

# YAMAHA MOTOR NEWS 1988 No.2

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## A world of marine leisure on display

### 27th TOKYO INTERNATIONAL BOAT SHOW



As chairman of the Japan Boating Industry Association, YMC's President Mr. Eguchi at the tape cutting ceremony.



The display featuring the Water Vehicles, BW'S and unmanned helicopter portrays Yamaha as a dynamic corporation reaching out to cover the land, the sea and the air with its quality products.

For five days, from February 10 to 14, the Harumi Exhibition Center was the site of the Tokyo International Boat Show. A record 110,000 people turned out for this once-a-year festival of marine leisure sports. Reflecting a growing diversification of user needs in the market over recent years, the exhibit presented an impressive array of power boats, sailboats, sailboards, outboard motors and other marine goods. In particular, this year's show was marked by an exceptionally large number of imported boat exhibits, a fact that reflects not only the recent high value of the Yen but also a government policy encouraging people to buy foreign products.

As its main exhibits, Yamaha Motor displayed the Yamaha MY 53, a custom boat incorporating much of Yamaha's most advanced know-how and technology, the Yamaha SF38, a sport fishing boat designed for offshore trolling, the Yamaha-25 "My Lady", a sailboat with a design that suggests speed and performance but at the same time is affordable, marine jets, sailboards, marine wear and a new-concept hydrofoil, the OU32. Meanwhile, representing Yamaha Motors' on-land products was the Scooter, BW'S, and as an in-the-air product, the new unmanned helicopter R50.



The Yamaha MY 53: a custom boat that brings together Yamaha's most advanced technology with a high degree of design perfection.



A new-concept hydrofoil

## DRAWING UP THE '88 RACE PROGRAM

**Y**amaha Motor has announced the basic format of its racing program for the '88 season.

This year, YMC will be supplying YZR500 works machines to '86 World Champion Eddie Lawson and new teammate Didier de Radigues of the Marlboro Yamaha Team Agostini. The other recipients of works YZR500s are Kevin Magee and Wayne Rainey of Team Lucky Strike-Roberts as well as Christian Sarron and Patrick Igoa of Sonauto Yamaha Team. Japan's Tadahiko Taira will also be on the

Yamaha roster for some races of the 500cc World GP as a member of the Yamaha Racing Team.

As in past years, 15-time World Champ Giacomo Agostini will manage the Marlboro Yamaha Team and 3-time World Champ, "King" Kenny Roberts will be directing Team Lucky Strike-Roberts. In 250cc competition, Luca Cadalora of Italy will ride a works YZR250 for the Yamaha Marlboro Racing Team, as will Carlos Lavado of Team Venemotos and Spain's Juan Garriga, of the YMES Team. In Motocross GP, '86 250cc World Champ, Jacky Vimond, will compete

again this year in the 500cc class on a YZM500 works machine as a member of the YMENV Team. His teammate this year is Kurt Ljungqvist who placed 4th overall in last year's World GP on a privately entered Yamaha. Meanwhile, reigning 125cc World Champ, John van den Berk will be moving up a class and will ride a modified YZ250 for the YMENV Team. Joining him in this class again is Rob Herring of Mitsui Machinery Sales Team of the UK. In 125cc division, Mika Kouki will be back this year on his modified YZ125 entered by his national importer, Arwidson.

In the U.S., YMUS Team riders, Micky Dymond, Broc Blover and Jeff Stanton will ride modified YZ500s and 250s to battle in U.S. supercross and national 500/250cc competition. Also, Doug Dubach will ride for the YMUS Team in supercross and national 125cc class on his modified YZ250 and YZ125.

In addition to its YZR and YZM machines, Yamaha has also developed a YZF750 works machine for TT Formula-1 races and a YZF400 for use in Japanese TT Formula-3 races.

(See rider profiles on page 6)



# Three more "Bike of the Year" awards

**WEST GERMANY** In issue No.1 of Yamaha Motor News we introduced the Yamaha bikes that took top honors in "Motorrad Reisen und Sport". Last December, West Germany's other major motorcycle magazine, "Motorrad", announced the results of its "Bike of the year" awards, and once again Yamaha was in the forefront, leading the voting in three categories.



MODEL	POINTS
50/80cc	
1. Yamaha YSR80	57.314
2. Aprilia AF1.50	46.410
3. Malaguti RST50	33.268
27PS	
1. Yamaha SR500	76.226
It's 8th victory	
2. Ducati 350 F3	66.070
3. Honda CB450S	46.267
50PS	
1. Yamaha TZR250	43.573
2. Laverda 600SFC	41.780
3. Yamaha SRX600	39.160

From the left; Mr. Nowitzki, chief editor of Motorrad and Mr. K. Vetter of Mitsui Maschinen GMBH.

## Popular vote-getters in Britain, too

**U.K.** In Britain, when readers of "Motor Cycle News" cast their votes for "1987 The Bike of the Year", it was the Yamaha FZR1000 that came out on top. Readers also chose Yamahas as "Best Bike" in three other categories;

1987 Best Bike Over 600cc: FZR1000

1987 Best Bike 126 - 400cc: TZR250

1987 Best Bike 50 - 125cc: TZR125

This gave Yamaha a near clean-sweep in reader popularity, taking four out of five categories.

Another British publication, "Motorcycle International" held an "International Bike of the Year" contest in which journalists voted the FZR1000 No. 1 once again. In this contest, voting was done by 17 top-rated motorcycle journalists from 17 countries; Canada, Israel, Brazil, Switzerland, France, Austria, Spain, U.K., Sweden, U.S.A., Denmark, Italy, Australia, Belgium, Japan, Germany and the Netherlands.



Motor Cycle News (left) and Motor Cycle International reporting that the FZR1000 is No.1



## More active Yamafests than last year

**CANADA** As you know from our No.7 issue of '87, Yamafest is a local festival organized by Yamaha Motor, dealers and local communities to revitalize the sport of snowmobiling in the U.S.A. Last year, Yamafest activities were also held across Canada with the total number of Yamafests reaching 59. More importantly though, 30% of the people

who test-rode snowmobiles at these Yamafests were non-snowmobilers. With the objective of market expansion, the Yamafest program in Canada for the 1988 season has been expanded and the results to date (as of January, 1988) have been very impressive. Applications for Yamafests have already exceeded Yamaha Motor Canada's 1988 target. On October 1, 1987, Canada Cycle Sports in Toronto, held the season's first Yamafest in an indoor facility. "Yamafest on Ice" was an instant hit, and it is an excellent example of initiative and imagination within the Yamafest program. Yamafest is a sure thing to be very successful this year, too.

Yamaha Snoscoot



## '88 sailboards released in Japan



Miss Kelby Anno

**JAPAN** Meetings were held on December 14 - 15 and the 17 - 18 of last year in Kamakura (Eastern Japan) and Lake Biwa (Western Japan) to introduce the new '88 model Yamaha sailboards to retail shop representatives. Reflecting a market that is rapidly becoming dominated by racing type models, Yamaha introduced two new course-racing models, the "GP Racer 370 II"

and slalom racer "GP Racer 270", and, with minor changes, a "GP Racer 290" for slalom racing. Adding another bright attraction to the meetings was the appearance of professional board sailor, Miss Kelby Anno of Hawaii as image girl. She is one of the top wave riders who makes her home on the island of Maui.

## ATVs at agricultural shows

**WEST GERMANY** Yamaha's German importer, Mitsui Maschinen GMBH recently put its range of ATV models on display at regional agricultural shows, much to the interest of local farmers. Over 150,000 visitors turned out for one of these shows, the popular "Agritechnika" show in Frankfurt, while another 50,000 were on hand for the "Areal" show in Cologne.



## 300km caravan by motorcycle

**THAILAND** This photo was taken at Chamow Hill, Thailand. Siam Yamaha's sister company, Siam Pattaya Co., Ltd. organized a caravan of Yamaha Belle Supers as a service to its Yamaha customers. This caravan trip started from

Pattaya and traveled a distance of about 300km to Chamow Hill. More than 80 participants took part, and there were various kinds of games to enjoy during rest stops and souvenirs for everyone.



# Yamaha supported Victoria Police Motor Sport Club

## Blue Light Rally



Riders running on a muddy, rough road.

**AUSTRALIA** On Sunday November 8, 1987, 1,155 riders participated in the start of the Yamaha Motor Australia supported Victoria Police Motor Sports Club "Blue Light Rally". The rally took the form of an Enduro over two loops, called the "Lazer" and "Axo" after two other supporters. Riders took off in groups of 35, every three minutes. The unique nature of this event was that everybody competed knowing there would be no winners and no losers - they were all out for the enjoyment of the ride.

Each finisher was presented with a medallion to commemorate the ride and fifty finishers who had their names pulled out of a hat received invitations to attend a dinner dance as well as prizes such as helmets, gloves and accessories.

YMA believes this event is the largest of its kind in the world. The event catered to both solo riders and riders with a tandem passenger and was organized by Sergeant Klaus Mueller of the Victoria Police.

## RD350, the symbol of young taste

**BRAZIL** When Lucky Strike went on a campaign to introduce their cigarettes to the Brazilian market, they chose the Yamaha RD350 as the vehicle for their free-sample campaign. The campaign got off to a big start at the Brazilian GP of the World Championship road racing, where it was selected as the bike which best reflects the tastes of the young generation.



## 200,000 gather for German consumer show

**WEST GERMANY** Pictured here is the Essen Motor Show held in Germany last year from November 24 to December 6. In contrast to the Paris and IFMA Shows where makers introduce their new model line-ups, the Essen Show is a large scale consumer oriented show

where users gather in large numbers not only from Germany but from neighboring Holland and France in order to get an early look at the new motorcycles for the coming spring season. This time over 200,000 visitors were there to see the '88 Yamaha line-up.

## Big billboards for ATVs

**USA** Town & Country Yamaha, Ltd., a Yamaha dealer in Kentucky, is a company whose sales promotion activities really stand out.

Not long after the "Blaster", a new sports type ATV with a compact body and excellent maneuverability, was introduced last year, the company put up a big billboard of the Blaster along the main road of town. Town & Country's President, Mr. Balentine, uses this advertising method for other ATV models as well. He says that the company's promotional efforts have contributed to a steady growth in interest and acceptance for the new ATV, and he expects big things this spring in terms of sales.



## Yamaha FRP swimming pools for schools

**JAPAN** Recently YMC installed the 1000th fiberglass swimming pool of its "School-25" series at a high school in Tokyo. This business, which makes use of Yamaha's FRP technology from the boat industry, is another example of YMC's ongoing efforts aimed at the diversification of Yamaha's corporate

activities. YMC's sales in 1987 give it roughly 60% of the FRP swimming pool market for schools, and it means that one out of every four school pools built in Japan last year was a Yamaha FRP pool.



The ceremony at the shipping of the 1000th pool of the "School-25" series.

## Letters from readers

### ATV, a durable little worker in Antarctic

**NEW ZEALAND** Here is a letter we received from Mr. Busck, a prominent Yamaha dealer from Whangarei, New Zealand;

Hello sirs,  
Please find enclosed some pages of a motoring supplement to the local Whangarei evening newspaper, the Northern Advocate. I wish to draw your attention to the photo of the Yamaha YFM350FWD BIG BEAR outfitted with a special six wheeler kit and in use in Antarctica by the New Zealand Department of Industrial & Scientific Research. You may like to follow up on this important FIRST for YAMAHA, I think it is pretty exciting to see a BIG BEAR operating in the harshest conditions on our planet.

Best wishes for 1988,  
R. Jeremy Busck  
Managing Director  
Moto Cat





# Booming motor sports create a wh



Before the start, the course is alive with the colors and trade marks of the various manufacturers.

In Europe, the North America and other countries as well, the history of motor sports can be traced back a long way. Particularly in Europe, the birthplace of motor sports, that history goes back nearly 100 years and is now a well-established tradition. Recent years have brought a steady growth in their popularity; a fact which has led corporate sponsors to become involved, as well, in increasing numbers. In the motorcycle World GP series, for example, Yamaha's cosponsors Philip Morris (Marlboro), Brown & Williamson (Lucky Strike) and Gauloise of France, are among the leaders.

In Japan as well, where the popularization is still a relatively recent phenomenon, motor sports are now spreading at a tremendous pace. Last year, big events like the first round of the World GP in March, the 8-hour Endurance race in July, the TT F1 race at Sugo in August, the TBC Big Road Race in October and the 15th round of the World automobile F1 Championships, all were excitingly successful events that drew between 50,000 and 150,000 spectators, adding even more fuel to the fire of motor sports popularity.

Meanwhile, as you know, the motorcycle market in Japan is now an increasingly mature market where manufacturers can not expect much growth by simply catering to its existing customers. Therefore, a top priority becomes the development of entirely new user groups.

Here are some of the promotional efforts that Yamaha Motor is making in this direction;

- Cosponsoring with other industries that have a different user market.
- Setting up promotional stations at

race events.

- Providing opportunities for communication between riders and fans.

While YMC involves itself in these activities at the corporate level, the dealers are also involved at their own level with programs like;

- Planning spectator tours to big race events
- Participating in races with their own independently sponsored racing teams

### Cosponsoring with industries that have different user markets

In times like these when we are witnessing a rapid popularization in motor sports, one element that we cannot afford to overlook is the active involvement of other industries, such as cosmetics, food and electrical appliance manufacturers.

For the motorcycle maker, race activities represent an ideal development and proving ground for new technologies that will eventually be fed back into its production models. For corporations in other industries, however, the race track can be equally advantageous in a number of similar ways. Because there are very few occasions that gather such large numbers of people in one place at a single time, a big race event offers an unequalled opportunity for a concentrated advertising effort. At the same time, such a gathering offers an excellent opportunity for a participating manufacturer to study the latest trends in consumer tastes and feedback its findings into product development.

Since 1985, Yamaha Motor has participated in the Suzuka 8-hour Endurance Race by way of a mutually beneficial cosponsorship with a major cosmetic manufacture, Shiseido. The machine used in that first race under this cosponsorship three years ago was the highly-acclaimed racing sports

model, the FZR750, finished in a striking lavender cowling bearing the mark of Shiseido's new line of men's cosmetics, Tech-21. The riders included none other than 3-time World Champ, Kenny Roberts, and Japan's No.1 rider in both popularity and race performance, Tadahiko Taira. That alone was enough to create a great publicity appeal for Shiseido, but the race outcome itself - an unexpected and disappointing retirement just 30 minutes short of a bold and impressive runaway victory - actually served to strengthen that appeal in a dramatic way. Since that time Shiseido has recorded a 170% growth in its Tech-21 cosmetic sales.

Although Tech-21 is a men's line, Shiseido's main user market is of course women, ranging widely from teenagers to housewives. Now, when Taira appears in Shiseido's TV commercials in his racing suit from the 8-hour Endurance Race, a big appeal is going out to a very large consumer group that previously had no knowledge whatsoever of such race events. This is a very important factor when attempting to create new user groups. For example, if the children of wives who are familiar with the Shiseido image begin to show an interest in motorcycles, the response they will get

from their mothers is likely to be a more positive one than before.

In yet another appeal to a consumer group of the food industry and female market, as well, Yamaha Motor tied up last year with a major food maker, Nescafe, to bring a pair of women riders, Cathleen Coburn and Toni Sharpless to the Suzuka 8-hour race and TBC Big Road Race.

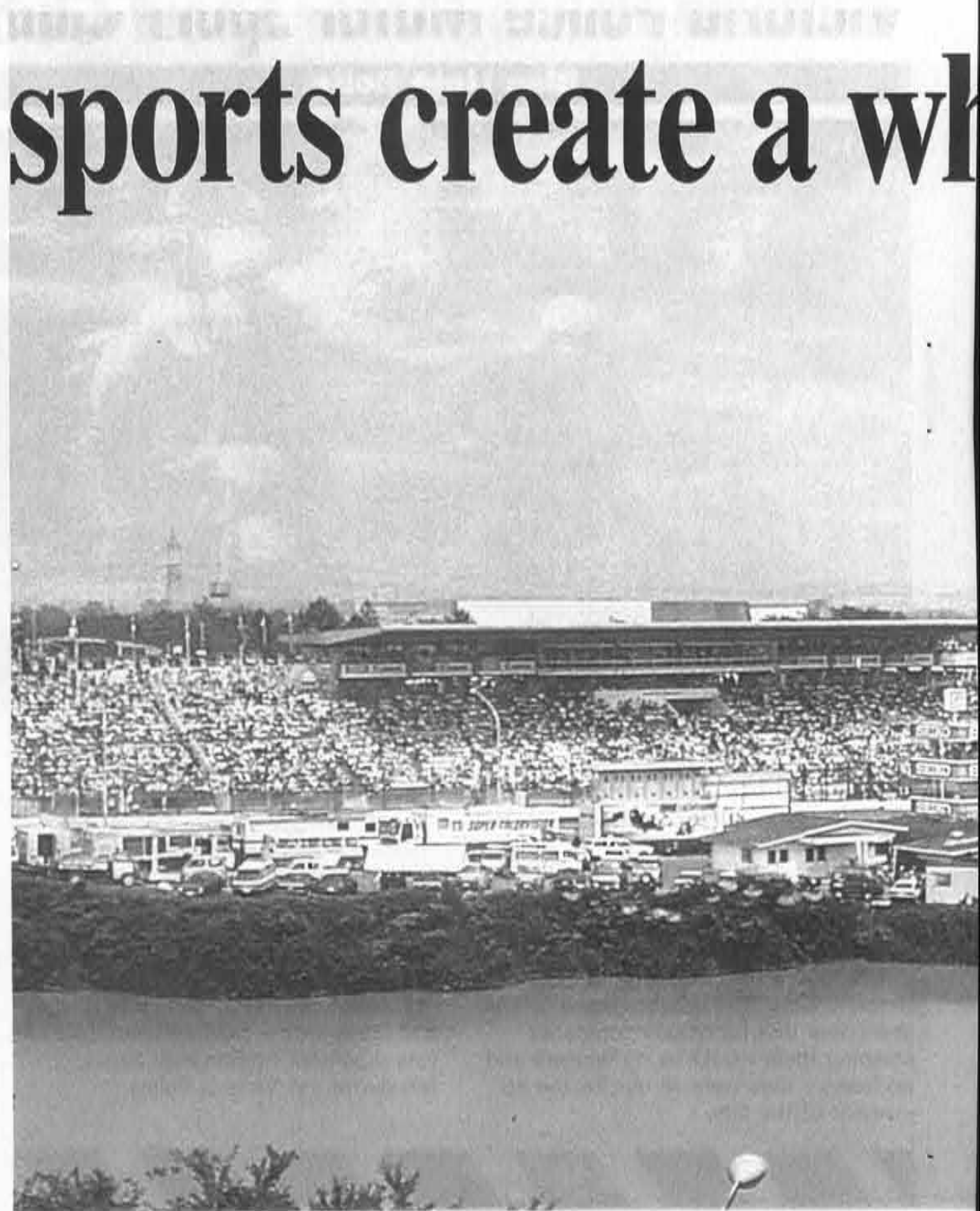
And, when Lucky Strike decided to give away a Yamaha motorcycle in one promotional campaign, they received an unprecedented 1.4 million postcards from user applicants.

### Y.E.S.S. Stations at race events

Beginning last year, YMC made it a policy to set up a "Yamaha Y.E.S.S. Station" at each big national championship series race event held in Japan.

As often introduced on these pages, Y.E.S.S. (Yamaha Earthly Sports System) is an organization through which Yamaha, its dealers and the users work together to expand the enjoyment of motorcycling life, and doing so, win devoted customers and attract increasing numbers of new customers.

The "Yamaha Y.E.S.S. Station" aims to supply services to Y.E.S.S. members while



By opening up the right side and back panels of the truck and folding up the roof panel, the Y.E.S.S. Station is ready for service.

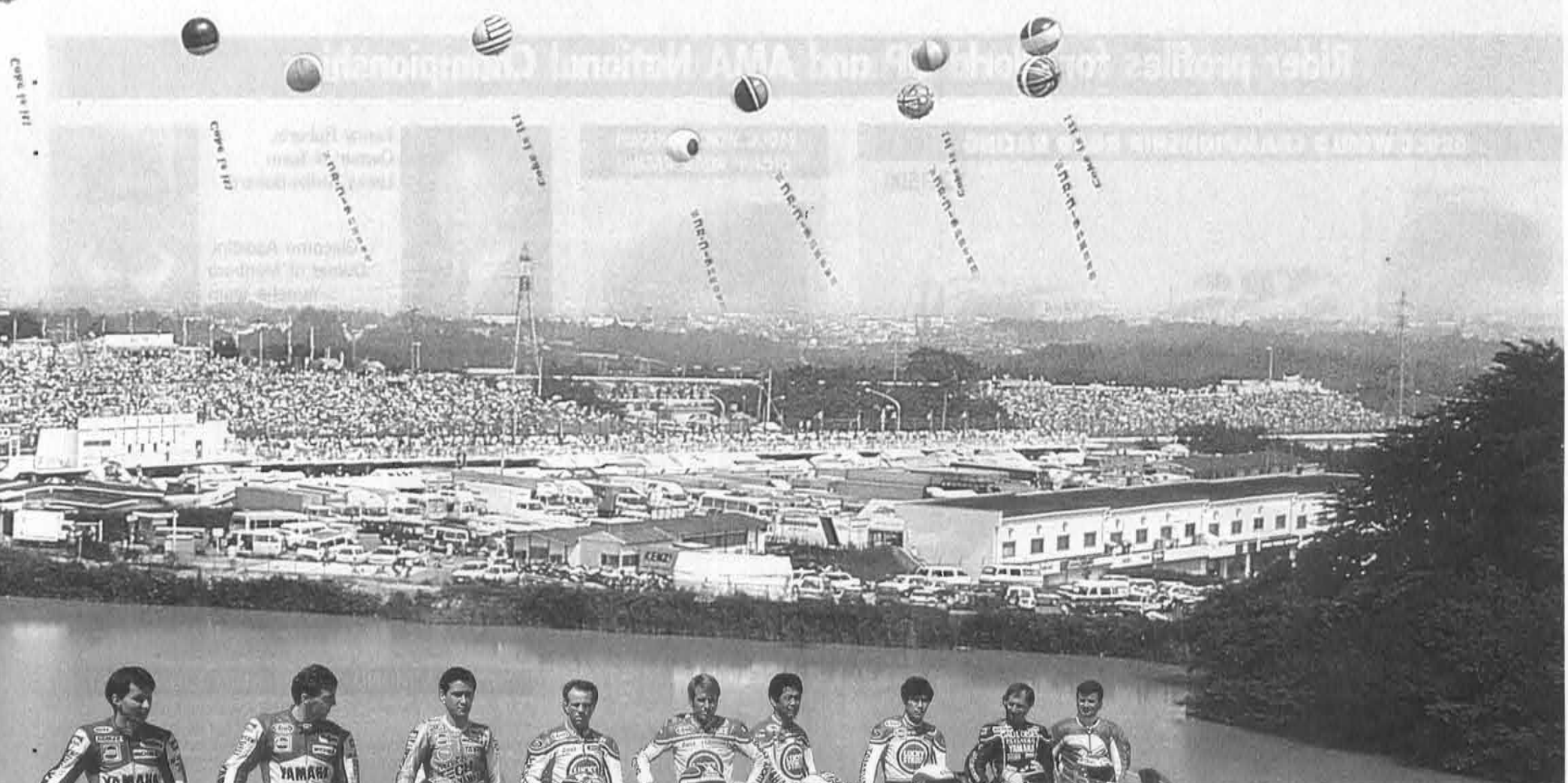


Cosponsoring with makers from other industries also brings attention from media that otherwise have no contact with the motorcycle world.





# Whole new field of users



Cosponsored Yamaha machines lined-up at the first round (Suzuka) of last year's World GP series.

at the same time publicizing Y.E.S.S. events. They are operated out of a special truck, the rear and right side panels of which open up to create an instant stage with an extendable roof for simple displays and an information booth.

By setting up such a station at races where large numbers of Y.E.S.S. members and motorcycle sports fans in general are gathered, and by using it as a site to introduce the riders and other race information along with information about the various Y.E.S.S. events to members and

other eager fans, the station effectively fulfills its role as a program for encouraging interest in motorcycle sports. The station also serves as a site for the sale and publicizing of a variety of original Yamaha goods and accessories ranging from race posters and publications to helmets and riding wear.

In all, this Y.E.S.S. Station made appearances at 19 race events around Japan during the '87 season.

### "Championship Carnival" brings riders and their fans together

While the Y.E.S.S. Station serves as an information center at big race events, the "Yamaha Championship Carnival" provides

an opportunity for communication between the riders and fans at places other than the race track. This is a promotional event begun last year which, with each holding during the months of January and February, tours Japan's big cities, bringing the riders and machines that starred in the previous season to meet the fans in their own localities.

This program has been well received here in Japan, where fans have few opportunities to meet and talk with top professional riders, especially international stars, in a relaxed atmosphere, and is thereby playing a big role in familiarizing fans with motorcycle sports and, at the same time, the Yamaha brand.

### Independent programs from the dealers, as well

In recent years we are also seeing a boom in independently organized promotional ac-

tivities by the dealers aimed at building solid constituencies of steady customers and attracting new ones, as well.

"YSP Mejiro", a Yamaha dealership in Tokyo last year organized a unique race tour package by which Y.E.S.S. members and their friends traveled together by chartered bus to Suzuka to see the famous 8-hour Endurance Race held there annually.

In addition to viewing races, actual race participation activities are another very effective form of motorcycle sports promotion. Every year the Y.E.S.S. office puts together one or two Y.E.S.S. Teams to take part in the 8-hour and 4-hour endurance races. Everyone that makes up these teams, from the riders, pit crew and manager to the supporters and pit girls, are active Y.E.S.S. members.

By making big race events the focus of such programs, whether it be as viewers or participants, shop staff and Y.E.S.S. members are brought together in a fun and friendship-building way that helps strengthen everyone's recognition of motorcycle sports as an enjoyable form of recreation.

Championship Carnival chance for fans to meet and talk with star riders.



A race spectator tour.



Yamaha machine with the Shiseido colors. When you add Taira's popularity it creates a wide-reaching promotional appeal.



The Y.E.S.S. team that took part in the 8-hour Endurance race last year.





# YAMAHA RACING PROGRAM '88

## Rider profiles for World GP and AMA National Championships

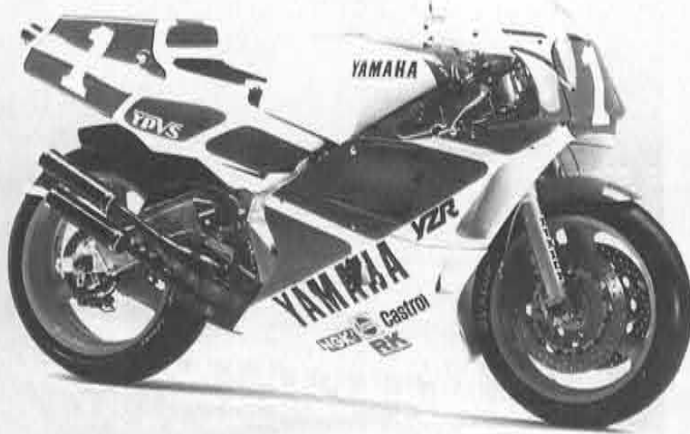
### 500CC WORLD CHAMPIONSHIP ROAD RACING

YZR500



**EDDIE LAWSON**

- 29 years old, American
- Marlboro Yamaha Team Agostini
- 3rd in the World Championship in '87



**DIDIER DE RADIGUES**

- 29 years old, Belgian
- Marlboro Yamaha Team Agostini
- 12th in the World Championship in '87



**KEVIN MAGEE**

- 25 years old, Australian
- Team Lucky Strike - Roberts
- Won Suzuka 8-hour World Championship Endurance Race and 7th round of TT Formula One Series at Sugo in '87.



**WAYNE RAINEY**

- 27 years old, American
- Team Lucky Strike - Roberts
- Won AMA Superbike Race Championship in '87.



**CHRISTIAN SARRON**

- 32 years old, French
- Sonauto Team
- 7th in the World Championship in '87.



**PATRICK IGOA**

- 27 years old, French
- Sonauto Team
- 12th in 250cc World Championship in '87.



**TADAHIKO TAIRA**

- 31 years old, Japanese
- Yamaha Racing Team
- 6th in the World Championship in '87.

### AMA NATIONAL CHAMPIONSHIPS SUPERCROSS AND NATIONAL 500/250 MOTOCROSS



**MICKY DYMOND**

- 22 years old, American
- YMUS Team/Modified YZ500 & YZ250
- Won AMA 125cc Championship in '87.



**BROC GLOVER**

- 27 years old, American
- YMUS Team/Modified YZ500 & YZ250
- 20th in Supercross series in '87.



**JEFF STANTON**

- 19 years old, American
- YMUS Team/Modified YZ500 & YZ250
- 2nd overall in AMA 500cc Championship in '87.



**DOUG DUBACH**

- 24 years old, American
- YMUS Team/Modified YZ250 & YZ125
- 11th overall in AMA 250cc Championship.

### 250CC WORLD CHAMPIONSHIP ROAD RACING



**LUCA CADALORA**

- 24 years old, Italian
- Marlboro Yamaha Team Agostini
- 7th in the World Championship in '87.



**CARLOS A. LAVADO JONES**

- 31 years old, Venezuelan
- Venemotos Team
- 10th in the World Championship in '87.



**JUAN GARRIGA**

- 24 years old, Spanish
- YMES Team
- 11th in the World Championship in '87.



**Kenny Roberts,**  
Owner of Team  
Lucky Strike-Roberts



**Giacomo Agostini,**  
Owner of Marlboro  
Yamaha Team  
Agostini

### 500CC WORLD CHAMPIONSHIP MOTOCROSS



**JACKY VIMOND**

- 26 years old, French
- YMENV Team
- Won 250cc Championship in '86 and switched to 500cc class in '87 but missed most of the series with due to injuries.



**KURT LJUNGOVIST**

- 25 years old, Finnish
- YMENV Team
- 4th in the World Championship in '87.

### 250CC WORLD CHAMPIONSHIP MOTOCROSS



**JOHN VAN DEN BERK**

- 20 years old, Dutch
- YMENV Team
- Won 125cc World Championship in '87.



**ROB HERRING**

- 19 years old, British
- Mitsui Machinery Sales Team
- 5th in the World Championship in '87.

### 125CC WORLD CHAMPIONSHIP MOTOCROSS



**MIKA KOUKI**

- 22 years old, Finnish
- Arwidson Team, Finnish
- 4th in the 1st race of 125cc Dutch GP in '87.



YZR250



WORLD CHAMPIONSHIP ROAD RACING			
Mar. 27	Japan	Suzuka	Solo 250cc & 500cc
Apr. 10	U.S.A.	Laguna Seca	Solo 250cc & 500cc
Apr. 24	Spain	Jarama	All classes but sidocar
May 1	Portugal	Estoril	All classes but solo 125cc
May 22	Italy	Imola	All classes but sidocar
May 29	W. Germany	Nurburgring	All classes
June 12	Austria	Salzburg	All classes but solo 80cc
June 25	Netherlands	Assen	All classes
July 3	Belgium	Francorchamps	All classes but solo 80cc
July 17	Yugoslavia	Rijeka	All classes but sidocar
July 24	France	Paul Ricard	All classes but solo 80cc
Aug. 7	U.K.	Donington Park	All classes but solo 80cc
Aug. 14	Sweden	Anderstorp	All classes but solo 80cc
Aug. 28	Czechoslovakia	Brno	All classes
Sept. 11	Brazil	Goiania	Solo 250cc & 500cc
Sept. 17	Argentina	Buenos Aires	Solo 250cc & 500cc

TT FORMULA ONE		
May 15	Japan	Sugo
June 6	U.K.	Isle of Man
June 23	Netherlands	Assen
Jul. 3	Portugal	Vila Real
Jul. 17	Finland	Kouvala
Jul. 30	Ireland	Dundrod
Sept. 4	Italy	Pergusa
Sept. 23	U.K.	Donington Park

125cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 3	Italy
Apr. 10	Belgium
Apr. 17	Netherlands
May 1	Austria
May 8	Spain
May 15	Portugal
May 29	Czechoslovakia
June 12	W. Germany
June 25	Ireland
July 3	France
Aug. 14	Finland
Aug. 28	Switzerland

500cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 17	Austria
Apr. 24	Switzerland
May 8	Sweden
May 15	Finland
June 5	W. Germany
June 12	Italy
June 26	U.S.A.
Jul. 10	U.K.
Jul. 17	Netherlands
Jul. 24	San Marino
Aug. 7	Belgium
Aug. 14	Luxembourg

WORLD ENDURANCE CHAMPIONSHIP			
Apr. 2-3	France	Le Mans	24-hour race
May 29	U.K.	Donington Park	8-hour race
July 3	Austria	Zeltweg	6-hour race
July 31	Japan	Suzuka	8-hour race
Aug. 13-14	Belgium	Francorchamps	24-hour race
Sept. 11	Spain	Jerez	8-hour race

SUPERBIKE		
Apr. 3	U.K.	Donington Park
Apr. 10	Italy	Misano
May 1	Hungary	Budapest
May 8	W. Germany	Hockenheim
July 3	Austria	Zeltweg
Aug. 28	Japan	Sugo
Sept. 4	France	Le Mans
Sept. 11	Portugal	Estoril
Sept. 25	Australia	Calder
Oct. 2	New Zealand	Manfield

250cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 17	France
Apr. 24	Spain
May 1	Italy
May 15	Czechoslovakia
May 29	U.K.
June 5	Belgium
June 19	W. Germany
June 26	Yugoslavia
July 24	U.S.A.
Aug. 7	Venezuela
Aug. 14	Argentina
Aug. 28	Sweden



## Topping the victory stand in every race

### '87 Indian Race Season

In December of 1986, at the request of Escorts Ltd., YMC sent its special instructor, Mr. Kazutoshi Iwao to India to conduct motocross training courses and tuning courses.

Mr. Iwao conducted the schools in Delhi where he converted 5 Yamaha RX100 motorcycles into motocrossers.

In 1987, these 5 motorcycles participated in 5 Motocross events organized in India and the Yamaha RX100s were able to win in every event against all the competitor motorcycles in the 105cc class. The sites and dates of the races where they won 1st places are as follows:

- May 3 - Aurangabad, Maharashtra
- June 14 - Ahmedabad, Gujarat
- July 27 - Jaipur, Rajasthan
- September 29 - Sholapur, Maharashtra

### ROAD RACING

- Yamaha RX100 won both races organized in 1987.
- February 8 - Madras, Tamil Nadu
- February 15 - Delhi, Delhi

### RALLIES

- The RX100 won all the rallies, too.
  - March 29 - Delhi, Delhi
  - March 29 - Hyderabad, Andhra Pradesh
  - May 31 - Delhi, Delhi
  - August 12 - Bangalore, Karnataka
  - October 12 - Madras, Tamil Nadu
- By the way, these motorsports activities are handled by the Service Department of Escorts Ltd.



### MOTOCROSS

January 11 - Poona, Maharashtra

### Mobil Thailand Championships

There were no rivals on the track for Yamaha racers at the last road race of the Thai racing calendar of 1987. The fantastic results of this event surprised and excited Yamaha people in both the racing world and the sports bike market.

Yamaha VR-150s set up and tuned by YMC instructors Mr. Iwao and Mr. Hirano completely dominated all the race categories, ridden by Siam Yamaha team riders who had also been trained by these same two specialists.

### RESULTS

#### Asean Series Production (Beginners/Novices) - Dec. 12

1. Schat Champmotorwork ..... Yamaha
2. Sitichai Champmotorwork ... Yamaha
3. S. Tongsakulwong ..... Kawasaki

#### Asean Road Racing - Dec. 12 - 13

1. S. Cheuysak ..... Yamaha
2. A. Sungsuwan ..... Yamaha

3. P. Rakpongthai ..... Honda

#### Superbikes (Heat 1) - Dec. 12

- Class 1
1. S. Cheuysak ..... Yamaha
  2. T. Seng Kooi ..... Honda
  3. A. Sungsuwan ..... Yamaha

- Class 2
1. C. Marshall ..... Yamaha
  2. G. Vogt ..... Suzuki
  3. J. Sangsuk ..... Honda

#### Thailand Grand Prix '87

1. Amnart Sungsuwan ..... Yamaha
2. Amnuy Sungswan ..... Yamaha
3. N. Chareonsukwatana ..... Kawasaki

#### Stock Standard Sports

1. S. Champmotorwork ..... Yamaha
2. N. Seangsawang ..... Yamaha
3. R. Huimotorwhow ..... Kawasaki

#### Superbikes (Heat 2) Overall

- Class 1
1. S. Chduysak ..... Yamaha
  2. T. Seng Kooi ..... Honda
  3. C. Vilairoj ..... Honda

- Class 2
1. G. Vogt ..... Suzuki
  2. C. Marchall ..... Yamaha
  3. J. Sangsuk ..... Honda

## The way to America's Cup

### Cup.

Japan's yachting community is buzzing with conversation about the next America's Cup competition to be held in 1991, when the "Nippon" and another Japanese yacht representing the "Bengal Bay Club" (BBC) will carry the Japanese colors for the first time in this, the most renowned of all yacht races. Never has there been such an opportunity as this to promote the spread of marine sports in Japan and, at the same time, encourage international exchanges in the marine world. For the Japanese, whose history in marine sports is still young compared to those of Europe, America and Oceania, this is also an opportunity to "learn from ones elders", so to speak.

For these reasons, Yamaha Motor has joined some 23 leading corporations in becoming one of the sponsors for the "Nippon" that will challenge for the 1991 America's Cup. This number, by the way, is the official sponsors listed as of February 16, and it is fairly certain that the list will continue to grow.

### The history of the America's Cup

In order to understand why this single race has captured the hearts and imaginations of so many yachtsmen the world over, let us take a brief look at the race's history.

In 1851, on the occasion of the first of the great World's Fairs that was held in England, a sailboat race was planned as a part of the festivities, that would be a complete circling of the Isle of Wight. The winner of that race was a boat from the United States called the "America" and as a prize it carried home an extravagant new 100-guinea trophy cup. In 1857, the owners of the "America" presented this cup to their club, the New York Yacht Club, on the condition that it be the trophy of an ongoing international yacht race. The original Deed of Gift specified that the race could be competed by yachts between 30 and 300 tons from any yacht club in the world. Later, however, the limitations changed to the number of masts and the water line lengths of the

boats. The resulting race came to be known as the "America's Cup" and soon became the most coveted prize of the yachting world.

Since 1870, the America's Cup has been contested 26 times, usually as a one-on-one match race between two yacht clubs. During this time the race has been interrupted by wars and undergone major changes such as the limiting of all boats to one formula. In the 25th holding of the race in 1983 the American team was defeated for the first time by a revolutionary boat and a valiant crew from Australia, and for the first time the Cup was taken from its shelf in the New York Yacht Club. Then, last year, with the Cup being contested for the first time out of American waters, the world's attention focused on a man named Dennis Conner who led a brilliant campaign aboard his boat the "Stars and Stripes" to recapture the Cup and bring it back to America once again.

Today the America's Cup claims not only a long and proud histo-



ry but also an unrivaled position as the world's greatest race in terms of boatbuilding technology and quality of the participating crews from each country.

### Supporting the growth of marine sports

As mentioned earlier, Yamaha Motor has joined the sponsors of one of the two Japanese teams that will be making the first challenge by an Asian country for the America's Cup, the "Nippon Challenge America's Cup 1991 Committee". As one part of our ongoing efforts to become a corporation whose activities range from the land and sea to the air, in almost every part of the world, we are giving our support to this challenge as a way of encouraging the spread of sound marine sports. By the way, we are also proud to announce that YMC President H. Eguchi will be serving as vice president of the Committee.



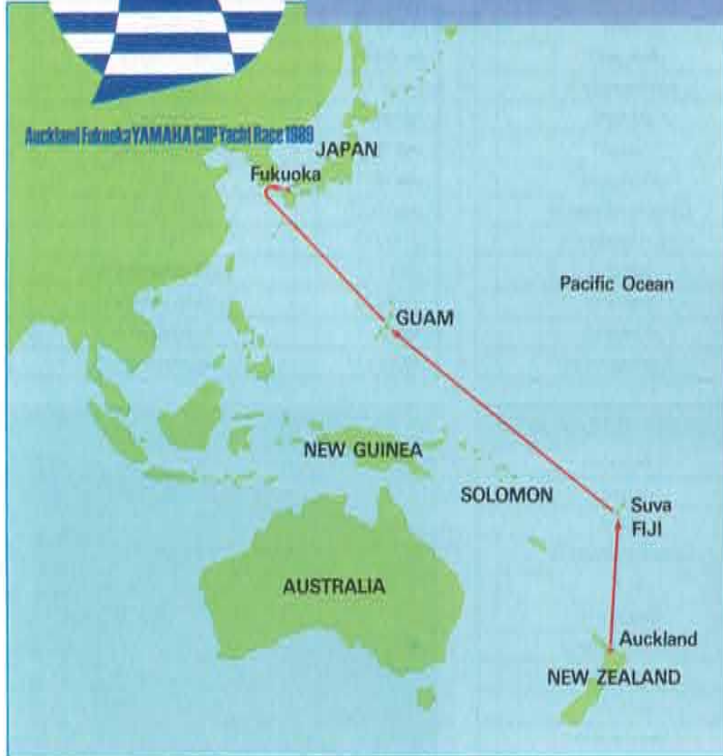
One of the boats that drew the most attention from visitors at the outdoor exhibit of the recent Tokyo International Boat Show (from Feb. 10 to 14) was a white 12-meter yacht bearing the name "Nippon" in bold red letters. In fact, this boat is one of the trial horses (practice yachts) imported recently from New Zealand as part of Japan's preparations to become the first Asian nation to make a bid for the America's





# A grand ocean adventure from New Zealand to Japan

## Auckland Fukuoka YAMAHA CUP Yacht Race 1989



**W**ith the first-ever longitudinal trans-Pacific yacht race, the Yamaha Osaka Cup, which crossed the western Pacific from Melbourne, Australia to Japan, still fresh in our memories, Yamaha Motor now announces plans for an "Auckland Fukuoka Yamaha Cup Race" to be held in 1989.



This yacht race which was officially announced on February 4, will be one of the functions of the 100th anniversary celebration of the incorporation of Fukuoka City (Kyushu), one of the major cities of Japan, as well as the 90th anniversary of the opening of Hakata Harbor, and the "Asia/Pacific Exhibition '89 Fukuoka" which will coincide with these celebrations.

The course will cover approximately 10,200Km from Auckland, New Zealand to Fukuoka, Japan, and will be competed by large cruisers of over 10 meters length and crewed by at least 4 persons. The race will be contested over three legs; from Auckland to Suva (Fiji), from Suva to Guam and Guam to Fukuoka.

The race will start on April 22, and the first boats are expected to reach Fukuoka around 65 to 70 days later. In addition to being the title sponsor, Yamaha Motor will also help in the actual running of the race.

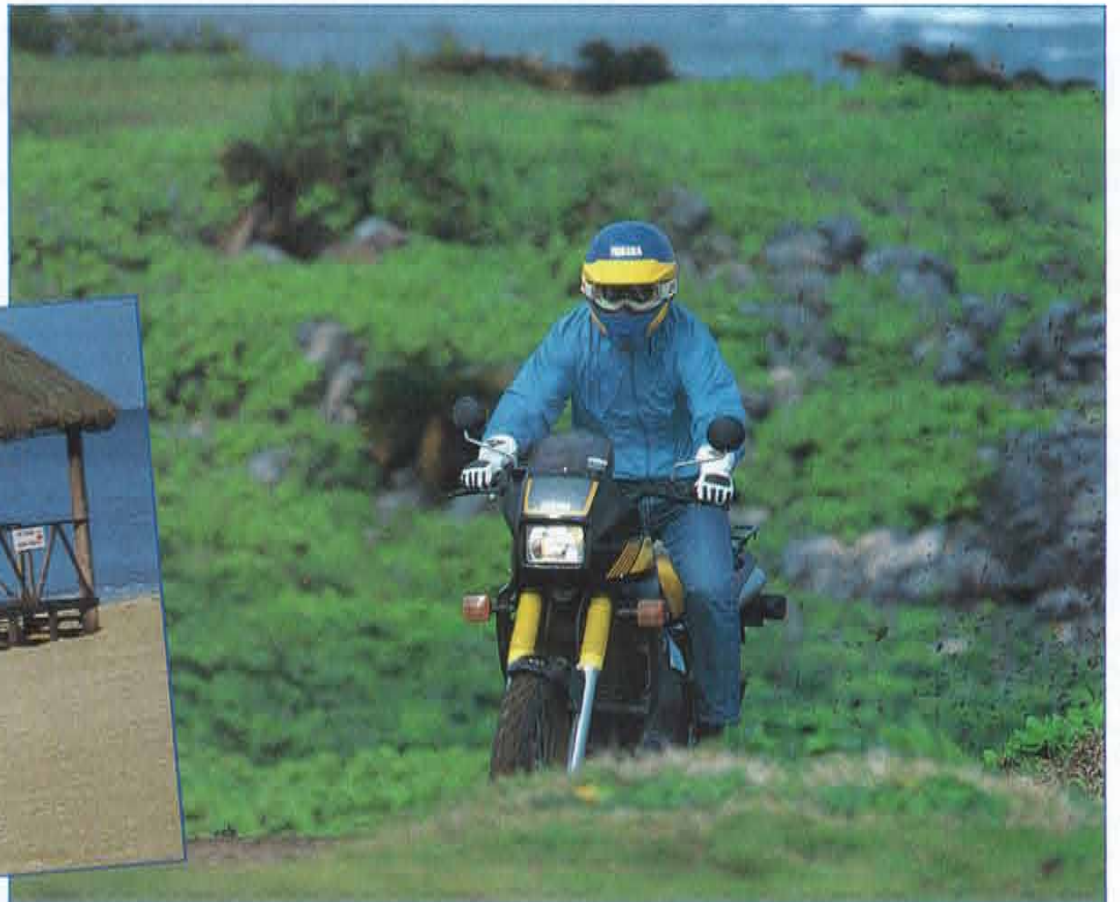
Being a producer of yachts, boats and a wide range of other marine products, it is Yamaha Motor's pleasure to help sea-lovers everywhere fulfill their longings for the true adventure and romance that the sea offers. By supporting and working for the success of this memorable race, we will be helping to realize the dreams of yet another group of dedicated yachtsmen.

## New model test-touring on southern island in Japan

**T**o correspond with the release of its exciting new models, TDR250, XV250 Virago and the BW'S scooter for the Japanese market, Yamaha Motor treated the press and its customers to a series of "monitor touring" runs on Japan's southern island, Okinawa. First to enjoy touring with the new models on this South Sea paradise were a jet tour of motorcycle journalists from January 19 to 21. Then, from February 5 to March 13, six groups of general users were given a chance to try out the new Yamahas.

The purpose of these tours, of course, is to get the public to ride these new models and experience their quality and distinctive characteristics first hand. And, already the results are beginning to be seen, as the reputation of these new bikes starts to spread by way of the journalists and users who

have taken part in the "monitor touring" events.



## An FRP Diving Boat for a South Sea Island

**L**ast March, Yamaha Motor received an order from Yamaha Recreation for a 15.1 meter catamaran-type diving boat to be used at the Haimurubushi recreation facility on an island in the South China Sea. In December of last year work was completed at Yamaha Gamagori Mfg. and the boat was shipped to its new home.

Named the "Kubama", this boat is a reflection of the recent scuba diving boom in Japan, and was designed to be an attractive boat that would enable easy diving with an extra bit of class. Fit to be called "the definitive diving boat", it features fresh new styling, a comfortable ride and generous outfitting for carefree, enjoyable diving.

## A helmet that makes motorcycling more fun

**A**s a creative answer to ever-diversifying user needs, Yamaha Motor released a revolutionary new helmet on the Japanese market on March 1 the "Yamaha System Helmet SA". This helmet is designed so that the shield and mouth-guard portion can be opened up by a ratchet action. Also, by changing to the alternate shield piece, this helmet becomes an open-face type helmet.



For the Japanese market

