

YAMAHA MOTOR NEWS 1988 No.5



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Yamaha Motor Soccer Team Wins Japan League Championship

UNDEFEATED AGAINST TOP-RANKING TEAMS



JAPAN LEAGUE CHAMPIONSHIP

With a record of 12 victories, 10 ties and no losses, the Soccer Club of the Yamaha Motor Company won the 23rd Japan Soccer League Championship for the first time since the team was established in 1972.

The Japan Soccer League is comprised of first and second leagues and several sub-leagues. The first league, composed of the top 12 teams in Japan, battles it out for the championship every year.

The YMC Soccer Club clinched the championship on May 8 by beating the Mazda team 1-0, with two games left to play in the series. The formidable teams in the first league clubs which the YMC Soccer Club overcame include NKK Corp. (Nippon Kokan) and Mitsubishi Heavy Industries, Ltd. which placed second and third respectively, as well as Nissan Motor Co., Ltd., the Yomiuri Soccer Club, Yanmar Diesel Engine Co., Ltd., The Furukawa Electric Co., Ltd., Honda Motor Co. Ltd., Fujita Corporation, Sumitomo Metal Industries, Ltd., Mazda Motor Corporation and Toyota Motor Corporation.

Last season, the YMC Soccer Club had a great defensive team, but its offense was a bit weak and the team could not score well. To solve this problem and strengthen the team, the group and individual training systems were enhanced, and the team toured Europe and other areas to play against strong competition.

For the YMC Soccer Club, this was their second of the two big Japanese titles. YMC won the other big title, The Emperor's Cup All Japan Championship, five years ago.

(For more details, see P.7)



From left to right in white uniform are Santos, Adilson and Andre. As expected, this Brazilian trio brought in to bolster the team's offensive game, dazzled spectators with their performances.



YMC President Mr. Eguchi congratulates the victorious 11.



The members of the YMC Soccer Club celebrate winning the Japan League Championship.



Team members at the league awards ceremony. Manager, Mr. Konagaya who won the "Best Manager Award", addresses the guests. At the extreme left is Mr. H. Nagayasu, Managing Director of YMC and next to him is Mr. R. Sugiyama, Head Manager. Other awards that went to Yamaha players included "Rookie of the Year" and "Best Goal Keeper".



Special Coach Mr. Wilson Fernando Rizatto, former coach of the ESPORTE CLUBE XV DE NOVEMBRO DE JAU, a professional club in Sao Paulo. He also has a high reputation for excellence in raising young players into top-level competitors.



Minister Mr. Paullada shaking hands with YMC President Mr. Eguchi.

MEXICAN MINISTER OF FISHERIES VISITS YMC

On May 20, the Mexican Minister of Fisheries, Mr. Pedro Ojeda Paullada and his wife visited the engine factory of YMC and Sanshin Industries. This visit followed the Minister's official visit to Japan between May 12 and 19. Since the establishment of the joint venture company IMEMSA in 1974, YMC has been working with the cooperation of the Mex-

ican government and fishery officials to realize the domestic production of quality small-scale FRP fishing boats. Now after 14 years, the number of boats built and sold there is about to top the 10,000 mark. We hope that the Minister's recent visit was a chance to see what kind of corporation Yamaha Motor is and what ideals its employees hold for their daily work and for the future.

WINNING ACCLAIM ON THE SEA AND IN THE EXHIBITION HALL

Let us share with you a pair of photos we received recently from Thailand; one from the land and one from sea. The first photo shows an exhibition of Yamaha motorcycles, boats, outboards and multi-purpose engines at the Bangkok Motor Show held between April 26 and May 2. The photo gives you a good idea of the kind of intense interest visitors showed in the Yamaha motorcycles. The second shows a speed boat cutting the waves at full speed powered by a Yamaha outboard. Boats prepared by Thai Yamaha outboard distributor, Siam Pattaya Co., Ltd., won first prize in the scooter model, sports 85hp and formula 150hp model outboard classes of the Singha Beer Marine Grand Prix Speed Boat Racing at Pattaya.



THAILAND

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.



YAMAHA ATVs TOPS IN BOTH PLEASURE AND COMMERCIAL FIELDS

Two of Yamaha Motor's ATV models have been chosen as "ATV of the year" in the U.S.A. The first of these awards went to the Terrapro which is equipped with the PTO (Power Take Off) system. Readers of "Farm Industry News" voted the hard-working Terrapro as the "Top Product of 1987" award. Another coveted industry award came from ATV Sports magazine. Prior to the awards ceremony held on April 22, editor Bruce Simurda pronounced the Blaster his magazine's choice as "ATV of the year". He said that with the Blaster Yamaha succeeded in producing an amazingly fun and sporty ATV at nearly half the cost of a typical 250cc racer, while delivering almost the same performance potential as a 250 racer. The Blaster is a sports/pleasure model while the Terrapro is intended for farm and other commercial uses. The fact that these Yamahas claimed top honors in both of these competitive fields is one more proof of the high level of technical excellence achieved in all Yamaha motor products.



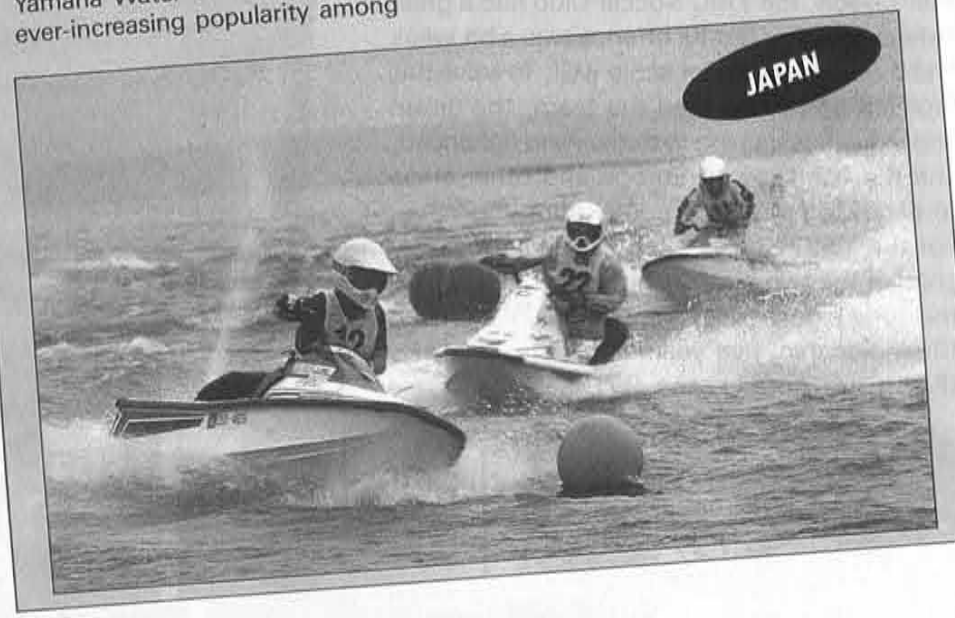
U.S.A. US business staff and Japanese development staff have their pictures taken with their award plaques.



A TASTE OF SPEED ON WATER VEHICLES

How far can you race your Water Vehicle in one hour? This was the point in contention at the Water Vehicle endurance race held on May 15 on Lake Biwa, Japan's largest lake. Yamaha Water Vehicles are enjoying ever-increasing popularity among

marine sports fans. And, on this day, more than thirty owners turned out to ply their skill and their machines in an all-out contest of speed on the water. The winner managed to complete 54 laps of the 700 meter race course.



JAPAN

OVER TWO DECADES AS GP RACER AND DEVELOPMENT TEAM RIDER

The day before the 4th round of the Japanese Road Race Championships on April 24, Hiroyuki Kawasaki, better known to Japanese fans as "Shake-san" called a press conference to announce that this race would be his last. For 23 years "Shake-san" has been one of Japan's top riders, representing his country in World GP racing and working as a developmental rider for numerous works machines. Answering questions about his long and illustrious career, he said his fondest memory was his 3rd place finish in the '83 Austrian GP. His job as a works machine test rider was also a rewarding part of his career, and of all the bikes he worked on he feels the World GP-winning '86 YZR500

was the greatest. In the future, "Shake-san" hopes to use his experience as an advisor to aspiring young riders.



JAPAN

After finishing 5th in his final race, Kawasaki takes a slow victory lap without helmet, to the applause of admiring fans.

THE OFF-SEASON IS BIKING TIME FOR THIS WORLD CHAMP

When summer comes around, Swedish Olympic Gold Medal winner Torgny Mogren takes a well-deserved rest from competition. And, as he continues his basic training program, he also enjoys getting out on his Yamaha BW200. This bike, by the way, was a prize he won in an open ski race in Sweden, competing against top skiers like Gunde Svan and Thomas Wassberg.

Now a highly proficient off-road rider, Torgny often goes on long jaunts in the forests near his home in northern Sweden.

"I think the BW200 is a great fun bike, but once I have mastered it I want to become a star on a real enduro race bike", said the popular skier to Yamaha Motor News. A keen motorist, Torgny also enjoys driving an open Porsche that he restored by himself.



Besides being an active professional skier, Mogren finds time to enjoy his Yamaha BW200.

SECOND TÉNÉRÉ OWNERS MEETING

Blessed with beautiful weather, the second Ténéré owners meeting convened on May 8 and 9 in West Germany. As a testament to the Ténéré's outstanding popularity especially in the European market, over 300 owners converged on this year's meeting in Worms from Holland, Switzerland, Belgium as well as all parts of West Germany. This turnout more than doubled last year's attendance mark. This year's meeting in the beautiful natural setting of a campground in the town of Worms seemed to have twice the fun, as well. And once again, a growing community of proud Ténéré fans had a chance to make new friends and tell their favorite tales in an atmosphere of bike-loving camaraderie.



YAMAHA'S 12TH ALBO D'ORO VICTORY

ITALY

Belgarda-sponsored Fabrizio Pirovano won the first round of the Italian Superbike Championship on his FZR750.

The race was the internationally famous Albo D'Oro 200 mile race, an event that has been won in the past by such famous Yamaha stars as Giacomo Agostini, Johnny Cecotto, Kenny Roberts and Eddie Lawson. Pirovano's victory brings Yamaha's record to an impressive 12 wins at Albo D'Oro since 1972.

BIKE TOURING FOR FOREIGN STUDENTS

JAPAN

The Yanagawa International Youth Lodge in Fukuoka Pref., Kyushu serves as a center where foreign students studying in Kyushu can gather to enjoy themselves through a variety of planned events or just to find a compassionate ear for their problems. Recently, the Lodge organized

a once-around-Kyushu motorcycle tour for foreign students and technical trainees living in Kyushu. The participants included 8 people representing the countries of Thailand, Peru, Pakistan, China and the U.S.A. and 7 local Japanese. Everywhere they stopped, the group was given a warm welcome, making for a small but significant contribution to international friendship and understanding. By lending the TDR250, XV250 Virago and TW200 models used on the tour, Yamaha feels it has given these students another fond memory to take home when their studies have ended.



NATIONWIDE CAMPAIGN FOR A NEW 80CC MOTORCYCLE

From April 4 to 15, Dawood Yamaha conducted a nationwide campaign to launch its new "YB80 Special" motorcycle. At exhibition halls in Karachi, Hyderabad, Multan and Lahore dealers and service mechanics gathered to hear explanations of the product and market introduction plans and to testride the YB80 Special for a firsthand experience of its performance qualities.

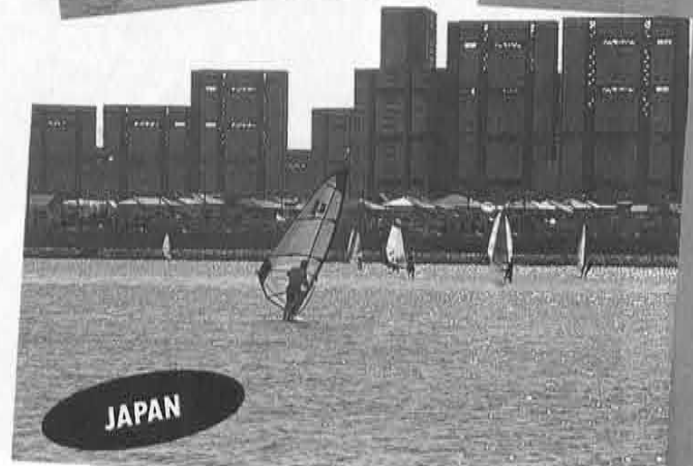
Until now, the motorcycle market in Pakistan has been constituted mainly of the 100cc Yamaha YB100 and a 70cc model. The introduction of this new 80cc model marks a venture into a promising new capacity range.

The roughly 350 representatives who turned out to access the new YB80 were satisfied with the campaign and gave the bike consistently high marks for product quality and market potential.



ON THE OPEN SEAS, AND ON THE BEACH, IT'S A WONDERFUL WORLD OF MARINE SPORTS

On May 8, a Marine Carnival was held at Nishinomiya near Osaka. Nishinomiya is well-known as a marine sports mecca for western Japan, and the Marine Carnival that took place here was organized with the aim of enticing more of the general population to get a closer familiarity with marine sports such as yachting, boating, boardsailing, Water Vehicles, etc. in a market which is demonstrating a steady growth nationwide. On carnival day the sea off Nishinomiya was arrayed with cruiser and dinghy races, Water Vehicle, sailboard and yacht testride events, while on the beach, visitors browsed among displays of marine goods and other attractions. Yamaha gave its full cooperation in both the planning and execution of this carnival with the purpose of providing a chance for as many people as possible to familiarize themselves with marine sports as they enjoyed a full day of fun on the beach and on the waves.



NEVER LOSE SIGHT OF THE BASICS

You might think a program most basic doesn't seem to most important

"Bike Freak '88" in Japan

"Let them see, let them touch and let them ride". There is no easier or better way to get people to find the bike they want and make a purchase. Every spring when Yamaha Motor Company introduces its new model line-up, this most basic of all sales promotion activities is employed in the form of a thorough, nationwide program of display and testride events. In the days when YMC was seeking to establish its brand name, these display and testride events were called "Yamaha Festa". During the high-growth period of the scooter boom the name was changed to a "One-day Department Store of Bikes", and a few years ago the main target shifted to sports model users and the name changed once again to "Bike Freak". But, even though the sales policies and target users may change, the basic concept behind these events has remained in tact for over 15 years. Also, under a very similar concept, a "Road Show" campaign is held in Europe and an "Open House" in Canada and Oceania. The key points to these successful Yamaha display and testride events are;

1. To hold them consistently every year.
2. To make a unified, nationwide announcement of the events through motorcycle magazines and to conduct the campaign under a unified program on a nationwide level along with a series of local level events.

Help users in the proper recognition of product qualities

In Japan, motorcycle demand reaches its peak in the months of March, April and May every year, and it is not an exaggeration to say that the whole year's business is decided during this period. Therefore, it is at this time that retail shops should focus their biggest sales promotion efforts. However, it is too much to expect each shop to prepare a line-up of all the different models in sufficient numbers to properly introduce them to the users in their shop area.

For this reason, the local branches of the Yamaha Sales Companies throughout the country organize the annual "Bike Freak" campaign in the following way;

1. The sales company reserves a sufficiently large event site and supplies the proper number of each of the models deemed suitable for the local market.

2. The shop informs local users of the event dates and location through direct mail.
3. At the event, users are shown the bikes that suit their needs, given a thorough explanation of product qualities and a chance to testride the bikes to convince them of the bike they want to buy. Then the user is encouraged to conclude a sale or trade-in deal.

110,000 participate in "88 Bike Freak" campaign

The "Bike Freak '88" campaign centered around the dates of April 9 and 10, and was held at 90 locations around the country. During its run, the number of participants exceeded 110,000! That means that 110,000 potential customers saw or touched or rode the new '88 models or did all three.

- Included in the "Bike Freak" campaign is an integrated national level program and a local program that varies by region. This year's national level program consisted of;
1. '88 Yamaha new model testrides
Display and testride events for the FZR400, TZR250, TDR250, XV250 and a special event for the FZR250 just before its release.
 2. New FZR Quiz and Lottery
A quiz and lottery drawing in which customers can win original new FZR goods.
 3. Souvenirs for event participants
Souvenirs are prepared for all users attending on the event days.
 4. Free coffee service
Through a tie-up with an unrelated industry sponsor, Nescafé, free coffee is served.

Some examples of local programs include Used Bike Fairs (for the selling of used bikes obtained in trade-in sales), Vintage Bike Fairs, outdoor food and refreshment stand corners, displays of Yamaha wear and helmets.

As for the types of facilities used for the event, they include;

- Specially prepared halls within Sales Company branch offices
- Entrance areas of department stores
- Driving schools
- Parking lots
- Motor sportslands
- Roller skate rinks

Let us introduce through photos, here, some of the ways actual events took shape at the different sites.

DEPARTMENT STORE ENTRANCE



•The front of a department store main street gives you access to cross section of general consumer

•This line-up of 150 motorcycles, formed an interesting contrast that by. Many were the family that vintage bikes.



DRIVING SCHOOL



•At the registration area participants line up for a chance to testride the different types of bikes. To the great satisfaction of the participants, this site featured an outside loop course with an "S" curve that they were allowed to lap three times.



•While waiting their turn on course, participants fill out questionnaire. Anxious for their turn to model, many don't even bother their helmets.

•The main event of "Bike Freak" is, of course, the testrides. For this reason, a driving school with a training course makes an ideal event site.

say that the "Bike Freak" consists of nothing more than the promotional activities. But that mean it can be taken lightly. It may be the obvious but it is also the important.

CE

•Bikes are also displayed naturally and tastefully inside the store and entrance corridors. In all, over 5000 people visited this "Bike Freak" event held in front of a department store.



From vintage bikes to the latest models, drew many a second glance from passers-by to take a closer look at the row of



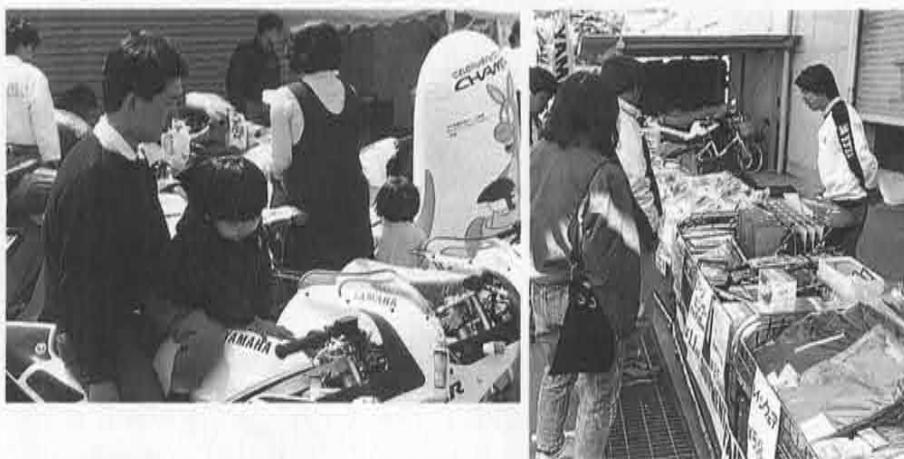
•Next to the registration area is an accessory corner. On display is the recently released dual-function "Yamaha Helmet SA", which converts into either an open-shield or jet type, and other Yamaha-original wear.

the testride question- in the next to take off



SPECIALLY PREPARED HALL WITHIN SALES COMPANY OFFICE FACILITY

•As opposed to borrowing another site, holding the event within one's own office facility has the convenience and carefree atmosphere of a party at home. Although space may be limited, you are free to set up different types of booths wherever you choose. At this event a wear and helmet display and sale booth, a raffle booth, a used bike sale and a fried noodle stand were set up to make it an enjoyable event for family groups as well.



•Most young men come to the event with the sole purpose of testriding the new sports models. For them it has been an enjoyable day of true "seeing, touching and riding".



•Holding their own against the sports models in terms of popularity are the scooters. Scooter popularity spans all market sectors without regard for age or sex.

•Most people love a lottery, especially when they draw a nice prize.



We thought it would be a good idea to let you hear some of the most frequently encountered comments by both the users who attended and the dealers who took part in the recent "Bike Freak" campaign.

We're going to ride them!

The new Yamahas



•"I just got my driver's license the other day. But even before, I was working hard to save up money, and every night I went through the pages of the motorcycle magazines trying to decide which bike to buy. That is where I found out about "Bike Freak". It gave me a chance to ride the bikes I had been considering and compare them. Who could ask for a better opportunity than that!"

•"I have a friend who is involved in racing with production models, and he convinced me to get into it too. I came here today to try out the new TZR250. The TZR250 was great, but I was even more impressed by the new FZR400. I thought I was a complete believer in 2-strokes, but now all of a sudden I've become a 4-stroke fan. "Bike Freak" is a chance to make some really new discoveries!"



We're going to sell them!

The new Yamahas

•"There is no way that a single dealer could ever get together this many machines for a testride event, so I sent the word to all my regular customers. And, I see almost all of them here today."

•"Since the event site was in front of a department store we planned activities that could involve the whole family. We used the back of the model information fliers as drawing space for a "Draw your Mother's Face" contest. Getting the children and mothers to know about our shop was an important success in itself."

•"For the user, getting on a bike and riding it yourself is a far more reliable source of information than just reading impressions in a motorcycle magazine. "Bike Freak" is the best chance of all to do exactly that. So I made sure all my customers knew about this event."

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

MY53

The Motor Yacht MY53, crowning the line of Yamaha powerboats

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 issue we will take a look at a brief history of Yamaha Motor's powerboats, starting with its runabouts and leading up to the motor yacht MY53.

THE 1960s

YAMAHA MARINE DIVISION ESTABLISHES ITS BASE

It was in the year 1960 that YMC first began production of FRP boats. In July of that year, Yamaha Motor introduced two models, a catamaran CAT21 and a runabout RUN-13. YMC, anticipating the future development of the marine pleasure market in Japan, had undertaken research and development of FRP as a new material suitable for boats in cooperation with Nippon Gakki (presently Yamaha Corporation). And, in that same year another model, called the UT-11, was built to be released in conjunction with the P-7GK, YMC's first outboard motor model based on its proven motorcycle engine technology.

In this way, 1960 witnessed the birth of a group of products that were to become the foundation for the building of YMC's Marine Division. The following year, 1961, saw the release of several new models in its catamaran and runabout series. That same year, a CAT 21 won the inaugural "Tokyo-Osaka Motorboat Marathon", a boat race covering 1000Km along the Pacific coast of Japan. Then in 1962, it was a Yamaha "Stripe 18" that claimed victory in the "Second Osaka-Tokyo Motorboat Marathon", over a reverse course from the first holding, and gave YMC a big boost in both confidence and recognition for its boat-building expertise.

By the time of the holding of the first Tokyo International Boat Show that same year, YMC's Marine Division had progressed to the point where it could display a range of nine powerboats, a rowboat, a scull and two outboard motor models. Meanwhile, in the same year Yamaha Motor was also making its initial step into the sea fishing market with the first of its "Fish series", the "Fish 14" designed specifically to deliver the functional qualities a sports fisherman demands.

Then, in 1964, in answer to the exceptional popularity of the custom version of the STR (Stripe) 18 released the year before, YMC began to introduce production models of new sports type and cruiser type STRs.

These models were later followed by a large number of variations of the STR series, making it one of the representative product lines of the Yamaha brand.



THE 1970s

A PERIOD FOR EXPANDING AND ENRICHING THE LINE-UP

The 70's became the era of peak popularity for the STR series. In this decade over 20 models ranging from 14 to 43 feet were introduced.

In contrast to this STR series dedicated almost exclusively to the pursuit of running performance, an FC (Fishing Cruiser) series was introduced in 1971 which stressed functional excellence as a fishing craft while also boasting high performance standards as a cruiser. And, in 1974, the SC (Salon Cruiser) series was unveiled. Being comparatively large in footage, these boats emphasized livability and completeness in their interior appointments.

Meanwhile the more or less introductory-level small series catamaran, trimaran and HIF (Hi-Flex) models gradually gave way

to the Passport series.

All in all, the 70's was an extremely active decade for Yamaha Marine Division, which also saw the development of a prolific line of outboard motors and marine diesel engines.

Underscoring the scale of this productivity were the facts that in 1978 Yamaha's total production of powerboats, sailboats, fishing boats and open-deck type utility boats topped the 200,000 unit mark, while the total production of outboard motors surpassed the one million mark.

THE 1980s

THE AGE OF PERFORMANCE DIVERSIFICATION AND UPGRADING

Entering the 80s, Yamaha turned its attention to the sport fishing field, strengthening its Fish and FC series and adding the

PC (Pacific Cruiser) 30, a boat that featured a marvelous combination of richly appointed living facilities and luxurious trolling performance, and in '87 introducing the "Tackle" series with its accent on highly functional fishing capabilities. Also, 1984 brought the release of the SR series for enjoying marine recreation with family and friends, and, in 1986, the LS series. Then came the "Star Ace" in 1987, which gained immediate popularity as an excellent introductory model for marine sports, adding still another dimension to Yamaha's expanding line-up of products. And finally, in February of this year, a model that can be thought of presently as the pinnacle of Yamaha's boatmaking, which began with a simple runabout and has progressed into an abundant and diverse powerboat line-up, a motor yacht called the MY53 was unveiled at the Tokyo International Boat Show to unprecedented acclaim.

In addition to use as a personal yacht, the MY53 is appropriately outfitted to serve as a floating conference room or party lounge for corporations, officials and other organizations. This is a motor yacht that can truly be considered the culmination of YMC's most advanced know-how and technology. While maintaining the outstanding running performance for which Yamaha powerboats are famous, the MY53 provides luxurious and abundant space of the kind that makes for gracious entertaining and parties or efficient and productive meetings and conferences.

Even since the founding of its Marine Division, YMC has continuously striven to build products that realize the dreams of its customers as they bring man and the sea together in a fulfilling and joyous relationship. This is a commitment that we will continue to cherish and build in the years to come.



CAT21 entering Osaka Bay at the end of the "Tokyo-Osaka Motorboat Marathon".



STR18 displayed at the '62 Tokyo International Boat Show.

WORLD CHAMPIONSHIP MOTOCROSS 250cc CLASS

Van den Berk, riding well in the lead

Last year's 125cc Motocross World Champ, John van den Berk of the YMENV Team, is making a brilliant run this year for the 250cc title.

In the third round in Italy on May 1, Van den Berk's impressive overall victory moved him into first place in the point standings. He followed this performance with a 4th place finish at the 4th round in Czechoslovakia and an overall win at the 5th round in Britain. The 6th round saw Rob Herring (Mitsui Machinery Sales Team), Van den Berk and Italy's Michele Fanton finish 1, 2, 3 to complete a Yamaha sweep. Due to a mischoice of tires, Van den Berk finished a disappointing 8th overall at the 7th round held in Germany on June 19, but this still left him a formidable 43 points ahead of second place runner R. Smith (Suzuki).

Let's hope he maintains this great momentum for the rest of the season.



From right; Fanton, Van den Berk and Herring at 6th round in Belgium.

WORLD CHAMPIONSHIP POSITIONS AFTER 7 ROUNDS

250cc class

1. A. Pons	Honda	99 pts.
2. J. Garriga	Yamaha	98 pts.
3. J. Cornu	Honda	78 pts.
4. D. Sarron	Honda	68 pts.
5. R. Roth	Honda	65 pts.
6. L. Cadalora	Yamaha	59 pts.

'88 WORLD CHAMPIONSHIP MOTOCROSS

125cc class

4th round - Austria - May 1

Overall

1. D. Stribbos	Cagiva
1. J-M Bayle	Honda
3. P. Tragter	Honda
4. M. Contini	Cagiva
5. M. Healy	Cagiva

5th round - Spain - May 8

Overall

1. J-M Bayle	Honda
2. D. Stribbos	Cagiva
3. M. Healy	Cagiva
4. M. Kouki	Yamaha
5. C. Maddii	Honda

6th round - Portugal - May 15

Overall

1. D. Stribbos	Cagiva
2. J-M Bayle	Honda
3. P. Tragter	Honda
4. M. Contini	Cagiva
5. G. Jobe	Honda

7th round - Czechoslovakia - May 29

Overall

1. D. Stribbos	Cagiva
1. C. Maddii	Honda
3. G. Jobe	Honda
4. A. Lejune	Honda
5. A. Puzar	KTM

8th round - Germany - June 12

Overall

1. D. Stribbos	Cagiva
2. J-M Bayle	Honda
3. M. Contini	Cagiva
4. G. Jobe	Honda
5. M. Healy	Cagiva

WORLD CHAMPIONSHIP POSITIONS AFTER 8 ROUNDS

1. D. Stribbos	Cagiva	275 pts.
2. J-M Bayle	Honda	252 pts.
3. P. Tragter	Honda	148 pts.
4. G. Jobe	Honda	130 pts.
5. C. Maddii	Honda	96 pts.
6. M. Contini	Cagiva	95 pts.

250cc class

3rd round - Italy - May 1

Overall

1. J. van den Berk	Yamaha
2. P. Vehkonen	Cagiva
3. R. Diepold	Kawasaki
4. R. Ryan	Honda
5. J. Whatley	Suzuki

4th round - Czechoslovakia - May 15

Overall

1. R. Diepold	Kawasaki
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2. R. Smith	Suzuki
3. J. Whatley	Suzuki
4. J. van den Berk	Yamaha
5. G-J van Doorn	Cagiva

5th round - U.K. - May 29

Overall

1. J. van den Berk	Yamaha
2. J. Whatley	Suzuki
3. R. Smith	Suzuki
4. P. Johnsson	Yamaha
5. M. Fanton	Yamaha

6th round - Belgium - June 5

Overall

1. R. Herring	Yamaha
2. J. van den Berk	Yamaha
3. M. Fanton	Yamaha
4. P. Vehkonen	Cagiva
5. R. Smith	Suzuki

7th round - Germany - June 19

Overall

1. P. Vehkonen	Cagiva
2. R. Diepold	Kawasaki
3. G-J van Doorn	Honda
3. M. Fanton	Yamaha
3. P. Dirx	Honda

WORLD CHAMPIONSHIP POSITIONS AFTER 7 ROUNDS

1. J. van den Berk	Yamaha	207 pts.
2. R. Smith	Suzuki	164 pts.
3. J. Whatley	Suzuki	159 pts.
4. P. Vehkonen	Cagiva	136 pts.
4. R. Diepold	Kawasaki	136 pts.
6. M. Fanton	Yamaha	116 pts.

500cc class

3rd round - Sweden - May 8

Overall

1. J. Vimond	Yamaha
2. E. Geboers	Honda
3. D. Thorpe	Honda
4. K. Nicoll	Kawasaki
5. K. van der Ven	KTM

4th round - Finland - May 15

Overall

1. E. Geboers	Honda
2. I. Vehkonen	Honda
3. D. Thorpe	Honda
4. K. Ljungqvist	Yamaha
5. Jacky Martens	KTM

5th round - Germany - June 5

Overall

1. E. Geboers	Honda
2. D. Thorpe	Honda
3. K. Nicoll	Kawasaki
4. B. Liles	Kawasaki
5. Jacky Martens	KTM

6th round - Italy - June 12

Overall

1. D. Lacher	Honda
2. E. Geboers	Honda
3. J. Vimond	Yamaha
4. D. Thorpe	Honda
5. H. Carlqvist	Kawasaki

WORLD CHAMPIONSHIP POSITIONS AFTER 6 ROUNDS

1. D. Thorpe	Honda	180 pts.
2. E. Geboers	Honda	176 pts.
3. K. Nicoll	Kawasaki	158 pts.
4. J. Vimond	Yamaha	101 pts.
5. K. van der Ven	KTM	93 pts.
6. K. Ljungqvist	Yamaha	83 pts.

'88 FORMULA TT WORLD CHAMPIONSHIP SERIES

Opening gun sounds at Sugo

The first round of this season's TT Formula World Championship was held from May 13 to 15 at the Sugo Circuit. A gallery of 32,000 fans gathered for the final race to watch Yamaha star Kunio Machii (YZF750) steal the early lead followed by a closely-packed group of Noboru Miura (Honda), Shoji Miyazaki (Honda), Peter Goddard (Suzuki). The race gradually developed into a head-to-head dogfight between Machii and Miura until Machii went down on the "S" curve of lap 41, leaving Miura to snatch an easy victory. Another Yamaha hopeful, Michael Dowson of Australia



(YZF750) caught up to the lead group after a late start, but unfortunately was forced to retire due to a crash on lap 5.

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RESULTS

1. N. Miura	Honda
2. T. Sohwa	Kawasaki
3. S. Miyazaki	Honda
4. M. Saito	Yamaha
5. S. Kato	Yamaha
6. T. Arata	Yamaha

RESULTS

'88 WORLD CHAMPIONSHIP ROAD RACING

5th round - Italy - May 22

500cc class

1. E. Lawson	Yamaha
2. W. Gardner	Honda
3. W. Rainey	Yamaha
4. K. Schwantz	Suzuki
5. K. Magee	Yamaha

250cc class

1. D. Sarron	Honda
2. A. Pons	Honda
3. J. Garriga	Yamaha
4. M. Shimizu	Honda
5. L. Cadalora	Yamaha

6th round - Germany - May 29

500cc class

1. K. Schwantz	Suzuki
2. W. Rainey	Yamaha
3. C. Sarron	Yamaha
4. E. Lawson	Yamaha
5. K. Magee	Yamaha

250cc class

1. L. Cadalora	Yamaha
2. A. Pons	Honda
3. J. Garriga	Yamaha

4. D. McLeod	EMC
5. R. Roth	Honda
6. M. Wimmer	Yamaha

7th round - Austria - June 12

500cc class

1. E. Lawson	Yamaha
2. D. de Radigues	Yamaha
3. W. Rainey	Yamaha
4. K. Schwantz	Suzuki
5. P-F. Chili	Honda
6. K. Magee	Yamaha

250cc class

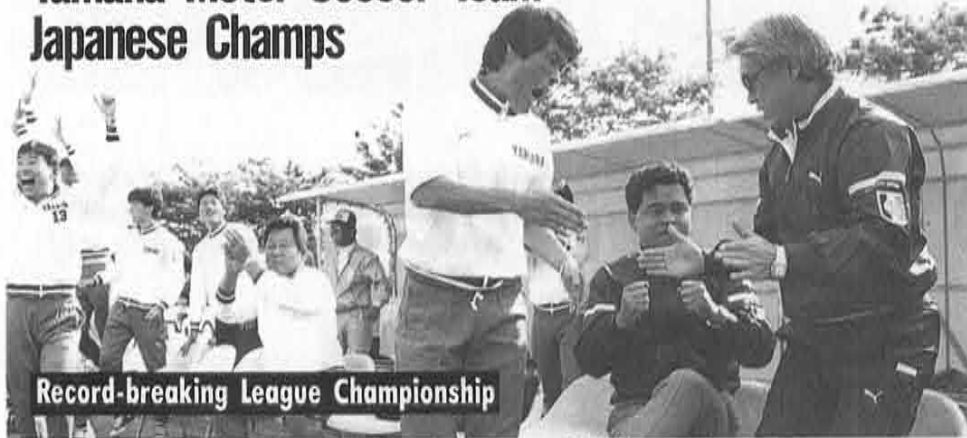
1. J. Cornu	Honda
2. R. Roth	Honda
3. J. Garriga	Yamaha
4. D. Sarron	Honda
5. A. Pons	Honda

WORLD CHAMPIONSHIP POSITIONS AFTER 7 ROUNDS

500cc class

1. E. Lawson	Yamaha	125 pts.
2. W. Rainey	Yamaha	97 pts.
3. W. Gardner	Honda	85 pts.
4. K. Schwantz	Suzuki	77 pts.
5. K. Magee	Yamaha	76 pts.
6. N. Mackenzie	Honda	60 pts.

Yamaha Motor Soccer Team Japanese Champs



Record-breaking League Championship

From right; Mr. Sugiyama, Mr. Konagaya and Mr. Ishikawa, coach.

In the 16th season since its establishment in 1972, the Yamaha Motor soccer team reached the pinnacle of Japanese league soccer. After a disappointing 10th place finish last season, Yamaha went all-out to restructure and strengthen its team. Moving last year's manager and former Olympian, Ryuichi Sugiyama, into the position of Head Manager and assistant manager Konagaya to the position of manager, a professional coach from Brazil, Mr.

Wilson Fernando Rizzato was brought in to help strengthen the team's instructional staff. The player roster was also reinforced by the addition of veteran Brazilian players Antonio Carlos Andre and Adilson Luiz Anastacio and a promising young talent, Ademir Vieira dos Santos. Prior to the October opening of the season, the team ventured to Europe to gain valuable experience playing against top-level professional and amateur teams in Belgium, Holland and France. Pre-season

matches were also held against Korean pro teams.

Trained and revitalized, Yamaha went into the new season with a determined feeling that this would be their year. And that feeling translated into a season kickoff of three consecutive wins against Mitsubishi, Fujita and Furukawa. What a contrast to the previous season, when a hapless Yamaha team set a league record by going scoreless in its first seven matches!

This year, however, Yamaha kept up its winning ways throughout the season, setting a new league record of only 10 allowed goals, 4 less than the previous mark, on the way to the championship. This outstanding defensive effort was matched by the aggressive goal-getting

of Andre, Adilson and the rest of the offense, and the team finished with an undefeated season record of 12-10-0. This record broke another league record for consecutive games without a loss (18) by four games.

The climax to this year's record-breaking season came at the May 8th match against Mazda, where Yamaha clinched the title with two games still remaining. Overcome with joy, the team gathered to throw Managers Sugiyama and Konagaya into the air one after another in a spontaneous show of elation and team spirit. Next season the team is determined not only to maintain its winning streak but also to play an even bigger role in Yamaha's efforts for international friendship and understanding.

RESULTS

	Points	Wins	Draws	Losses	Goal for	Goal against	Goal difference
1 Yamaha Motor	34	12	10	0	27	10	17
2 NKK Corp.	30	13	4	5	25	13	12
3 Mitsubishi	29	12	5	5	27	15	12
4 Nissan	25	10	5	7	27	20	7
5 Yomiuri Club	24	8	8	6	23	17	6
6 Yanmar	24	7	10	5	22	19	3
7 Furukawa	21	6	9	7	17	16	1
8 Honda	20	6	8	8	19	22	-3
9 Fujita	18	6	6	10	16	20	-4
10 Sumitomo Metal	15	5	5	12	17	32	-15
11 Mazda	13	2	9	11	8	18	-10
12 Toyota	11	3	5	14	10	36	-26

A new moped comes off line at MBK

"ZX50" designed and manufactured in Europe for European users

On June 7, a grand line-off ceremony for the ZX50 was held at the St. Quentin factory of France's MBK Industrie. At the same event, the company displayed a pre-production model of the DT50R which has been in development along with the ZX50 and will soon be completed. The ZX50 is the first fruit of joint French-Japanese efforts that began over two years ago, when, through a strong impetus on the part of the MBK's stockholders and the cooperation of the French government, YMC assumed the role of managing leadership of the company in May of 1986. In September of that year, 12 Japanese staff were sent to France and, then last year, many French trainees traveled to Japan to receive training at YMC. Of the two new models born of these efforts, the ZX50 bears the MBK brand mark and was released in France in late June.

In contrast the DT50R will wear the Yamaha brand colors and will go on sale in Germany, Belgium, Holland, Norway and Sweden, as well as in France. Attending the line-off ceremony from YMC were Senior Managing Director Mr. T. Hasegawa and Senior General Manager Mr. K. Abe, and from YMENV were President Mr. T. Kimura and Vice President Mr. T. Suzuki, while MBK was represented by President Mr. A. Temkine and Managing Director Mr. H. Ohkawa. A big round of applause rose from the audience as the tape was cut and workers took the first completed ZX50 off the assembly line. These new models that are being developed and manufactured by MBK are the focus of great expectations not only from the staff of MBK itself but from all the MBK and Yamaha dealers and importers throughout Europe.



From left; cutting the tape are Mr. Temkine, Mr. Hasegawa, Mr. Ohkawa and Mr. Kimura



Boats prepared for the testride event await riders.

Yamaha Motor unveils new Stern Drive power

On May 3, Yamaha Motor Corporation USA introduced its 1989 line-up to members of the boating and financial press. The introduction, held at Yamaha Motor's U.S. test facility, revealed that boating enthusiasts in the U.S. and



Canada will be able to buy Yamaha stern drive-powered boats as of this September.

The new stern drive units will be available in a 4.3 liter V6, a 5.0 liter V8, a 5.7 liter V8 and dual-installation, counter-rotating models. For the 1989 boat buying season, Yamaha stern drives will be the specified powerunit on certain models from leading independent boat-builders.

Yamaha Motor's new stern drive incorporates a number of features not found on other brands including a distributorless ignition system with no moving parts and a computer control system that constantly adjusts the timing to assure the best possible performance under all operating conditions.

In addition, it features new multi-function instruments that include such functions as speedometer, trip log, RPM and a built-in auto check to test the instruments before every start.



Outfitting and testing