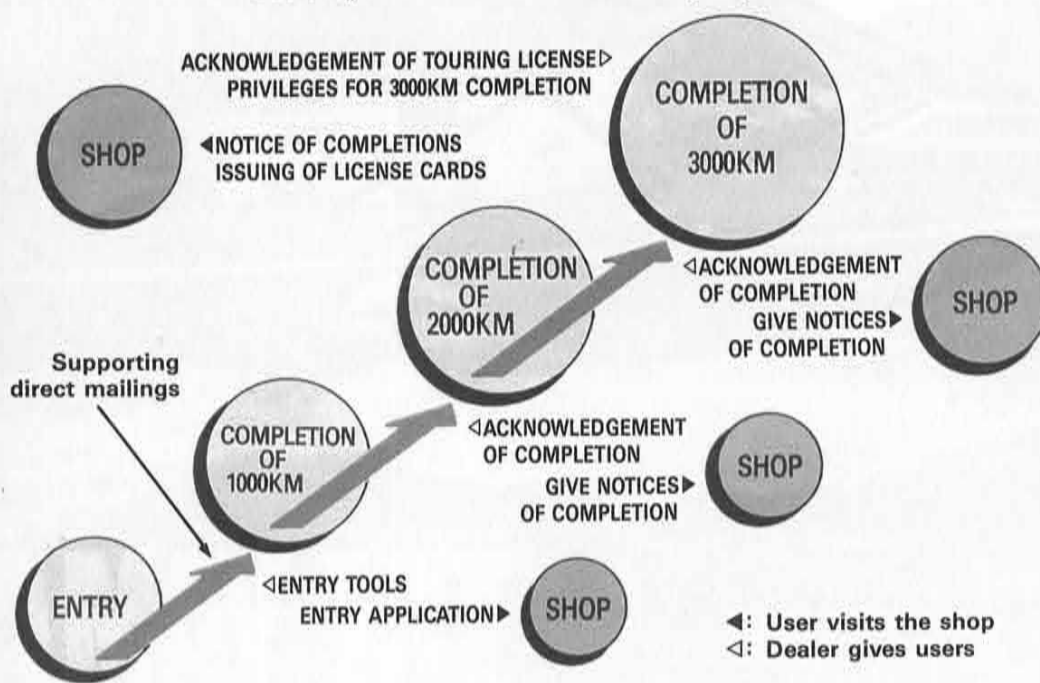
2nd year



- An Oldies Bike Meeting for vintage bike owners
- Stamp collecting rallies

It can in fact be said that the entire Y.E.S.S. schedule for '87 was planned as back-up events for the "Challenge 3000Km" campaign.

Basic system of the '88 Challenge 3000Km



The '88 campaign adds further to the fun and satisfaction of finishing the challenge distance

In this way, the first year of the "Challenge 3000Km" campaign came to a close amidst fantastic user response and with an exceptionally large number of participants. And now, as of January 1, 1988, the second year of the "Challenge 3000Km" is under way, seeking to build on the success of '87 with an even fuller program and menu of events.

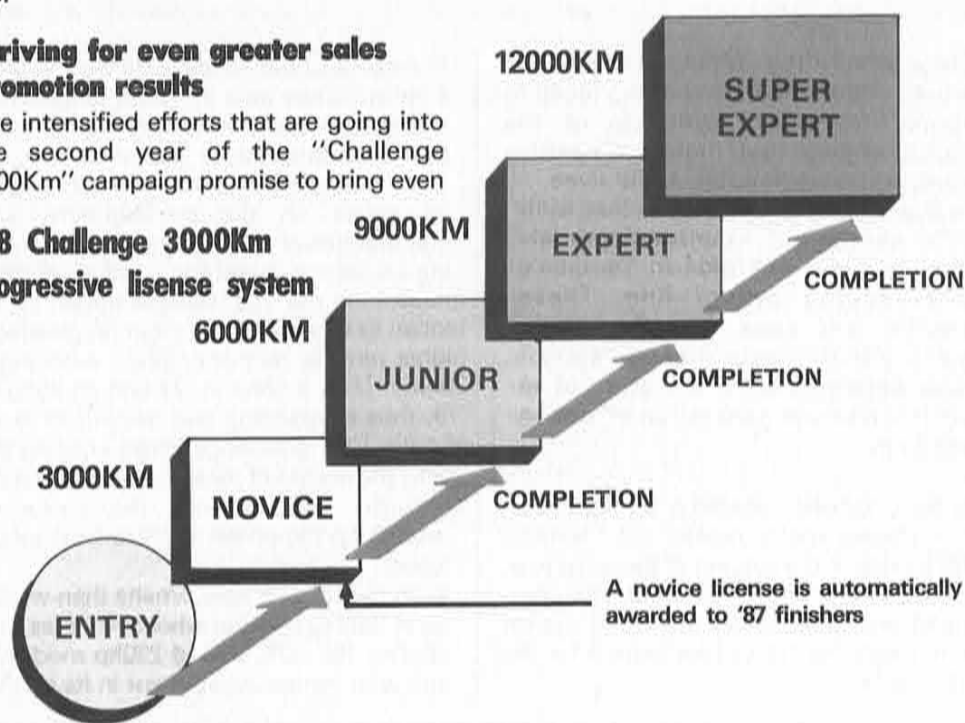
The new "Challenge 3000Km" maintains the same basic rules as the '87 Challenge but introduces a new "ranking-up" system. Namely, for every 3000Km distance a participant completes, he receives a higher ranking title; the first 3000Km gives one the rank of "novice", the second (6000Km) raises the rank to "Junior", the third (9000Km) entitles one to the title of "Expert", while those who go beyond that to complete 12,000Km are awarded the rank of "Super Expert". This new system changes the campaign from a one-time affair to an ongoing challenge that the user can enjoy year-round.

The "Back-up Menu" will also be expanded to include a number of new events for '88.

Striving for even greater sales promotion results

The intensified efforts that are going into the second year of the "Challenge 3000Km" campaign promise to bring even

'88 Challenge 3000Km progressive license system



greater sales promotion results by encouraging both more riding time and more visits to the shop for participating users. Meanwhile, at Y.E.S.S. shops all over the country dealers are beginning to work seriously to:

1. Encourage their Y.E.S.S. members to enter the campaign
2. Encourage users to visit their shops during the campaign, thus attracting new regular customers and further consolidating the loyalty of existing customers.
3. Gather and organize important personal data about participating users.

And, for an even larger number of dealerships nationwide, we are seeing an extraordinary initiative to make this "Challenge 3000Km" campaign work for the benefit of their own shops by holding independent back-up events such as touring events which include test rides of new models or inducing original privileges at their shop for campaign participants. In this way they are making the campaign into a powerful sales promotion vehicle.

Challenge 3000Km Back-up Menu shown in '87

OLDIES BIKE MEETING

A meeting for owners of vintage Yamaha bikes. Meeting agenda can also include events like a circuit run, auction, teach-in, etc. Easy to participate in at the local shop level.



Y.E.S.S. STATION



A booth is set up at all big road race, motocross and trial competitions around Japan to supply special information and services to Y.E.S.S. members.

STAMP RALLY

'88 Challenge 3000Km memorial stamps are prepared and positioned at famous sight-seeing, tourist spots, circuits, etc., to serve as goals for touring. Independent shops also hold their own stamp collection contests.

"APPLE TREE OWNER" CAMPAIGN

Organized with the cooperation of local townships in apple producing areas. Participants become the owner of one tree and visit it periodically in their touring to watch its growth.



PHOTO CONTEST

A non-biking event planned to encourage involvement by pre-license age Y.E.S.S. members and other family members.

SNOWMOBILE AND SKI TOURS

Package tours are organized for skiers and for the winter motor sport of snowmobiling.



TOURING SYSTEM

Y.E.S.S. organizes a completely new type of touring system utilizing passenger jet service, train and ferry transportation to

save travel time and get motorcycle users to previously inaccessible touring areas.



WARMING-UP CAMPAIGN

A safety check service offered to all users participating in the campaign. Serves also as means to gather new users to the campaign.

EPOCH-MAKING MODELS

Yamaha builds products, and those products consequently build a broader-reaching Yamaha



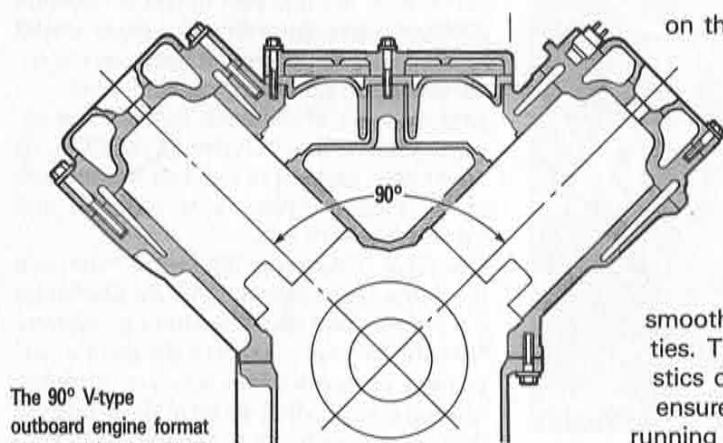
THE YAMAHA 115, PIONEER OF THE V-SERIES

Since its founding, Yamaha Motor has worked under one unwavering ideal; to supply first class products of the highest quality that make a positive contribution to peoples' daily lives. In this series, we will take a close look at a number of exceptional models from a variety of fields in Yamaha's wide-ranging product line. These models are ones of such epoch-making importance that the story of their development is the story of the birth of a whole generation of Yamaha products.

In 1981, Yamaha released a 115 horsepower outboard motor named the "Yamaha 115". Later, in the autumn of the same year, a sister model, the Yamaha 140, was developed and released on the world market along with the 115 as new models for the '82 season.

The debut of the Yamaha 115 was, in fact, a revolutionary step in a long progression that dated back to the beginning of Yamaha's outboard motor manufacturing in 1960. During the '60s, Yamaha concentrated solely on the development and manufacture of sub-10hp outboards, creating a solid and varied line-up of small class models. In the '70s, Yamaha turned its attention to the development of progressively higher power output engines, releasing a 25hp in '71, a 55hp in '74 and an 85hp in '78, thus expanding and refining its store of outboard technology. Then, entering the '80s, the release of these two models finally brought Yamaha into the circle of over-100hp big-power outboard manufacturers.

With the 115 as a base, Yamaha then went on in 1983 to develop a whole V6 series including 150, 175, 200 and 220hp models, and with further improvement in its exist-



The 90° V-type outboard engine format. The precision-forged, solid aluminum block of the power plant has an exact 90° V-configuration. Firing interval is an equal 90°.

ing line-up, it made its entrance into the U.S., Canadian and Australian big-output pleasure-use outboard markets. Therefore, as we look back now we can see that the Yamaha 115 became, in fact, the technological base for a generation of big class Yamaha outboards that has won a place of respect in the world market.

Developing a truly competitive model

Let us take a look at how the epoch-making Yamaha 115 was born. First of all, in order to build a line-up of products that could hold their own on the world market, Yamaha's outboard motor technical development staff set a goal of designing a model that would outperform other makers' models of similar displacement, and also to include a number of unique Yamaha features that would give it a clear competitive advantage. They also were determined to build into the Yamaha 115 all of the reliability, durability and economy, that Yamaha outboards had gained from long years of competition on the tough utility-use market. The product concept they drew up called for an engine that not only had a big power output but was also smooth-running, quiet and low in vibration.

Adopting a 90°-V format

After exhaustive research and experimentation, the development staff decided on a 90° bank V-type format engine to power the Yamaha 115. This decision was based

on the desire to maintain two of the most important qualities offered by an outboard, compactness and a low center of gravity.

At the same time it was clearly the best choice for achieving the design concept goals of smooth and quiet driving qualities. The flat torque characteristics of the 90° bank V format ensured the basis of a smooth running engine, and the addition of features like Schnüle scavenging (a system that applies a "swirl" motion to the fuel mixture for higher intake/exhaust efficiency) and pancake-type combustion chambers gave stable performance and an excellent power-to-fuel-consumption ratio. The 90° bank also gave the engine sufficient tuning space for the exhaust system, which meant one more advantage in the areas of combustion efficiency and driving feel.

Stepping stone to the development of a V-6 series

In addition to these basic qualities, the Yamaha 115, also had a number of technological advancements including a stronger crank shaft, a more efficient carburetor and intake system, and improved muffling and cooling systems, all of which helped put this model ahead of the pack. Thus, the V-4 Yamaha 115 became a clear statement of Yamaha design philosophy regarding big-size outboards and established the base for the later development of the V-6 series.

One more reason that the Yamaha 115 was such an epoch-making model for Yamaha Motor was that the Yamaha brand could for the first time offer a truly complete line-up of outboard motors for all uses. By the time of the 115's debut, Yamaha had already completed a solid line-up of primarily utility and commercial-use enduro and kerosene models, meaning that now Yamaha had the capacity to offer both small-size, middle-size and big-size outboard line-ups that could meet the wide-ranging needs of the world markets, which is one of the ultimate aims of Yamaha Motor's long-term corporate policy.

THE NEWEST V-SERIES PRODUCT LINE-UP



Magee, Dowson stage 1, 2 victory

— Swann Insurance International Motorcycle Race Series

As winter closes in on the Northern hemisphere, Australia is in the midst of its motorcycle race season. Here, too, Yamaha bikes and riders are turning in outstanding performances. In the Swann International Race Series, held over three successive weekends, Kevin Magee and Michael Dowson rode their speedy modified FZR1000s to a 1, 2 final finish in the series ranking.

In the first round held on November 29 at the Oran Park circuit under clear skies, it was Michael Dowson who grabbed first place in both races with Magee following each time in second. For Yamaha it was an auspicious start to this important series.

The second round took place on the high-speed circuit at Calder Park on December 6. After giving up first place to Malcolm Campbell in the first race due to a mis-choice of tire compound, Dowson and Magee came back in the second race - with the right tires this time - to claim yet another 1-2 victory.

The third and final round was scheduled for the technically difficult Lake Side circuit on Sunday the 13th. Here, Kevin Magee showed all of his finesse as a GP rider in pulling away from the pack to take the victory by big margins in both races. As for Dowson, who came into the final round as the point leader, although he held first or second in the early stages of both races, he was gradually left by Magee and Campbell in the final stages to finish 3rd each time. When the series points were tallied up, Magee was in first place and Dowson in second, giving Yamaha an impressive 1 - 2 finish.

RESULT

1st round - Oran Park - Nov. 29

- 1st race
 1. M. Dowson Yamaha
 2. K. Magee Yamaha
 3. R. Scolyer Honda
 4. R. Holden Suzuki
 5. R. Marshall Suzuki

- 2nd
 1. M. Dowson Yamaha
 2. K. Magee Yamaha



3. M. Campbell Honda
 4. R. Marshall Suzuki
 5. R. Scolyer Honda

2nd round - Calder Park - Dec. 6

- 1st race
 1. M. Campbell Honda
 2. K. Magee Yamaha
 3. M. Dowson Yamaha
 4. R. Scolyer Honda
 5. P. Goddard Honda

- 2nd race
 1. M. Dowson Yamaha
 2. K. Magee Yamaha
 3. M. Campbell Honda
 4. R. Scolyer Honda
 5. R. Marshall Suzuki

3rd round - Lake Side - Dec. 13

- 1st race
 1. K. Magee Yamaha
 2. M. Campbell Honda
 3. M. Dowson Yamaha
 4. R. Scolyer Honda
 5. R. Holden Suzuki

- 2nd race
 1. K. Magee Yamaha
 2. M. Campbell Honda
 3. M. Dowson Yamaha
 4. R. Scolyer Honda
 5. R. Marshall Suzuki

FINAL RESULTS

1. K. Magee Yamaha 78 points
 2. M. Dowson Yamaha 75 points
 3. M. Campbell Honda 59 points
 4. R. Scolyer Honda 48 points
 5. R. Marshall Suzuki 35 points



Garriga in action at the Argentine GP, last year.

For Garriga the '88 race season can't come to soon

— Crowning of the Spanish National Champion

Juan Garriga of Spain finished his first season as a works rider for Team Ducados Yamaha in the World GP 250cc class last year with an impressive 11th place ranking. And now, as the '88 season draws near, he is warming up with a string of big wins on his home turf.

third race he finished third behind Reggiani and Pons, it was enough to give him the overall victory.

FINAL RESULT

1. J. Garriga Yamaha 40 points
 2. S. Pons Honda 36 points
 3. L. Reggiani Aprilia 28 points
 4. A. Mang Honda 20 points
 5. S. Caracchi Honda 18 points

The 7th Super Prestigio Solo Moto Race

Juan Garriga's first triumph came at the Super Prestigio Solo Moto Race, held on October 18 at the Calafat Circuit, 150Km south of Barcelona, where with a brilliant show of technique and courage he took two of the three rounds to grab the overall crown.

Spanish National Championship Road Race 250cc class

The last round of the Spanish National Championship was held on the Jerez circuit on November 1, and like the other rounds it was a 2-heat race. In both heats Garriga finished a safe second to clinch the overall points ranking by a big margin and claim the National Championship laurels. To win this important title Garriga had to overcome such tough competitors as Pons and Cardús, making his victory all the more meaningful and certainly pointing towards good things for him in the coming season.

Being an important race of long tradition in Europe, top World GP 250cc riders like last year's champion Anton Mang, Loris Reggiani, Sito Pons, Manfred Herweh, Donnie McLeod, Jean-Michel Mattioli, Stefano Caracchi and Carlos Cardús were all on hand. In the first race Garriga held off the challenges of Pons and Cardús, while in the second it was Pons and Reggiani trying to catch the fleet Spaniard. Although in the

FINAL RESULT

1. J. Garriga Yamaha 105 points
 2. S. Pons Honda 87 points
 3. A. Puig JJ Cobas 57 points
 4. J. Cavestany JJ Cobas 44 points
 5. R. Del Rio Arbizu 42 points

"Consistency is the key"

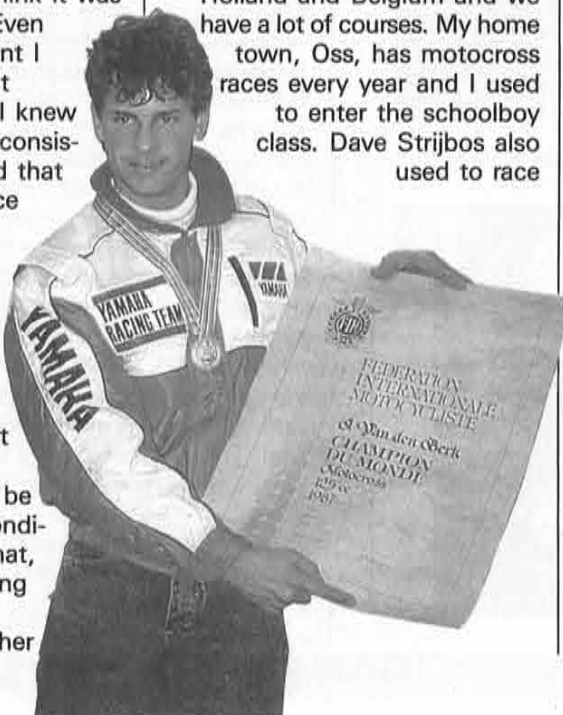
— '87 125cc class Motocross World Champion — John van den Berk

The world motocross champion in the 125cc class, John van den Berk, paid a visit to Yamaha Motor's Home Office on November 27 of last year. His visit, of course, included several motorcycle magazine interviews. Here are some of the comments the 20-year-old new champion had to make about his '87 season.

- Q.** Of the 24 heats in the 12 rounds in the series, you won 5 heats and finished in the top 3 in another 12. Perhaps we can say your '87 series was characterized by consistent performance throughout the season.
A. That's exactly right. Both I and my machine were in good condition all season long, and I think that was a major reason for my good results.
Q. You took the lead in the series for the first time at the 4th round, the Czechoslovakia GP. Did you think at that point that you could win the champi-

- onship?
A. All season, of course, I was thinking about the championship. But it wasn't until the 7th round, the North Ireland GP, where I won both heats, that I really began to think it was within my grasp. Even though at that point I was only one point ahead of Stribbos, I knew I was riding more consistently than he, and that gave me confidence that I could win.
Q. Did you have one strategy that you maintained throughout the season?
A. As I said earlier, I think the important factor is that both machine and rider be in best possible condition. Other than that, I focused on placing among the leaders in each race. In other

- words, I concentrated on consistency rather than speed.
Q. When did you begin motocross racing?
A. My first race was at the age of 9. Motocross is a big sport in Holland and Belgium and we have a lot of courses. My home town, Oss, has motocross races every year and I used to enter the schoolboy class. Dave Stribbos also used to race



- with me in these races as a boy.
Q. Since both you and Stribbos are from the same town, that must divide the hometown fans.
A. Not really, I have about 3 times as many fans as he (laughs).

Anyway, I'm glad I could live up to my fans' expectations by winning the championship this season. But, perhaps the ones who were happiest of all about my victory were my sponsors. (laughs). And my girlfriend and parents.

Banshee blasts the Baja 1000

In the grueling '87 Baja 1000 Race, held from last November 5 to 8, Craig Corda and Dean Sundahl rode a Yamaha Banshee to the overall victory in the ATV division. This same winning machine was then sent to be put on display at the U.S. dealer meeting that was held shortly after, creating one more exciting subject of interest for the visiting dealers.





10TH PARIS-DAKAR RALLY



Picco, scorching on the desert.

- RESULTS**
1. E. Orioli Honda
 2. F. Picco Yamaha
 3. G. Lalay Honda
 4. C. Mas Yamaha
 5. C. Terruzzi Honda
 6. Gualdi Cagiva
 7. J.C. Olivier Yamaha

Picco and his Ténéré battle to a great 2nd place finish

Now in its 10th year, the Paris-Dakar Rally started at 6:00 a.m. on January 1 in front of the Palace of Versailles, beginning 22 days of grueling survival racing. Two-thirds of the course lies across deserts where the daytime temperatures sore above 40° C only to drop again below freezing at night. This year's course was said to be most difficult yet, but it was not to the disliking of Italy's Fran-

co Picco and his Yamaha YZE750 Ténéré, who took the lead on the 6th day and held it through the 13th before finally being overtaken by fellow Italian, E.Orioli on the 14th. From there on Picco chased his countryman to within a mere 1 hour 24 min. gap before time ran out and he had to settle for a very respectable 2nd place finish.

Other Yamaha riders also survived the desert test to place among the leaders; Spanish C. Mas (Yamaha Spanish Team) finished 4th, Sonauto Yamaha's J.C. Olivier 7th, T. Charbonnier was 16th and S. Peterhansel 18th.

Once again this year, let us say "cheers" to the riders and support teams who met the challenge of the world's toughest race and endured to tell their tales on the strand at Dakar. And also, we hope for a quick recovery for Malherbe, who suffered a serious injury during the race.

Sonauto Team riders; (from right) Peterhansel, Charbonnier and Olivier.



An exciting new model in a class of its own

Press rides the TDR

Since its debut last fall at the European and Japanese motor shows, the new TDR has been acclaimed as the pioneer of an entirely new category of motorcycle. And, its debut victory in the 250cc class of the Pharaoh's Rally added more fuel to the fire of media attention.

In December, journalists in Europe and Japan finally got a chance to get their hands on this talked-about new model and put it through its paces on the test track.

The Adriatic coast town of Dubrovnik, Yugoslavia, was the site of the test ride event for the European press held from December 6 to 14. Journalists representing 48 magazines from 14 countries, photographers and importers gathered to try out the new '88 Yamaha models, including the TDR, XT600Z Ténéré, the DT125R, FJ1200 and the XV535.

When the riding was done, there was universal praise for the new TDR as a great fun bike. Equally high praise went to the FJ1200 for its overall sophistication and balance. Improved overall quality was also the impression people got from the DT125R, which is expected to have greater appeal than ever for young riders. Meanwhile the XT600Z Ténéré got high marks for its authentic Paris-Dakar machine styling, and the XV535 is expected to find a steady following among American-style bike fans. The

choice of the test ride site, the marvelous surroundings and the generous time allotment were also appreciated by everyone in attendance, and the Sales Reps and Service Managers representing the various importers all came away with confidence that the '88 season is going to be a great Yamaha year.

At the same time, on the other side of the globe, 82 journalists and photographers from 28 magazines were gathering on the island of Hachijojima 300Km south of Tokyo, to test ride the TDR during a 2-day session on December 7 and 8.

Although lately the Japanese motorcycle market has been labeled a mature market, there is still a steady growth among sports bike fans. To make the most of this trend, Yamaha is pouring its development efforts into the further refinement of its already popular models and the creation of machines designed to open up entirely new markets. The new TDR is the fruit of the latter of these two aims. This fact was reflected in comments coming from journalists at the Hachijojima test rides.

The consensus was summed up in comments like: "This is an epoch-making machine that is bound to open up an entirely new market in the great Yamaha tradition", "Here is a bike that will double your motorcycling field, as you ride from the pavement right onto the rough back roads."



A NEW PLEASURE VESSEL FOR THE EAST CHINA SEA

Undersea sightseeing — but without getting wet

Last May, YMC received an order from Yamaha Recreation to build a glass-bottom boat for aquatic sightseers at its Haimurubushi recreation facility on an island in the East China Sea.

Yamaha Gamagori Mfg. came up with a revolutionary design for a 15.3m boat with an underwater passenger compartment. It was built by NQEA Australia Pty., Ltd. under Yamaha Gamagori's supervision, and is the first such order to be filled by an overseas shipbuilder.

Unlike conventional glass-bottomed boats, the "Haibana" (South Wind Flower) has

more in common with a sightseeing bus. Instead of forcing passengers to look straight down between their knees through the glass bottom, this vessel seats passengers deep in its hull (compartment), below the water line. Sightseers watch in comfort through large windows, not portholes, and thus get a stunning view of the colorful tropical marine life darting around the famous coral reef in the East China Sea.

The Haibana offers its passengers a unique view of the undersea world - a view only previously glimpsed by scuba divers.



Japanese press test rides on a rocky beach of Hachijojima island.



European press gathers at Dubrovnik for test ride.

An International Trade Fair was held in Delhi, India, last November 14 to 29, and Yamaha Motor was there to exhibit its motorcycles, outboard motors, generators, etc., and give a strong representation of the company as a diversified manufacturer.

In terms of popularity, the Yamaha booth far out-drew other makers. In fact, there were so many visitors that at times it was hard for everyone to get a close look at the products on display. The local visitors seemed especially serious in the way they studied each model, but it was in front of the big tourer, Venture Royal, in particular that the biggest crowd always formed.

By the way, another big crowd-drawing attraction at the show was the keyboard demonstration corner at the Yamaha Corp. booth which was located right next to the Yamaha Motor booth.

The total effect of these two booths was a very effective appeal for the "Yamaha" brand name.

INDIAN INTERNATIONAL TRADE FAIR

Yamaha Booth Steals the Show

