

YAMAHA MOTOR NEWS 1989 No.6

YAMAHA Yamaha Motor Co., Ltd. PUBLIC RELATIONS DIVISION., 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 0538 (32) 1145 Telex: Iwata 4263-751 Yamaha J Fax: 0538 (37) 4250

All systems "go" for 1990 Yamaha Dealer Meetings in North America

With a round of North American dealership meetings, Yamaha Motor can say it's all systems "go" in preparation of the 1990 marketing year. There were meetings for Motorcycle/ATV Dealers, Marine Dealers and Water Vehicle Dealers in the States and Marine Dealers' Meeting in Canada; all anticipated a promising new season.

U.S. MOTORCYCLE/ATV DEALERS' MEETING



Mr. Eguchi assures the gathered dealers that Yamaha's long term commitment to the motorcycle business will not change.

With next year marking the 30th anniversary of the introduction of Yamaha motorcycles to the U.S. market, the annual Dealers' Meeting was held Sept. 6 and 7 in Reno, Nevada. Over 3,000 representatives from about 1,000 dealerships gathered for the meeting; guests included Mr. Eguchi, YMC's President and Mrs. Eguchi, Mr. Hasegawa, Senior Managing Director and Mr. Nomura, Director of YMC. The guest list also included Mr. Warren Hsieh, Chairman of Yamaha Motor Taiwan, and

representatives from Canada, Panama and other countries.

Mr. Gentz, YMUS's Vice President, acted as master of ceremonies for the meeting. President Eguchi reminisced about the 30 years of Yamaha's business activities in the U.S. market with its periods of ups and downs. He stressed that although today the market has not been all that was expected there are still good prospects for motorcycles in the future, and that Yamaha's long-term commitment to the motorcycle business will not change. As proof of that commitment, Mr. Eguchi announced that YMUS will take aggressive steps in research and development — especial-

ly with the consumer in mind — to answer the current needs of the market.

As YMUS President, Mr. Watanabe, supported many of Mr. Eguchi's promises and drew the applause of everyone present.

After that the new models, including the RT100, the RT180 produced at the YMDA Factory in Brazil, and the XT600,

with the FZR600 as well as the 400 and 1000, the Venture Royale, the YZ, and the ATV's, all got a warm reception from the dealers.

The atmosphere that characterized this year's meeting was one of positive energy, summed up well by Mr. Watanabe's challenge: "Let us create a new motorcycle decade for the entire Yamaha Family!"



Attention focused on the new RT (for "Real Trail") models.



ATVs are also familiar vehicles in the U.S.

U.S. MARINE DEALERS' MEETING

This year, U.S. Marine Dealers met in two regional meetings with approximately 700 representatives from 350 dealerships in attendance. The Southeast region met from August 2-4 in Nashville, Tennessee, while the West met from August 9-11 in Coeur d'Alene, Idaho. Mr. Arata, Senior Managing Director for YMC, was on hand at the Idaho convention while Mr. Watanabe,

President of YMUS, attended both meetings. Both events covered business policies and offered test rides with the new models for the coming season. These included Yamaha's L-4 stern drives and the 250 hp V6 outboards. The positive atmosphere and cordial mood bode well for the start of the 1990 season.



CANADIAN MARINE DEALERS' MEETING

In another major meeting, Marine Dealers convened August 29-30 in the suburbs of Toronto, Canada; 270 individuals representing some 127 dealerships across the country came. Speeches by Mr. Saguchi, YMCA's President, and Mr. Tanaka, a YMC Director opened the meeting. A presentation of business policies for the coming season followed, along with the introduction of the 250 hp V6 outboards, the WaveRunner III, the Super Jet and the L-4 stern drives.

The dealers changed location in the afternoon for test rides; in spite of somewhat chilly water, everyone seemed to enjoy testing out the new models. A Council Meeting with the dealers was another important feature at this year's convention. It produced a stimulating exchange of ideas and opinions concerning products, policies and sales promotion.

The "Dealers' Council Meeting" was a successful addition to this year's agenda.



Test rides on the Lake.



U.S. WATER VEHICLE DEALERS' MEETING

This year, for the first time, the Water Vehicle Dealers were able to meet independently from the Marine Dealer Meetings because sales results have been remarkable in the past few years. They convened in two groups from August 20-24 at Pine Mountain in Georgia with about 800 persons from 400 dealerships. Mr. Tanaka, a YMC Director, and Mr. Watanabe, YMUS's President, both were there and witnessed the introduction of the new WaveRunner LX, WaveRunner III for 3 passengers and Super Jet models built by Yamaha Motor Manufacturing Corp. in Georgia. Test drives and a presentation of business policies rounded out the five-day schedule.

Ideal weather conditions blessed the test drives so that all the dealers had a chance to experience and enjoy the performance of the new Water Vehicles. The taking of orders for the new season also began at this convention. The brisk response was a good start of business for 1990.



On the second day of the meeting dealers took part in test rides, business meetings and sightseeing in 3 staggered groups. The test rides were blessed with fair skies while young and old, men and women alike enjoyed the new products.



Preparations are complete at the Water Vehicle displays as they await arriving dealers.



Dealers gather for the popular group photograph.

Yamaha's "Snowmobile Pride" program recognizes community service

U.S.A.



From left: VAST President Dexter Willson and his wife, Lucille; YMUS Vice President Jim Gentz; Evelyn Monroe and her husband Charles, President of Vermont's Rutland County Snowmobilers, national winning club for '88-'89; and YMUS national sales manager Don Moery.

In the U.S.A. where snowmobiling has long been a major wintertime sport as well as an irreplaceable daily convenience, Yamaha conducts a nationwide program called "Snowmobile Pride". With its base in over 2,000 snowmobile clubs in 25 state organizations that are members of the "International Snowmobile Congress (ISC)", this program awards individual clubs and their state organizations for outstanding contributions in one of the three categories of 1) community service, 2) charity fundraising, or 3) emergency or disaster relief services.

Now in its third year, the program provides a plaque and cash award to 25 state-level winners chosen by their state organizations. From these YMUS then selects a national winner as recipient of the grand prize of expense-paid trips to the annual ISC conference and a pair of new Yamaha Ovation snowmobiles, an Ovation and an Ovation Deluxe, to be given both to the winning club and its state organization. Two "Honorable Mention" prizes are also awarded at the national level.

This year's national winners, the Rutland County Snowmobilers club and its state organization the Vermont Association of Snowmobile Travelers, Inc. (VAST), were recognized for their annual fundraising event to benefit a local school for children with special needs that raised this year an outstanding \$24,056, and in the 17 years of its running has raised a total of \$164,000 for the charity.

Honorable mention went to the Southeast Idaho Snowmobile Association for its work in fundraising for search and rescue organizations, and to the Secor Sno-Snakes Snowmobile Club of Illinois for securing a grant to renovate a building into a community-activities center.

'88 No.1 dealer in Australia

The other day, Mr. Dick Readford of Readfords Motorcycle Center, West Dubbo, received an award for "1988 No.1 Yamaha Dealer of the Year for New South Wales" from Yamaha Motor Australia Pty. Ltd. In July 1966, Mr. Readford began business as READFORD AUTO REPAIRS, at a small shed located on Lower-Bultje Street in Dubbo. In 1967 he responded to an advertisement placed by a distributor of Yamaha motorcycles at that time inviting applications for Yamaha Motorcycle agencies. So he began his Yamaha dealership ... with one little Yamaha MF3D stepthrough motorcycle. As the motorcycle sales and service section of his business grew, he purchased land and built new premises in Beni Street, West Dubbo, and moved in, in 1968. Then he began to receive many awards for outstanding "AG" bike sales, and in 1974 was awarded his first trip to Japan. Since then his dealership has won five more trips to Japan, and one to England.

By 1978 his business had grown further, and he again moved to his present premises located at Victoria Street, West Dubbo. At that time he also registered a new business name READFORDS MOTORCYCLE CENTRE.

Since YMA was established, Readfords Motorcycle Centre has proudly been awarded No.1 N.S.W. Dealer in 1984, 1985 ... runner-up in 1986, No.1 N.S.W. Dealer in 1987 and 1988, and were told that in 1988, they were the No.1 Yamaha Dealer in all of Australia. READFORDS MOTORCYCLE CENTRE is a family business run by Richard and Priscilla Readford, together with their son David and son-in-law Neil Kane, daughter-in-law Margaret, and daughter Judy.

Congratulations and good luck in the future to an outstanding dealership.



Mr. Readford (left) receiving his award from Mr. Tokunoh, Managing Director and Mr. Jim Taveira, Sales Manager of YMA.



The corporate introduction film "People to People - YAMAHA"

JAPAN

Prizes encourage even higher quality work

At YMC we are always trying to produce publicity materials and activities of ever higher quality. Recently, recognition was given to these ongoing efforts in the form of an important industry award. The award went to the corporate introduction film "People to People - YAMAHA" (which we introduced in Yamaha Motor News No.3) at the 2nd Japan Industrial Film and Video Festival sponsored by the Japanese Federation of Economic Organizations.

This is a 23-minute film of Yamaha people at work all around the world to realize our corporate goals of product diversification, globalization and the ongoing efforts to open up a bright and exciting future for people everywhere. Awards like this encourage us at YMC to redouble our efforts to create publicity publications of ever higher quality and appeal.

Movie star focuses attention on Yamaha bike

INDIA



The above picture shows Mr. Bala Krishna, a Telugu Cine movie star, with his favorite Yamaha bike. The picture, which appeared in the center-spread of the leading cinema magazine, "SITARA", is sure to carry a Yamaha appeal to a wide-ranging audience.

Mr. Krishna, who is enjoying great popularity in India today, also happens to be the son of the Chief Minister of Andhra Pradesh, Mr. N. T. Rama Rao. This kind of publicity should also help contribute to the popularity of the Yamaha RX-100 throughout the Indian market.

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.

New office gives Jamoto fresh start in '89

AUSTRIA

Austria's Yamaha importer, Jamoto, envisioning significant growth in its market for Yamaha products, entered 1989 with a new home office facility.

This new 5,500m² building features 800m² of warehouse and 400m² of showroom space. The facility was designed to provide a better image and corporate identity for Jamoto and Yamaha, as well as providing the means for improved national level management and distribution functions.

In attendance at the dedication of this fine new home office were the Porsche family, representing Jamoto, and the President of YMC, Mr. Eguchi, and the President of YMENV, Mr. Kimura, representing Yamaha Motor.

We wish everyone at Jamoto and their associates the best as they make a fresh start in the Austrian market.



Eventful 1,300km tour gets outstanding response

MALAYSIA



Under clear skies on the sunny morning of July 16, 1989, 38 Japanese riders, including 12 charming Japanese ladies started their bike tour of the west coast of Peninsular Malaysia from Penang Island in the North to Johore in the South, covering a distance of 1,300km. All the participants rode the ever reliable RXZ (135cc).

The tour, which was organized by Mainichi Shim-bun (Japanese Newspaper) with the assistance of Yamaha importer Hong Leong Yamaha Distributors SDN BHD and Roda Roda, a local motorcycle magazine, was a tremendous success. The whole tour took five days to complete and included some highways and country riding. Along the

way, the riders managed to visit the longest bridge in South East Asia - the Penang Bridge, the King's Palace, the only casino in Malaysia - the Genting Highland Casino, the historical city of Malacca, and one of the only two racing circuits - the Pasir Gudang Racing Circuit in Johore, where the participants were able to test their riding skills.

The response from the Japanese riders who received the warm hospitality of the Hong Leong Yamaha staff and 16 local riders who joined part of the tour was overwhelmingly favorable.

The RXZ, by the way, is a long seller here in Malaysia and still a best seller, enjoying a 50% share of the local sports bike market.

The hottest ATV with glamorous lady

U.S.A.



This picture shows the winner of the "Miss Schwien's" beauty contest held as a promotional event by Schwien's Inc., a Yamaha dealership in Brandywine, Maryland, U.S.A. Schwien's deals in a full range of Yamaha products from motorcycles, lawnmowers and generators to Water Vehicles. The glamorous "Miss Schwien's" is shown with "the hottest ATV in the U.S.A.", a Yamaha Special Blaster, decorated especially for the occasion by the dealer.

Sales increase 700% in 7 years

Mr. K. Takashima, General Manager, South & West Asia and Middle East Overseas Operations of YMC, made a visit to Sri Lanka to present a special award to Associated Motorways Ltd. for having achieved the No.1 sales record for 1988.

Associated Motorways Ltd. became a Yamaha distributor in 1980 when the Yamaha market share in Sri Lanka was a mere 7%. Up until 1987, a competitive company was the clear leader, dominating the local new motorcycle market. Associated Motorways Ltd. having achieved 52.3% of the market share in 1988, is well on its way to consolidating its position once again as the market leader for the year 1989 as well.

Here is a distributor that truly deserves the respect of all of us in the Yamaha family.



Mr. Tilak de Zoysa, Managing Director of Associated Motorways (left) and Mr. Takashima, General Manager of YMC.

Powering up with better service

THE PHILIPPINES



The power product division of the Philippine Yamaha importer Norkis Trading Co., Inc., was separated to become an independent company called Norkis Machineries & Equipments Co., in December of 1988. In conjunction with this move, the First National Yamaha Power Product Service Training Courses were held with the

support of YMC as one means to up-grade service technologies and strengthen sales capabilities.

About 50 service representatives showed up for the Northern Regional Training Course held in Manila on June 16 and 17, and 10 representatives attended the Southern Regional Training Course in Cebu on June 19 and 20.

The service courses were a great success, boosting the Yamaha brand's reputation for reliable service. A good example of the kind of positive results that came from the training was heard in the comment of one participant who said he could now complete a repair job in 5 minutes that used to take him nearly an hour.

With such positive factors as the market expansion resulting from favorable conditions in the Philippine economy and the organizational power-up resulting from the newly independent power products division, dealers are showing strong initiative to move aggressively into the market and further fortify their service programs.

YAMAHA MOTOR CO. LTD.
from THAILAND
1989 AUG

Letters from readers

Sharing the pride with the Yamaha family

Dear sirs,

It is our great pleasure to inform everyone that Siam Yamaha Co., Ltd. recently received Thailand's coveted "Product Award 1989", given to a company which has produced outstanding products. Deputy Prime Minister Pichai Rattakul (seen on the right) presented the award plaque and certificate to Siam Yamaha's Director and General Manager in charge of production, Mr. Deng Chiarakul. We feel that this award does not belong to Siam Yamaha alone, but to the entire Yamaha family. So we would like to share our pride and happiness with all of you through Yamaha Motor News.

S. Poovarodom
General Manager for marketing,
Siam Yamaha Co., Ltd.

THAILAND PRODUCT AWARD 1989

First help them discover the fun

Creating a new information base "Yamaha Gallery"

A program for market expansion in Indonesia

On June 10, a parade of Indonesian celebrities followed by an open truck loaded with Yamaha V100 motorcycles made its way from Indonesia's Medan Airport to the Delhi Plaza shopping center, drawing the attention of passers-by all along the way. The occasion of this parade was the opening that day of the first "Yamaha Gallery", a new kind of information center for young people.



At the opening ceremony of the Yamaha International Motor Show: Mr. Sudomo, Coordinating Minister For Political Affairs And Security of Indonesia (4th from left) and Mr. Edamura, Japanese Ambassador (6th from left), are flanked by top management from Harapan Motors, Indonesia Yamaha and YMC.



Everything is ready for t.

A marketing campaign with a long-term perspective

At present, Indonesia Yamaha is engaged in a campaign aimed at market expansion. At the heart of this campaign is an event that took place on July 24 in the capital city, Jakarta. It involved a "Yamaha International Motor Show" and a nationwide dealers meeting. This Motor Show represented the first big event of its kind for either automobiles or motorcycles in Indonesia. On hand to cut the tape at the show's opening was Indonesia's Coordinating Minister For Political Affairs And Security, Mr. Sudomo, and Japanese Ambassador, Mr. Edamura. Show visitors were excited by this chance to get a first-hand look at such state-of-the-art Yamaha products as the Venture Royale motorcycle and the latest Water Vehicles. Each day of its week-long run the "International Motor Show" in Jakarta drew approximately 10,000 visitors. The show will continue a tour of five more cities around Indonesia until early October, much to the delight of motorcycle fans throughout the country. At the Dealers Meeting held on the same day as the opening of the Jakarta show, 400 main dealers, sub-dealers, service shop and parts shop owners gathered from around the country for a presentation of new models and explanations of the coming season's business policies.

A communication link between dealers and users, "Yamaha Gallery"

Among the business programs introduced at the Dealers Meeting was the "Yamaha Gallery" mentioned earlier. This is a program that will be planned and operated by main dealers around the country with support from Indonesia Yamaha. Plans are now under way to open the same kind of "Yamaha Gallery" that opened in Medan in other cities, including Bandung, Surabaya and Jakarta.

Here is a summary of what the "Yamaha Gallery" program involves;

Aims

This program aims to create a new link of communication between the target users and the dealers that will help inform them about Yamaha's corporate posture and the main dealer network in each region, thereby encouraging them to visit Yamaha showrooms and workshops.

Target users

Young men and women, especially those in their late teens and early twenties.

Concept

To create an information center oriented to a new kind of youth culture that features the motorcycle as one of its vital elements.

Theme

A sporty, fashion-oriented style of recreation.

Information to be supplied

The information supplied at the "Gallery" will be selected carefully to meet the criteria of the established theme and yet vital enough to arouse the interest of young people. (See the table in page 5)

Directing visitors to workshops and showrooms

The information made available at a "Yamaha Gallery" will not be limited to motorcycles, but, as shown in the next page's table, will consist of topics from a number of areas that will interest young people. Events held at the Gallery can include actions, performances by local music groups, movie events, FM broadcasts, disco events, "Miss Gallery" contests, bike coloring contests, riding wear contests, "Dream Bike" plan contests, parties and mini-races, etc. Users inquiries about the purchase of goods introduced at the Gallery and advice about after-service and bike modification for race

participation are all channeled to the local workshops and showrooms. This system is very effective in getting people to visit the workshops and showrooms.

In addition, by supplying target users with potentially interesting information and getting their reactions, or having them fill out questionnaires, it is possible to gather information from them, in turn, about the latest trends in the market, goods, life style and fashion.

Composition of the Gallery staff

The staff of a "Yamaha Gallery" consists of a manager, an assistant manager and companions. This staff carries out a variety of jobs, including the planning and coordination of displays and events, filming and editing video tapes of races and touring events, reception, providing information, operating video shows, explanation of displays and information gathering. Meanwhile, the workshops and showrooms will organize their own independent promotional activities such as test rides, periodic inspections, etc. to compliment the activities of the "Gallery".

Making communication with the users a marketing tool

Since its opening, the first "Yamaha Gallery" at Medan has been a huge success. The magazine corner is crowded with visitors trying to get a look at magazines from America, Europe and Japan, while another crowd forms in front of the extra-large video screen showing a variety of programs. Outside forms another crowd of onlookers anxious to get in for a look themselves. As the Gallery functions to build valuable human communication with the customers and help create new sales opportunities, it also serves to carry their voices back to where they can influence changes that will help improve service and products, raise the brand image and build the reputation Yamaha as a whole.



Banners and flags surrounding the parking lot at the G



The "foreign model" FZR was also on display. As expected, it was a big attention-getter.

Yamaha Galleries will be operated by main dealers in the different regions of Indonesia with the support of Indonesia Yamaha. The Yamaha Gallery in Medan is operated by the Medan area's main dealer, PT. ALFA SCORPII. The photo shows the staff that prepared this Gallery. They wear specially prepared pink T-shirts with the Gallery's mark.



cutting.

Information supplied at the "Yamaha Gallery"		
DIVISION	ITEM	CONTENTS
Displays of goods	Goods other than motorcycles	<ul style="list-style-type: none"> • Wear/goods • Accessories • Hair styles/make-up Introduction of new fashions selected by Yamaha Gallery.
	Motorcycles	<ul style="list-style-type: none"> • New Yamaha models • Monthly display of user-designed bike graphics • Riding wear/accessories Utilized as display props. Introduction of user-designed bike graphics. Introduction of primarily YMC's latest models.
Video presentations	Goods other than motorcycles	<ul style="list-style-type: none"> • Movie information • Music information • Sports information • Street information Telecasting of new movie previews & old favorites. Introduction of new European, American & Japanese music. Board sailing, Water Vehicle riding information. Young people's street fashions in Tokyo, Singapore & Jakarta
	Motorcycles	<ul style="list-style-type: none"> • Overseas racing/touring information. • Domestic racing/touring information. • Shop information Especially race highlights Racing & touring reports Announcements & introductions of showrooms, workshops & promotion activities.
Information zone		<ul style="list-style-type: none"> • Introduction of good venues for racing and touring • After-sale service and race entry consultation • Introduction of good venues for information on buying and selling
Relaxation zone		<ul style="list-style-type: none"> • Magazine corner • Message corner Display of Tokyo and Singaporean motorcycle magazines and other information magazines for young people.
Event plaza		Holding of various kinds of weekly, monthly and yearly events.



Celebrities showed up from Jakarta to join in the parade from the airport to the Gallery opening. In the parade was a truck loaded with the new model Yamaha "αII". It was an excellent form of advertisement in terms of cost performance.



Here are the people who couldn't even get in, watching from outside.

In the magazine corner are rows of music, fashion, travel and sports magazines from America, Europe and Japan that are sure to be of interest to young people.



A handbill announcing the opening of the Yamaha Gallery.

A large-scale TV screen shows a full range of video programs.



Searching for Alternative Energy Sources

The World's First with Compact 2 hp Gas Heat Pump

Yamaha Motor has been steadily diversifying its activities, expanding from its traditional base of motorcycles and marine engines. One successful new move is into the field of Gas Heat Pump (GHP) air conditioners.

Yamaha used its expertise in developing compact engines to revolutionize the air-conditioning world with an ultra small GHP system. In GHP systems, a gas engine replaces the conventional electric motor as the power source for the small air conditioning systems. It was in 1987 that YMC became the first company in the world to successfully develop a small GHP. Working in cooperation with three major Japanese gas companies, YMC produced a



Outdoor unit (2 hp)



Indoor unit

2 hp model designed for commercial use. The new GHP was marketed through the gas companies, including LPG suppliers, and after its success other models were added. The range now includes 3, 5 and 7.5 hp versions.

The latest development is the 3 hp multi-type for domestic use. To coincide with its release this year, GHP sales sections were created in nine Yamaha Sales Companies around Japan, marking the beginning of a GHP sales network.

Dealer inquiries are now coming in from the USA and Europe, as word of Yamaha's new GHP spreads.

More effective use of gas energy

The GHP competes directly with electric air conditioners, providing cooling, heating and de-humidification in one unit. Such systems are in great demand in countries with large differences in weather between the seasons.

YMC initially became involved with GHP development in response to a campaign by Japan's Ministry of International Trade and Industry (MITI).

MITI was urging corporations to develop new energy sources to act as alternatives to electricity, which was heading for supply problems, especially in the summer months. From 1981 to 1983 the basic technology of the gas engine was developed, and from 1984 work focussed on the heat pump system. After monitoring tests were completed in 1987, the new product was put on the market. It attracted considerable attention as the world's first compact commercial gas engine heat pump.

A big advantage of the GHP over electric systems is its low running cost, especially in countries where gas prices are low, or natural gas resources are abundant.

Comfort plus economy

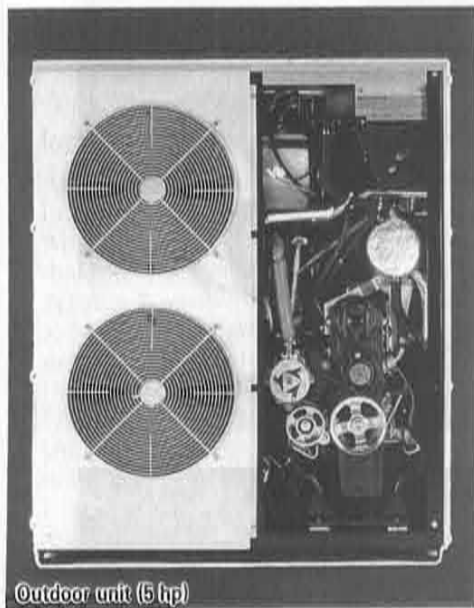
The gas engine powering the Yamaha GHP

recycles its exhaust gases for heating, and this makes it extremely economical compared to electric heat pumps.

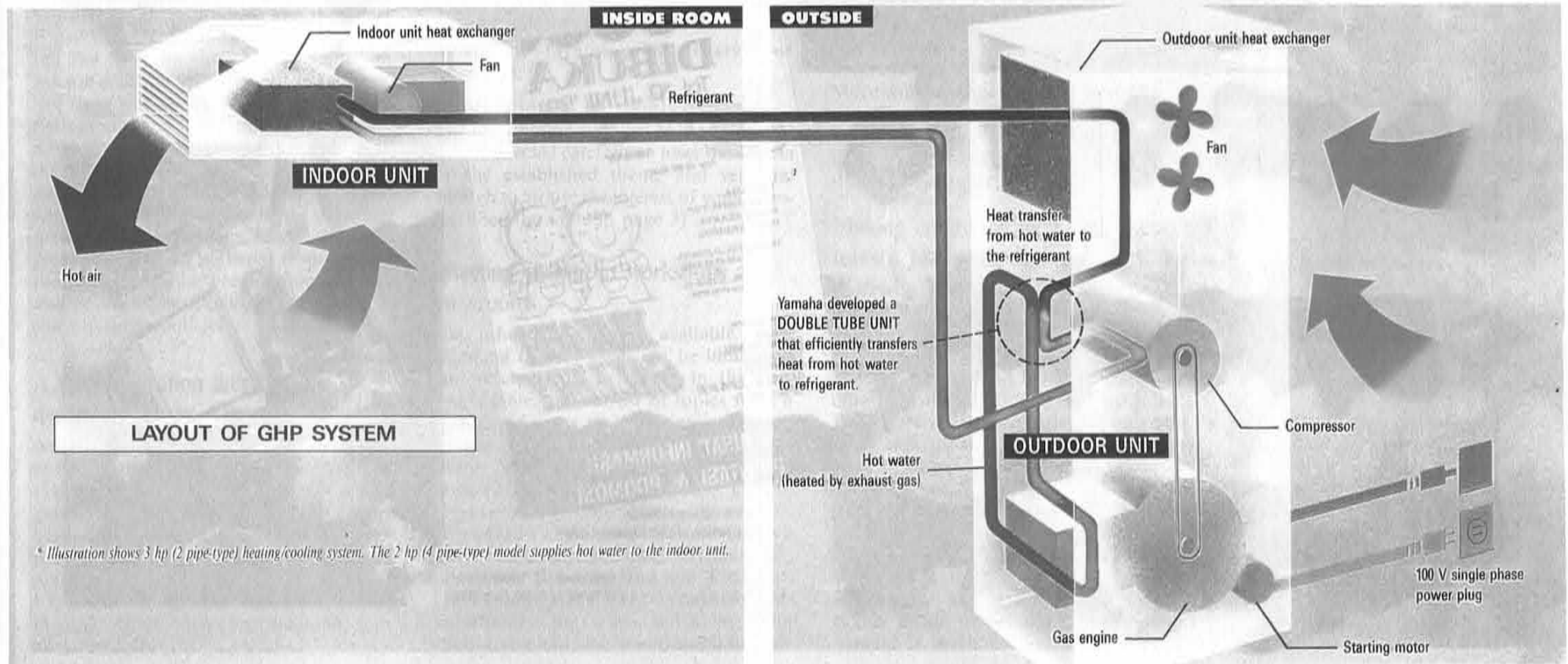
The aim of the GHP development team was to create a product to make life more comfortable for the user. They succeeded with this highly reliable, silent system.

The major goal of the GHP development was to reduce engine noise level below that of the heat pump and fan. This was achieved by a new special-design power unit construction, and the GHP is as silent as the most modern electric systems.

With the introduction of the 3 hp multi-type for domestic use, Yamaha's air-conditioning systems are beginning to play a role in improving the quality of life for everyone. One 3 hp GHP can provide cooling for up to three separate rooms, and heating for up to six. And the 7.5 hp model, released this spring, has the potential to independently cool and heat four different rooms.



Outdoor unit (5 hp)



* Illustration shows 3 hp (2 pipe-type) heating/cooling system. The 2 hp (4 pipe-type) model supplies hot water to the indoor unit.

'89 WORLD CHAMPIONSHIP ROAD RACING

500cc World GP ends with Rainey 2nd, Sarron 3rd

Motorcycle fans will not soon forget the exciting '89 World Championship series that began on March 26 in Japan and unfolded as a high-speed battle between Team Lucky Strike-Roberts' hard-riding Yamaha star, Wayne Rainey, and defending champion Eddie Lawson, right down to the final round in Brazil on Sept. 17.

500cc class

In the Brazilian GP, last round of the series, it was Lawson who got out to the early lead with rivals Rainey and Kevin Schwantz (Suzuki) in hot pursuit. Rainey chased Lawson boldly and the trio pulled rapidly away from the pack. Eventually, Schwantz passed Rainey on lap 14 and then Lawson on the first corner of lap 21 on his way to the win. Lawson held off Rainey to finish 2nd and clinch the title. Rainey went on to finish 3rd, placing himself 2nd behind Lawson in the standings by a mere 17.5



15th & final round, Brazilian GP
W. Rainey (right) and C. Sarron

points. Having come so close to his first world title, Rainey is sure to come back hungry and confident next year. Rainey's Lucky Strike-Roberts teammate Kevin Magee finished 6th in this race and 5th overall for the season. Christian Sarron's 8th place finish put him 3rd in the season ranking.

250cc class

A less-than-perfect start left YZR-

riding Luca Cadalora struggling back in 9th position. By lap 7, however, he had worked his way steadily up to 4th position. After that the Italian Yamaha ace never let up the pressure until he finally passed the leader, Cardus to take control of the race on lap 21. The win gave Cadalora 5th place in the final season ranking. Juan Garriga who finished 11th here in Brazil, ended the season in 8th place.

To the disappointment of some of the fans, local hopefuls Katoh and Sowa soon fell out of competition with crashes on the 2nd and 5th laps respectively. It was Polen who emerged as leader on lap 3 and went on to take the checkered. Australia's Dowson was second by seven seconds, while two more FZR750R jockeys, Tatsuro Arata and Fabrizio Pirovano finished 5th and 7th respectively. By the start of the second heat the weather had taken a turn for the worse and the track was getting wetter. After the field went into the first turn in a pack, it was again Phillis who emerged as the first lap leader. But Dowson took control of the race after passing Phillis on lap 2 and continued to widen the gap with each succeeding lap.

On lap 9, Phillis dropped another notch when he was passed by local star Kenichiro Iwahashi (Honda). When Phillis ran off course on lap 11 it left Polen running in third with Giancarlo Falappa (Bimota) in hot pursuit. Eventually Falappa moved ahead of Polen on lap 18 and held off a late rush to claim the 3rd spot. Meanwhile, Dowson ran on to victory by a big margin.

RESULTS

1st heat

1. Doug Polen (USA) Suzuki
2. Michael Dowson (Australia) Yamaha
3. Rob Phillis (Australia) Kawasaki
4. Giancarlo Falappa (Italy) Bimota
5. Tatsuro Arata (Japan) Yamaha
6. Kenichiro Iwahashi (Japan) Honda

2nd heat

1. Michael Dowson (Australia) Yamaha
2. Kenichiro Iwahashi (Japan) Honda
3. Giancarlo Falappa (Italy) Bimota
4. Doug Polen (USA) Suzuki
5. Takahiro Sowa (Japan) Kawasaki
6. Rob Phillis (Australia) Kawasaki

RESULTS

'89 WORLD CHAMPIONSHIP ROAD RACING

14th round - Czechoslovakia - Aug. 27

- 500cc class**
1. K. Schwantz Suzuki
 2. E. Lawson Honda
 3. W. Rainey Yamaha
 4. C. Sarron Yamaha
 5. P-F. Chili Honda
 6. N. McKenzie Yamaha
- 250cc class**
1. R. Roth Honda
 2. M. Shimizu Honda
 3. J. Cornu Honda
 4. A. Pons Honda
 5. H. Bradl Honda
 6. L. Cadalora Yamaha

15th round - Brazil - Sept. 17

- 500cc class**
1. K. Schwantz Suzuki
 2. E. Lawson Honda
 3. W. Rainey Yamaha
 4. M. Doohan Honda
 5. R. Haslam Suzuki
 6. K. Magee Yamaha

250cc class

1. L. Cadalora Yamaha
2. M. Shimizu Honda
3. L. Reggiani Honda
4. A. Pons Honda
5. C. Cardus Honda
6. R. Roth Honda

FINAL CHAMPIONSHIP POSITIONS

500cc class

1. E. Lawson Honda ... 228 pts.
2. W. Rainey Yamaha ... 210.5 pts.
3. C. Sarron Yamaha ... 165.5 pts.
4. K. Schwantz Suzuki ... 162.5 pts.
5. K. Magee Yamaha ... 138.5 pts.
6. P-F. Chili Honda ... 122 pts.

250cc class

1. A. Pons Honda ... 262 pts.
2. R. Roth Honda ... 190 pts.
3. J. Cornu Honda ... 187 pts.
4. C. Cardus Honda ... 162 pts.
5. L. Cadalora Yamaha ... 127 pts.
6. M. Shimizu Honda ... 116 pts.

'89 WORLD CHAMPIONSHIP MOTOCROSS

11th round - Finland - Aug. 13

- 1st race**
1. J-M. Bayle Honda
 2. P. Vehkonen Yamaha
 3. M. Bervoets Kawasaki
 4. P. Johansson Yamaha
 5. P. Iven Suzuki
 6. R. Smith Suzuki
- 2nd race**
1. P. Vehkonen Yamaha
 2. J-M. Bayle Honda
 3. P. Dirx Honda
 4. J. Nilsson Honda
 5. M. Bervoets Kawasaki
 6. M. Fanton Suzuki

12th round - Belgium - Aug. 27

- 1st race**
1. J-M. Bayle Honda
 2. P. Vehkonen Yamaha
 3. P. Johansson Yamaha
 4. C. Dugmore Suzuki
 5. R. Smith Suzuki
 6. M. Fanton Suzuki
- 2nd race**
1. B. Glover KTM
 2. P. Johansson Yamaha
 3. J-M. Bayle Honda
 4. P. Vehkonen Yamaha
 5. M. Bennett Suzuki
 6. C. Dack Yamaha

FINAL CHAMPIONSHIP POSITIONS

1. J-M. Bayle Honda ... 327 pts.
2. P. Vehkonen Yamaha ... 267 pts.
3. J. Van Den Berk Yamaha ... 199 pts.
4. G-J. Van Doorn Suzuki ... 167 pts.
5. M. Fanton Suzuki ... 165 pts.
6. P. Johansson Yamaha ... 159 pts.

Yamaha riders finish 2nd & 3rd in season ranking

'89 WORLD CHAMPIONSHIP MOTOCROSS 250cc class

The '89 World Championship Motocross 250cc class series that began on April 16 with the Swiss GP came to an end after eleven rounds (1st round was cancelled) on August 27 with the Belgian GP.

The season championship went to J-M Bayle (Honda) with 327 points, but there was constant competition from two Yamaha riders, Pekka Vehkonen and defending champion John Van Den Berk who finished 2nd and 3rd with 267 and 199 points respectively. In particu-

lar, it was the season-long battle for the title between Vehkonen, Van Den Berk and Bayle that made this year's series a memorable one for the fans.

Already the international motocross world is looking forward to next year's rematch.



Dowson brings Yamaha a Super Victory

'89 World Championship Superbike Series



The first heat of the 7th round of the World Superbike Series held at Sportsland Sugo saw Rob Phillis (Kawasaki) get the best start from his No. 4 position, followed by pole position winner Doug Polen (Suzuki), Shingo Katoh (Yamaha), Michael Dowson (Yamaha), Takahiro Sowa (Kawasaki), and second position starter Fred Merkel (Honda).

Winners at work and play

We are happy to announce that YMC is not the only one with a successful company soccer team. The photo shows the soccer team of Yamaha's Colombian importer Incolmotos-Yamaha after they placed second in the "COPA COMFAMA" tournament for

company teams held recently in Medellin City. Like YMC's team, this team is made up solely of Incolmotos-Yamaha employees. The handsome young boy at the edge of the photo must certainly be the team manager?! Congratulations to one and all!



Pitman's Long wins 24-hour Trial on TT600

Each July, the world-famous wine country of Barossa Valley, South Australia hosts "The News 24-hour Trial".

On July 8, about 150 solo and side-car riders started this challenging trial. The goal is to complete 5 laps of a tough course in 24 hours, and scoring is based on time penalties at several check points.

This year's winner was Australia's Yamaha distributor, Pitman's Kevin Long on a Yamaha TT600. Kevin (25), who has been riding since the age of 15 is no stranger to the winner's platform. This is his 3rd victory at The News 24-hour Trial in 6 years. In addition, we hear that he has won every road trial in South Australia at least once, including 4 victo-



ries at another big event in South Australia, "The Gawler 6 Hour". Yamaha TT600's and TT500's

also dominated the open sidecar class, sweeping the first 7 places.

Bright Sunshine for Yamaha Teams in Lake Festival

Solar energy has been in the news these last few years, with solar car races proving very popular in America, Australia and other countries. On July 30 this year Japan's first solar-powered boat race was held at Yamaha Marina Hamanako. The race formed part of the "Keep Lake Hamanako Clean" project, organized by the Hamamatsu Junior Chamber in conjunction with the revitalization plan for Hamamatsu City.

Thirty-three hand-crafted boats from all parts of Japan set off from the Marina in complete silence, except for the enthusiastic shouts of their crews. Only 18 vessels completed the 6km round trip, however. The rest dropped out in a race full of laughs for the competitors, with boats sinking, overturning, and stalling with dead batteries throughout the course. The first prize went to the "Taiyo ga Ippai" (Bright Sunshine) team from Moriyama Mfg. Co., Ltd., who crossed the line a full 20 minutes ahead of the second boat, in a time of 35 minutes and 18 seconds. The victorious boat was a Yamaha 20SS Ocean Scull, fitted with a Sharp Solar Panel to power its Yamaha Marine Motor.

Another team from the Yamaha Manufacturing Group, Sanshin Kogyo Co., Ltd.'s "Team Solar Marine", placed eighth to win the NHK Prize, presented by the Japan Broadcasting Corporation.



Moriyama Mfg. Co.'s "Taiyo ga Ippai" crosses the line, with the rest of the pack nowhere in sight.



Team Solar Marine from Sanshin Kogyo finished eighth to win the NHK Prize.



YMC Director, Mr. T. Hasegawa addresses the participants.

1989 International 470 Championship Yacht Race

World's top racers show their skills off Tsu City



Held in Japan for the first time in 13 years, this event drew participants from 19 countries.

The international 470 Championship Yacht Race was held from August 11 to 20 out of Tsu Yacht Harbor in Mie Prefecture, Japan. The last time this race was contested in Japan was 13 years ago in 1976, at Hamanako in Shizuoka Prefecture.

The world championship this year saw entries from 19 countries; Australia, Brazil, Canada, China, Denmark, France, Germany, India, Israel, Italy, Japan, Korea, New Zealand, Norway, Spain, Sweden, UK, USA and USSR. Fifty three men's and twenty five women's teams fought for the title in the six race event.

Less than perfect wind conditions meant the racing yachts couldn't show their paces to the full, but the skill of the world's top sailors in combatting the difficult weather made a fine display of boat handling technique. With their eyes on the Barcelona Olympics, the contestants were using this event to try out their strengths against the world's stiffest competition. This year is the



The jury boat is outfitted with a Yamaha outboard.

100th anniversary of the founding of Tsu City, and the yacht championship formed part of the city's program of celebrations. Yamaha Motor gave special support to the event, in recognition of the anniversary. The Tsutsumi brothers from Japan won the men's championship, with Calafat and Sanchez-Luna of Spain in second place, and Nakamura and Takahashi of Japan coming third. In the women's class, Meyer and Adlkofer of Germany took first prize, with Egnot and Shearer of New Zealand second, Jones and Hay from England in third place.



Sugo welcomes 70 riders from 11 countries

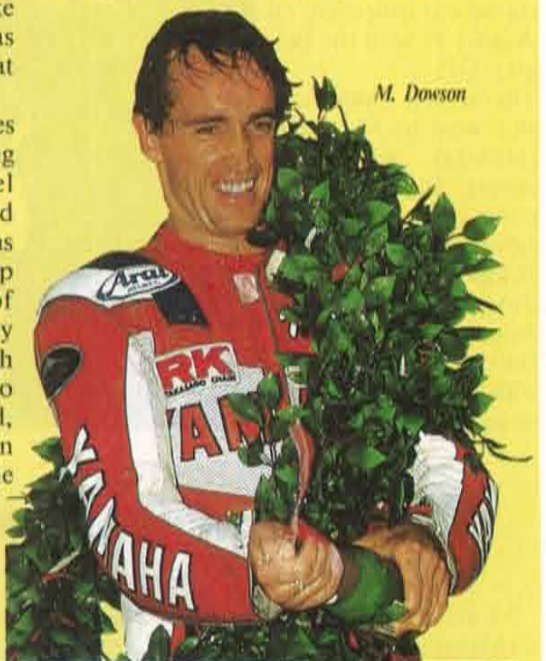
'89 World Championship Superbike Race Series

The 7th round of the '89 Superbike World Championship Series, the "Pocari Sweat Sugo Superbike World Championship Race", was held on August 27 before 38,000 fans at Sportsland Sugo.

With 35 foreign riders from 11 countries entered fans in Japan were looking forward to some truly top-level international competition. This marked the second consecutive year that Sugo has held a Superbike World Championship Race. In recent years the number of Superbike fans has been growing rapidly in Japan and everyone looks forward with anticipation to this once-a-year chance to see the international stars race. And, because the bikes are all based on production machines, the fans got the kind of hot competition they have come to expect.

The first heat went to Doug Polen (Suzuki), with Michael Dowson second. In the second heat, however, Dowson

rode his FZR750R to victory by a big margin. (For details see page 7)



M. Dowson

