

# YAMAHA MOTOR NEWS 1988 No.8



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## A grand audience applauds the official opening of YMMC

Gallery buzzing over the first Golfcar for Japanese market



On the Golfcar production line



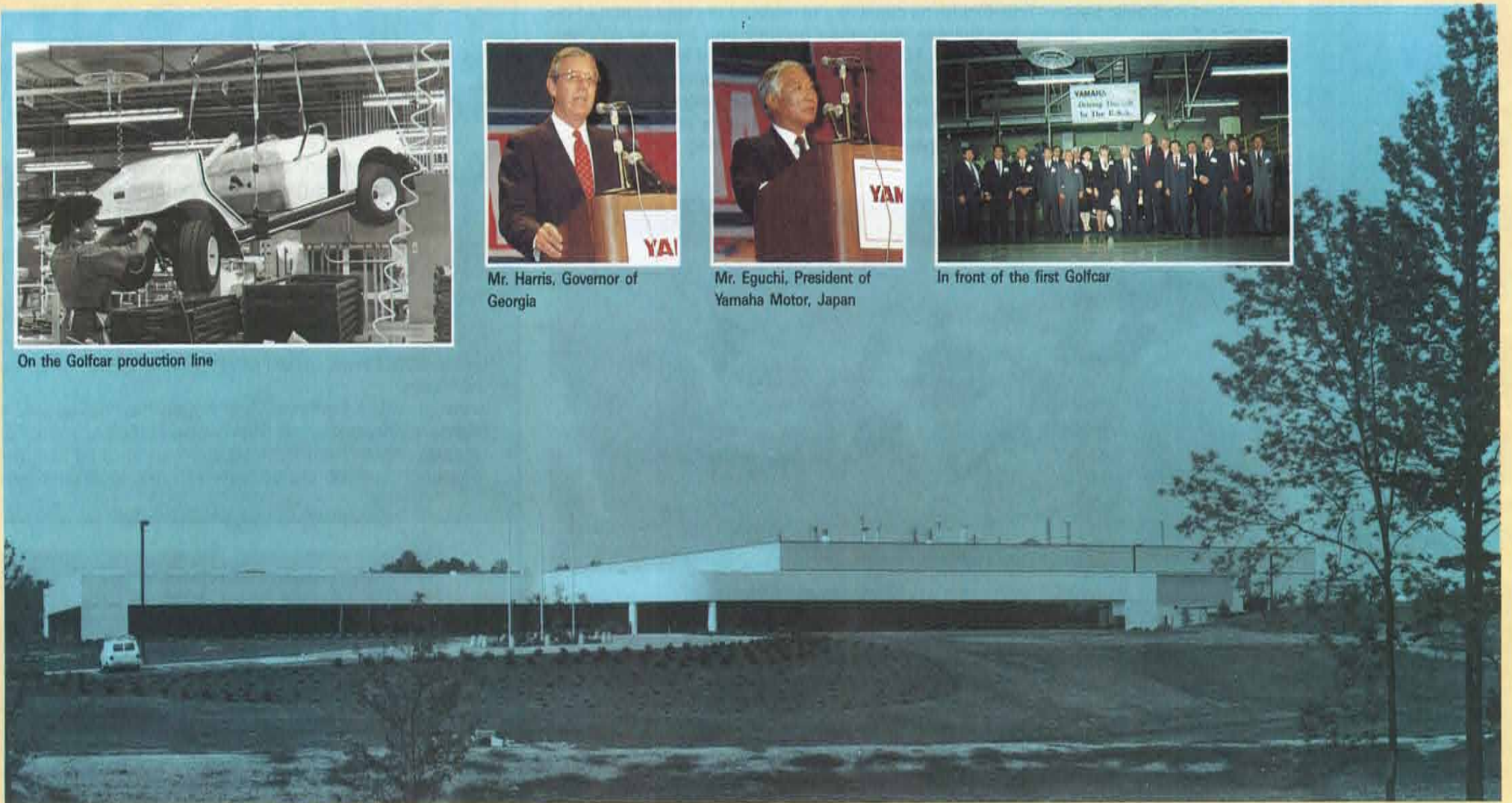
Mr. Harris, Governor of Georgia



Mr. Eguchi, President of Yamaha Motor, Japan



In front of the first Golfcar



Yamaha Motor Manufacturing Corp. of America held an official opening ceremony for its newly completed Yamaha plant in Newnan, a suburb of Atlanta, Georgia and celebrate the line-off of the first Golfcar for the Japanese market at the same time.

Production has already begun at YMMC on a line of gas and electric powered Golfcars mainly for the domes-

tic market, and this opening ceremony was planned to coincide with the completion of the first model for reverse exportation from the USA to Japan.

In addition to Golfcars, the new plant will be producing a line of Water Vehicles, and will eventually employ a total of 375 people by the end of this year. Company plans call for these products to be sold not only in the USA and

Japan, but in Canada and the countries of Europe, as well.

Attending the opening ceremony were approximately 350 people, including the Governor of Georgia, Mr. Joe Frank Harris, local executives and officials and the Japanese Consul General in Atlanta, Mr. Kimura. Representing Yamaha were YMC's President Mr. Eguchi and other executives, YMUS's

YMMC is located about 35 miles south of Atlanta in Newnan, Georgia.

President Mr. Watanabe and YMMC's President Mr. Shimamoto.

The establishment and operation of YMMC is another important step in the ongoing globalization of YMC that is making contributions to local industry and employment worldwide.

## '89 U.S. MOTORCYCLE DEALERS MEETING

### 3000 people converge from all over the U.S.!



The '89 U.S. motorcycle dealers meeting took place this October 18 at the Hilton Hotel in Miami, Florida.

This year's meeting was a grand scale event that attracted 3,000 dealers from all corners of the U.S. as well as a contingent of 25 dealers from Japan's northern island, Hokkaido.

The conference opened with an address by YMC's President Eguchi and a presentation of the '89 business policies by YMUS's President, Ben Watanabe. A multi-vision presentation of the '89



Mr. Watanabe, President of YMUS



line-up followed, and, as expected, new models such as the FZR1000 and FZR600 got the most attention. Also, well received were the YZ series, Virago, Venture, Zuma (BW's) and the Riva scooter series.

All of these models were put on display in the exhibition hall along with other Yamaha products such as the popular ATVs and Lawn tractors.

Meanwhile, a scooter testride event outside drew a large number of enthusiastic participants.

# ATV MINI MEETINGS

Held In 31 Places **USA**

This marks the third year that U.S. dealers have gathered for a series of ATV Mini Meetings around the country. The meetings that were held in 31 places across the U.S. this August focused on;

- Introduction and demo rides for the '89 models (designed to get dealers to come, see, and ride the models first hand)
- Presentation of the '89 sales program

In concept, these Mini Meetings are intended to instill more people with a deeper understanding of the products while encouraging the development of business that deals with the unique needs of each regional market more closely. At this year's face-to-face district meetings, talk centered on the feature products for '89, the Breeze and the YMUS-developed Hydraulic System (HS-6) with its capability to multiply the application of the versatile Terrapro. The Breeze is a full-size, automatic transmission 4-stroke ATV that was developed exactly with the purpose of bringing a fresh breeze of life into the entry ATV market. On the other hand, the HS-6 system has been introduced in a move to strengthen our competitive edge in the utility market by increasing range of adaptability. The mood of these dynamic meetings reflected Yamaha Motor's confidence, as a manufacturer of quality products, to inspire its dealers with a strong commitment to these products.



## YZs LEND A HAND

In Detergent Ad!?

**W. GERMANY**

The picture shown here was taken during the filming of a commercial for a German detergent label. In this commercial two Yamaha YZ motocrossers supplied by Mitsui Maschinen GMBH made a special appearance. The commercial began being broadcasted at the end of the summer, this year.



## YZ250 Takes On OLYMPIC SKI JUMP



Here is another YZ that made the news lately in Germany. Mitsui Maschinen GMBH supported an event that truly tested the limits of human courage and machine toughness. German stunt man, Jürgen Baumgarten was the man with the courage to make a spectacular jump from the Olympic ski jump platform at Innsbruck, Austria, and the Yamaha YZ250 was the machine he chose for the job. Take a look at that angle of decent and the magnificent jump!

**W. GERMANY**



**PORTUGAL**

At the contract signing in Portugal. From left; Mr. Henrique Ferreira, Representative of Motomar-Nautica and Mr. Tooru Hasegawa, Director of YMC.

## YAMAHA BOATS To Be Produced Domestically

Yamaha Motor's Portuguese importer for outboard motors and generators, Motomar-Nautica Turismo e Industria Lda., started local production of 18, 20 and 22-foot Yamaha-brand FRP multi-purpose boats under technical assistance agreement with YMC.

The agreement was completed on July 23 of this year in Portugal. According to Motomar's plan, 80 boats will be manufactured in the initial year. The number will then be increased in an annual production of 150 over the next few years.

Through this agreement, it is hoped that the supply of higher quality boats will offer a new stimulus to the Portuguese marine market, while also contributing to industrialization and job opportunities for the local economy.



## NEW SHOWROOM In Casablanca **MOROCCO**

The MIFA Society, the company which carries out importing and sales of all Yamaha products in Morocco, opened a 200 sq. -meter showroom in the heart of the capital city, Casablanca in May of this year. Now, in the 10-meter display window of this new permanent facility can be seen an extensive line of Yamaha products, including a full line-up of outboard motors, marine diesel engines, water vehicles, generators, water pumps and multi-purpose engines, as well as a line-up of motorcycles and scooters ranging from 50 to 1300cc. The aim of this extensive exhibit is to show the Moroccan people that Yamaha has products to answer the needs of people in all walks of life, be it for transportation, work or recreation.

# "YAMAHA PEOPLE MOVER"

## Serves EXPO

### AUSTRALIA

The World EXPO '88 which opened its gates in Brisbane last April 30, came to a grand finale on October 30, having received a total of more than 18 million visitors. This EXPO gathered fascinating exhibits from 52 countries all over the world under a main theme of "Leisure in the Age of Technology".

Yamaha displayed a Water Vehicle and two test models of sports type hydrofoil, much

to the interest of exhibition visitors. Another Yamaha that was prominent around the EXPO was the "Yamaha People Mover". These modified Golfcars carried out their duties around the exhibition grounds with their eye-catching footwork.

On the "Yamaha People Mover" is Sir Lew Edwards, Chairman of World EXPO '88 with Mr. Bill Thompson, Managing Director of Annand & Thompson (left) and Mr. Tom Holms, former Director/General Manager of A & T.



A Motocross School for beginners

Start of the rally. Holding the starter's flag is Mr. Iwao, YMC's special instructor.



### INDIA

## EXPERIENCING THE FUN And Excitement Of Motocross Beginner Schools And Rally

In India recently, two exciting events have taken place in which the popular off-road sports model, RX100, played a central role. One was a Motocross Beginners' School program and the other a rally. Motocross Schools were held in Pune on 14 and Bombay on 21, August through a cooperative effort on the part of Escorts Ltd. and YMC. 32 people participated in the Pune school while 18 turned out in Bombay to receive instruction in such fundamentals as cornering, point training and free riding. As for their response, most have already asked to be put on the list for the next riding school.

In Pune, enlisting the cooperation of Ajinkya Motors and Poona Automotive Racing Association and, in Bombay, Universal Traders and Sports Craft Club helped make these events all the more successful. Meanwhile, in other news from India, the Yamaha team rode to victory on August 12 to 15, in the under 110cc class of the country's toughest and most prestigious national rally, the "Karnataka 1000 Rally".

In the case of both of these events, not only the participants but the spectators came away pleased, and this made for an excellent opportunity to promote a greater appreciation of the joys of motorcycle sports.

# WATER SKI JUMPERS

## Prefer Yamaha's Outboards

### USA

At the men's Distance Water Ski Jumping competition held at Champion Lake, Shreveport, Louisiana, Sammy Duvall of Florida won the meet with a soaring world record (pending) jump of 205 feet, a 2-foot extension of the old record. Sammy's MasterCraft ski boat is powered by a 200hp Yamaha outboard.

Years of tournament competition have proven that water ski jumpers prefer outboard motors for their superior acceleration and the greater control they offer the skier. Earlier this year, another Yamaha-powered MasterCraft pulled Deena Mapple to a new record jump of 154 feet in the Michigan tour stop of the Women's Distance Water Ski Jumping competition.



Duvall, towed by a 200hp Yamaha-powered boat sets the 205-foot pending world record.



Dymond runs down the long steps.

## GLOVER SOARS In Olympic Stadium

Yamaha's German importer, Mitsui Maschinen GMBH invited two of America's top class riders, Broc Glover and Micky Dymond to take part in a grand-scale stadium motocross event held at the Munich Olympic Stadium on Sept. 10 and 11.

The course that was specially prepared for the purpose, featured various types of obstacles, like a run on the long stadium steps, that really tested the riders skill and provided the fans with a thrilling show. In the competition, Glover proved his credentials by soaring to victory on both days, riding a YZ250 prepared by Mitsui Maschinen and YMENV, while Dymond finished 4th on the first day and 3rd on the second.

A NEW TYPE OF OUTBOARD.



### USA

The inventor of this new type of outboard is Mr. Jim Anderson, an outboard salesman for Yamaha Motor Corp., U.S.A. The most innovative feature of this model is a compartment for receiving mail. A small red flag is also fitted to the side of the top cawling to be stood up by the mailman when mail has been put in. Thanks to this creative bit of adaption, the post office has never failed to deliver any mail to Mr. Anderson, even when the written address was imperfect.

'89 NEW MODEL LINE-UP

# BETTER PRODUCTS FOR BETTER LIVING

Yamaha products play an important role in all kinds of lives in all kinds of places around the world.

Power products and snow removing equipment that make daily chores easier. Fishing and utility boats and outboards that help in the development of coastal fisheries. Scooters and snowmobiles that bring greater mobility to peoples lives, motorcycles and powerboats or racing karts and yachts that satisfy the sportsman yearn. A wide range of Yamaha products are winning the hearts and the trust of people everywhere, fulfilling the needs of the customers and the times.



**FZR1000** The new FZR super sport. Topping the Yamaha FZR line, it's turning and stopping.

## OW-01(FZR750R)

(For the European market)

This model was designed and built as a true race-bred super sports bike. The racer technology of the '87 - '88 Suzuka 8-hour Endurance winning YZF750 is fully fed back into this model. Fully street legal, its production numbers and specifications qualify it for homologation in FIM Formula One and superbike racing.



## YFA-1 Breeze

(For the North American market)

The Breeze is one of the most user-friendly all-terrain vehicles on the market. Featuring an automatic transmission, electric starting and a responsive 125cc engine, it is "the" ATV for a family or new riders. Independent front suspension and Monoshock rear suspension give a soft ride even off-road, and the continuous fender/footboards ensure riding comfort. Maneuverable, responsive and easy to operate, the Breeze is a fun new machine the whole family can enjoy.



## CS340

(Standard/DX with electric starter)

This is a brand-new snowmobile model that has established a reputation as the most suitable size for family sports use. Greater design emphasis has been placed on the improvement of handling qualities and styling, so that even the beginner to drive it with ease.

## SA560E-Ricky

(For the Japanese market)

The most important feature of this model is a new-design snow-throwing chute, the direction of which can be electrically changed by a one-touch switch operation on the handgrip. The stepless transmission is also newly adopted to change speeds freely in accordance with the type of snow. The SA560E is about 20Kg lighter than other Yamaha models in the same class, allowing even the female driver to handle it easily.



## YFU1 Pro Hauler

This is a light commercial vehicle that has been developed to cater to the needs of utility ATV users. The 4-stroke, 229.6cc. SOHC, single-cylinder engine delivers strong low-to mid-rpm torque. An optional electric cooling fan is available for continued low-speed running with heavy loads. Starting the engine is a snap, thanks to the electric starter.

## 15th anniversary Commemorative model Racing Kart



This year, 1988 marks the 15th year since Yamaha began manufacturing racing karts in 1973. To celebrate this occasion we announced the release of a pair of limited-edition commemorative models, the "RC100S-15L" and "RC100SC-15L". Since last year Yamaha has also begun supplying recreational sports karts to be used for amusement park rides.



## FZR600

The new FZR600 is one of the most exciting middleweight super sports models available on the market. It's positive answer to the needs of the rapidly growing 600-650cc street bike markets in North America and Europe.



comes out as a better overall balanced, high performance model featuring the first full modifications two years. It's in all important performance factors such as running,



## XTZ750 Super Ténéré

(For the European market)

The new XTZ750 Super Ténéré makes its debut at a time when adventure touring events like the Paris-Dakar Rally are growing in popularity. The Yamaha XT600Z Ténéré was one of the vanguard machines in this genre, and the current boom in off-road touring owes much to the power and performance of this wonderful single. However, riders today want not only the capability to go off-road, but the ability to cruise highways while carrying touring equipment and camping gear. This means that even more power and smoothness is needed. The XTZ750 Super Ténéré meets these demands.



## Yamaha SC-38 (For the Japanese market)

The SC-38 has been developed as the top model of the Yamaha production power boat line. It's Yamaha's first triple-cabin motorboat with specific emphasis given to the improvement of livability and superior design qualities.



## Yamaha SR25 (For the Japanese market)

The SR25 has been developed as a multipurpose type boat which can also be used as an easy-to-handle beginner boat for those who wish to step up to a larger boat in the future. Included in its main features are a bright, roomy cabin designed specifically for better livability, a new-design flying bridge and exciting high-speed performance potential delivered by twin motors.



## YK8080

This SCARA robot boasts the highest speed operation in its class at 5.6m/sec. It is now serving in a wide range of assembly operations in industries like the automobile and electronics industries where speed is a crucial factor.

## Yamaha 85A Special

(For the Central and South American market, and other tropical countries)

The 85A Special has been developed as a workboat that is cardinally a mother tuna boat. It's designed for fishing fleets that require an outboard that's fast, economical, and easy to maneuver. But it's also designed for those who want an outboard that's reliable and strong. The 85A Special uses innovative technology and tremendous wear and tear resistance. Because it's designed specifically for tuna fishing, its performance in chasing tuna, and its ability to avoid undesired fish and obstacles is unsur-



## Yamaha 23II/23IIE

(For the Japanese market)

This model has one of the most spacious decks in its class. Laid out on this deck are a new-design anchor well, a slim flat doghouse, a smoked type hatch with better interior lighting and ventilation in mind, and a comfortable cockpit as roomy as that of a model one class larger model. The stern is fitted with a swimming step, adding another dimension to the recreational use of this sailboat.



## YM3000V

This is a viewer-controlled mounter that is capable of mounting a wide range of components, from resistance and condenser chips to QFP parts. It is finding excellent reception in the market as a lower-cost, high-performance model.

# Yamaha engine techno

## OX88 ENGINE TO DEBUT IN '89 F-1 WORLD CHAMPIONSHIP

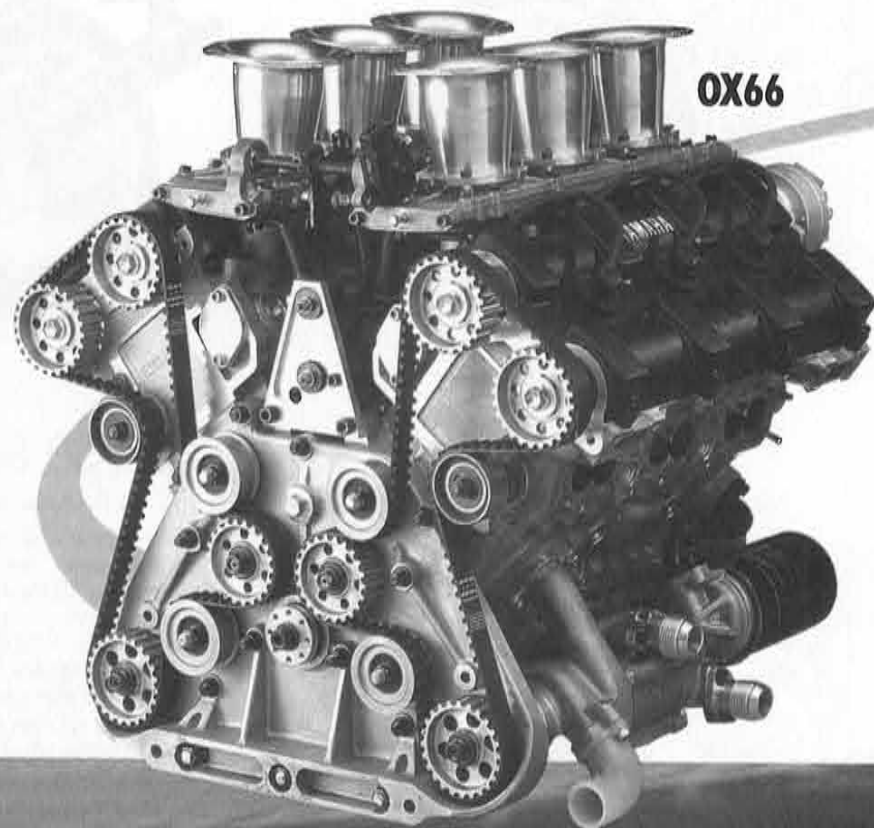
*The Formula One (F-1) World Championship Automobile Race Series is the pinnacle of motor racing for both driver and machine. And, as reported already, the Yamaha engine "OX88" that was announced in Europe and Japan simultaneously on the 9th of September as a newcomer to the '89 F-1 World Championship has created a great topic for conversation among race fans everywhere.*

*Yamaha Motor is not an automobile manufacturer, but it appears that people concerned in motor racing at all levels are keeping an eye on Yamaha's upcoming participation in this elite category with a great amount of interest. This underscores the reputation for excellence of Yamaha's long proven engine technology that is sure to live up to the expectations of these people, even in this most prestigious of car race events. Presently, West Zakspeed Yamaha Team, which has been formed jointly with Zakspeed Formula Racing GmbH & Co. KG of West Germany, is busy preparing high performance machines for full entry in the forthcoming '89 F-1 World Championship.*

Aguri Suzuki, winner of the '88 Japanese F3000 car racing Championship. He will take part in the '89 F-1 World Championship as a "West Zakspeed Yamaha Team" driver.



The OX77 scored a stunning victory in this year's Japanese F3000 Automobile Race Series. Scenes of the OX77 leading, like in this photo, became familiar occurrences this season.



Yamaha's debut racing car engine, the OX66, performed outstandingly in the Japanese F2 race series.

### Teaming up for F1 with the OX88

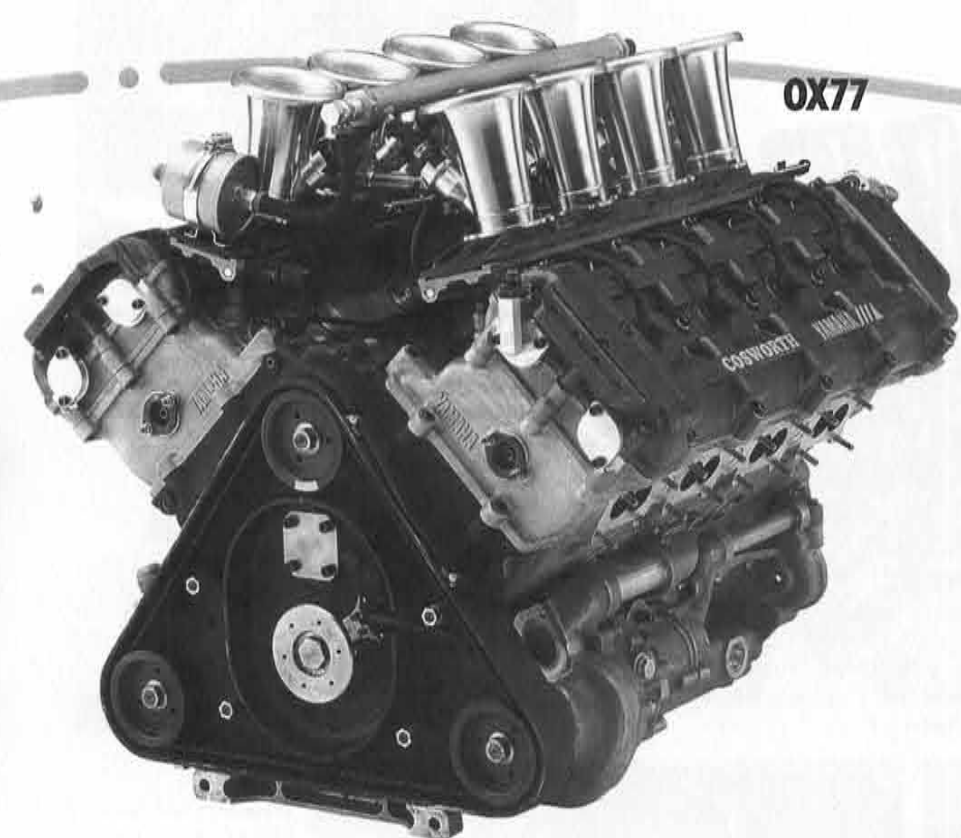
Zakspeed is a company that has many years of experience in the manufacture

of racing machines as well as the development of racing activities in F-1 and other big car events.

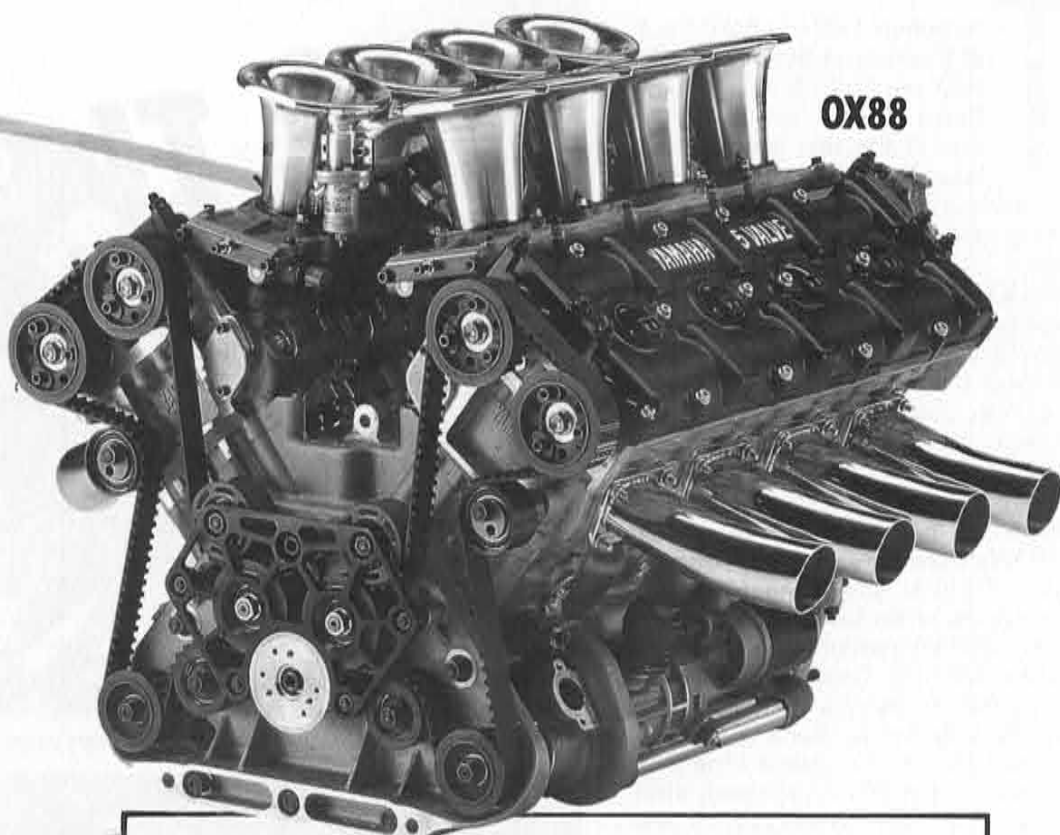
The Yamaha engine "OX88" to be used by Zakspeed Yamaha Team features a 75° V-8, 5 valve format with a displacement of 3,489cc that gives a maximum power output of over 600hp/11,000rpm.



# Technology enters new realm



**OX77**



**OX88**

## Yamaha OX88 Main Specifications

Cylinder layout	75° V-8
Displacement	3,489cc
Max. power output	Over 600hp/11,000rpm
Max. torque	Over 43kg-m/9,000rpm
Max. rpm	12,000 rpm
Valve layout	5 valves per cylinder
Cam drive system (primary)	Gear
(secondary)	Belt
Cylinder block	Cast alumi./alumi. wet liner
Fuel feeding system	Electronically controlled fuel injection
Ignition system	Electronically controlled CDI
Dry weight	Under 145kg
Dimensions	Overall length - about 560mm
	Overall width - about 570mm



This July, the first of Yamaha's high-performance DOHC engines destined for Ford Motor USA came off the line at YMC. This engine will be adopted on 1989 models of Ford's best-selling "Taurus".

## Adoption of Yamaha technology in automobile engines begins in 1966

Yamaha Motor had been accumulating automobile engine technology of its own long before it began the manufacture of F-1 racing engines.

Back in 1955, Yamaha Motor was founded as a motorcycle manufacturer specializing at that time in 2-stroke machines, and 1970 saw the introduction of Yamaha's first 4-stroke sports model, the 650 XS1 (OHC twin engine). But prior to that, Yamaha had completed the Toyota "2000GT" in 1966. This model, that was released on the market in 1967, gained wide acceptance as the first real sports car ever built in Japan. The excellence of Yamaha's automobile engine technology was once

again spotlighted when a high performance racing car, the Toyota 7 was developed in 1967. With the backing of these technological accomplishments Yamaha has continued to develop and built a series of DOHC high performance engines for Toyota Motor. What's more, in 1985 Yamaha reached an agreement with Ford Motor of the United States for the development and supply of high performance engines. And then, in 1988 assembly lines for these engines were newly built in the Iwata Main Factory.

## 5-valve engine technology

It was back in 1984 that Yamaha unveiled the first car racing engine, the 2-liter OX66, of its own development. The max. power output of this V-6 DOHC, 5-valve engine was in excess of

330hp.

In 1986 this model made its full-scale debut in the Formula Two (F-2) National Championship, the pinnacle of car racing in Japan at that time, after having been tested in actual racing during the '85 series.

And one of the OX66-powered machines scored its first win in the opening round of the '86 series, thus creating a great sensation among Japanese race fans.

This compact, light-weight 5-valve system is reputed to give the engine tremendous performance potential. It was first adopted on a motorcycle with the '85 Yamaha Sports FZ750. Since then, use of this proven technology has continued to spread to a number of different models, including the '89 FZR750R, FZR1000 and XTZ750 Super Ténéré.

## F-3000 Championship-winning OX77 engine

In 1987 F-2 racing was replaced by F-3000 racing in accordance with revised competition rules. Yamaha developed a new 3-liter racing engine, the Cosworth Yamaha OX77, in technical cooperation with Cosworth Engineering Ltd. of Great Britain, and these OX77-powered machines were entered

in the '87 F-3000 Championship, a new elite category of Japanese car racing, and made the headlines when one of these machines won the second race. The OX77 proved itself to be the most successful engine in the '87 series as it won 6 of the 10 races it contested. The '88 season saw an even more aggressive attempt by this engine. Aguri Suzuki, one of Japan's best drivers, drove an OX77-powered March 87B in the F-3000 championship once again. He chalked up three straight wins in rounds 2 to 4 after placing 2nd in the opening round. And, gaining two 2nd places in the 6th and 7th rounds, he clinched the national F-3000 title even with the final round yet to contest.

## Bright new contender in F-1 World Championship racing

Based on its OX77 engine technology unsurpassed in the '88 F-3000 championship series, and aided by its long proven motorcycle racing know-how, Yamaha has decided to make a new attempt in the form of the '89 F-1 World Championship. Yamaha and Zakspeed's combined efforts are sure to make Zakspeed Yamaha Team a bright new contender in the '89 F-1 World Championship.

# Yamaha riders dominate at festive Sugo race event

The annual TBC Big Road Race at Sportsland Sugo was held this year on October 8 and 9. Since its inception in 1977 as one of the first international race events in Japan, it has remained a popular highlight of the racing calendar for this country's race fans.

With a stronger international field than ever before, this year's 16th running drew a crowd of 46,000 spectators. Topping the roster of participants in the 500cc class were American Eddie Lawson, fresh from recapturing his World Champion title on a YZR500, France's Christian Sarron and Japan's Tadahiko Taira and Shunji Yatsushiro. The 250cc class was led by America's John Kocinski and Japan's Masaru Kobayashi, while the TTF1 class featured such international stars as Australia's Michael Doohan, America's Doug Polen, Japan's Shoji Miyazaki and New Zealander Aaron Slight.

It was Lawson who claimed the pole position in the 500cc race and, after a good start, led the tough early battle for the lead with Sarron, Taira and Shinozaki (Suzuki). After Lawson dropped off the pace, however, the second half developed into a head-to-tail dogfight between Taira and Sarron, with Taira eventually taking the checkered flag 1.06 seconds ahead of his rival.

The 250cc class was won by Kocinski, and the TTF1 victory went to Doohan.



In the 500cc class, Yamaha riders Taira, Sarron and Fujiwara swept the top 3 places.



In the F1 race, too, the pole position went to a Yamaha rider, Michael Doohan, but it was Polen (Suzuki), Sowa (Kawasaki), Ohshima (Suzuki) and Miyazaki (Honda) who battled for the lead in the opening lap. By the end of the second lap, though, Doohan had claimed the lead and went on from there to open up a 14-second lead over 2nd place Polen by the end of the race.



In the 250cc race, Kocinski led the pack from the pole position until the 4th lap when an overrun cost him several places. By the 7th lap, though, he regained the lead and rode on to the checkered flag. This was his second victory of the day following one that morning in the F3 race.

## '89 Motorcycle Line-up Unveiled At IFMA SHOW



For European motorcycle fans, September means new model time, and the place to see the new line-ups for many this year was the prestigious IFMA Show, held in Cologne, West Germany, from September 21 to 25. As in years past, the Yamaha booth, with its full display of impressive European models, was one of the high-lights of the show.

This year's Yamaha booth featured guest appearances by Yamaha riders, Van den Berk, Galinski, Wimmer and Herweh, to participate in interviews and discussions on the action stage. To conduct the interviews and ask questions of the users, Mitsui Maschinen GMBH enlisted the help of a popular star, Stephanie Tücking, who is especially loved by youngsters in Germany.



## Popularity-winning Water Vehicles gather 140 people for race

In Japan today, people are beginning to discover the excitement of Water Vehicle racing. At the second annual Marine Jet Jam-boree held on September 11 at Lake Hamana, 140 people turned out to compete. This was about three times the number of participants at last year's inaugural event.

Race categories included men's and women's singles and mixed double's competition using the MJ500T (WaveRunner), and a slalom competition using the MJ500S (WaveJammer). Among these, the men's single class was especially popular with 83 entries.

By the way, when we ask marine dealers around the world today what Yamaha product they are most interested in right now, the products they often cite are these same Water Vehicles.

