

YAMAHA MOTOR NEWS

1989 No.7



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The 28th Tokyo Motor Show Takes on New Dimensions

Yamaha shares in one of the automotive industry's most stimulating events



The new convention center used for this year's Tokyo Motor Show attracted a large number of visitors. On one weekend day alone about 300,000 people crowded the center. Yamaha's futuristic model "MORPHO" drew the attention of show visitors.

The 28th Tokyo Motor Show was held this year from October 26 through November 6 at the brand-new Nippon Convention Center established in the suburbs near Tokyo Disneyland in Chiba Prefecture. Also known as the Makuhari Messe, the Center was chosen

for the Motor Show in preference to the usual Harumi Fairgrounds located in Tokyo. Although it has no more space than at Harumi, Makuhari's 54,000-sq. meter International Exhibition Hall allowed both Japanese and foreign exhibits to be shown under one

roof for the first time.

Yamaha welcomes the change as one befitting the reality of today's world market that has outgrown the traditional separation of domestic and foreign vehicles. Certainly we can say this year's presentation of the biannual Tokyo Mo-



Mr. Eguchi, YMC President, briefs a large contingent of press representatives.

tor Show was a world-class event in both scale and scope: 818 models by 333 automotive manufacturers from 15 countries—a record representation. Further, there was something to appeal to the interests of all: cars ranging from low-pollution models for the environmentally conscious to computer controlled models for futurists were all on display.

In the two-wheeler section, ten domestic and foreign manufacturers reflected the maturing market and diversification in clientele. Each company's exhibit featured a range of products aimed at promoting a wider appreciation and enjoyment of motorcycling by customers having quite different tastes and fancies.

At the center of Yamaha's display was the futuristic MORPHO model along with the 1990 line-up including FZR400RR, the FZR400RR SP (a Sports Production model) and the new FZR250R, the R1-Z, the new SRX600/400/250, the TZ250, the new TZR250, the TZR250 SP, the TZR50 and the TZ50 (a competition model) among others. Also featured were two models of the Taiwan produced Target 90 which drew a lot of attention. (Turn to pages 2 and 3 for more details on the show.) All-in-all, the 28th Tokyo Motor Show reflected the world-wide spread of local production; as overseas parts manufacturers stood out in the same way as locally produced vehicles to a record 1.9 million visitors.

FAR-FLUNG BUSINESS CONFERENCES ROUND OUT PREPARATIONS FOR 1990

Canadian Motorcycle Dealer Conference

The Canadian Motorcycle Dealer Conference for 1990 was held at the Metropolitan Toronto Convention Center, October 10 and 11. The 320 representatives from 157 dealerships from all over Canada were welcomed to the convention by Mr. Isao Komiya, YMC's Managing Director. The theme of the conference was set by Mr. Ike Saguchi, President of Yamaha Motor Canada, in his opening statement: "Con-

scious of the changing times accompanied with the changing needs and tastes of our customers, we want to introduce new means to broaden the motorcycle market." Bearing out his remarks, there was a presentation of new models with the likes of the XTZ750, XT600, RT100, YSR80, Zuma II, etc. The evening banquet was conducted at the world's highest building, the CN Tower. Following dinner, lively discussions continued far into the night in the midst of the product displays at the Center.

The 2nd day featured business seminars, marketing and promotion activities ranging from explaining point-of-sale POP kits to booking orders during the exhibition period for the first time in recent years.

The assembled dealers all indicated their strong approval of Yamaha's business approach with their enthusiastic applause in welcome of the 1990 Models based on these policies.

South Pacific Marine Distributor Meeting

Yamaha Motor hosted the South Pacific Marine Distributors at the Yamaha marine resort, Haimurubushi, near Okinawa as they addressed the 1990 sales year on September 29. Fifteen representatives from nine Pacific regional markets: Papua New Guinea, Fiji, New Caledonia, Tahiti, Tonga, Guam, Saipan, Truk and the Marshall Islands and representatives from NBK Corp. and Sankyo Trading, two Japanese trading companies gathered for



the meeting. They were received by Mr. Hideki Sawada, YMC's Senior General Manager and Mr. Masahiro Sugiyama, YMC Deputy General Manager and their staff.

The main topics for their sessions were symbolized in the Meeting's slogan "HOPES '90" and included but were not limited to 1) contributing to the development of coastal fisheries and water transportation, 2) ensuring that products, service & parts truly meet customer needs, and 3) promoting sound and proper water sports at sea and on the beach.

Their conference closed in a happy atmosphere as some significant achievements and a good share of business were evident for this coming fiscal year.



THE 28TH TOKYO MOTOR SHOW



“Man and Machine”

For people all over the world the motorcycle is no less than a necessity of life. Be it Southeast Asia where demand is constantly on the rise as motorcycles become ever more important as a means of transportation, or Europe and North America where recreation is constantly diversifying and the growing call of outdoor life is bringing new attention to the motorcycle as an ideal companion. Another very real factor that is leading to a re-evaluation of the merits of motorcycles is the growing concern about air pollution and chronic traffic jams. In Japan, a leader in the motorcycle industry, the market entered a mature phase several years ago. This has prompted the individual makers, as well as the industry as a whole, to engage in activities that are providing definite stimulus to the market.

Here are some examples:

1. Demand-creating activities that involve the users

- In the case of Yamaha, activities like our YESS program are bringing the users into the act of creating vital new demand.

2. Introducing new products

- Building products that cater to user needs; like a scooter equipped with a helmet storage compartment in response to changing regulations regarding the use of helmets.

Considering these factors, the Tokyo Motor Show is attracting more and more world attention as one of the major trend-setting shows in the motor industry today.

We at YMC would like to give our readers a look at the displays and trends shown by Yamaha and the other manufacturers and suggest some directions the industry should move in the coming years. We will be pleased if this report proves to be of some use to you.

The motorcycle division of the show is alive with the energy and desire to conceive and develop products rich in appeal that can open up new categories in the motorcycle market and create new demand.

In order to move beyond the type of product planning centered around racer replicas that has prevailed over the past few years, many makers presented new concept models or unveiled models for future release that are aimed to appeal to a wider range of riders.

Another trend of this year's show is the effort of the various makers to carry the relationship between man and machine into a new-dimension by making the motorcycle a more familiar and approachable mechanism that serves us better, both at work and at play.

In the displays at this year's show one could also feel the efforts of the makers to go beyond the mere production and sale of motorcycles as hardware, by getting deeper into the software aspects of creative recreation and proper riding promotion. In this way they seek to add something more to the appeal and value of the motorcycle.

There was also a greater international atmosphere to this year's show as makers displayed export models and models produced in overseas factories along with their domestic concept models and models scheduled for release in 1990.

YAMAHA CORNER

Pursuing a new unity of man and machine, man and nature under the theme “Riding Into New Roads”

The theme of this year's Yamaha booth was “Riding Into New Roads”. Encompassed in this theme is Yamaha's desire to “create new pleasures and foster sound and mature motorcycling”.

We made active appeals through a number of display concepts in the numerous corners dealing with the different aspects of motorcycle life. They expressed closer and more intelligent integration of man and machine, deeper communication with nature and the new limits of high-performance.

The center stage of the Yamaha booth was devoted to the “MORPHO”, an entirely new-concept motorcycle that embodies Yamaha's vision of a vitally new type of motorcycle culture. This futurist model incorporates a revolutionary system that allows the seat, handlebars and footpegs to be adjusted to fit the rider. It is a motorcycle that transforms itself to accommodate its rider, his body proportions and how he chooses to ride.

To left of center was the on-road, high-performance model corner, featuring the newly developed flagship model FZR400RR with a full array of factory machine technologies, the racy TZR50 and the dynamic new 2-cycle super-sports model R1-Z.

Also on display was the tasteful “New SRX” series representing the quest for the ultimate in single-cylinder design and a line of Yamaha's exciting off-road models.

Visitors also flocked with interest to displays of export models like the Super Ténéré XTZ750 and FJ1200, as well as the scooter, Target 90, developed and manufactured by Yamaha Motor Taiwan.

Corners devoted to racing machines and accessories were also to be found in this year's Yamaha booth.

MORPHO

“Personalism” is the word we use to describe our new contribution to motorcycling. The MORPHO doesn't require riders to conform to it. It conforms to the rider. The MORPHO is a revolutionary machine that can be shaped to the rider's needs. It is adjustable to suit differing body types, and the riding position also adjusts to fit a wide range of riding tastes. The handlebars are adjustable for height, width and angle of slant, the seat adjusts for height as well as fore and aft; even the footpegs are fore/aft adjustable. Each rider can adjust his machine to suit his body size and type as well as his riding style.



Handlebar height



Handlebar slant angle



Seat



Footpeg

R1-Z

It is now 10 years since the RZ250 ushered in a new era in 2-stroke super-sport machines. With the R1-Z, Yamaha proudly announces a revolutionary new 2-stroke super-sport machine for the street.

It's powered by a traditional 249cc, 2-stroke parallel twin with liquid cooling and crankcase reed-valve induction.

Constructed of large-diameter, high tensile-strength steel pipe, its wide truss frame is just as rigid as our Deltabox frames.



FZR400RR

Successor to the FZR400R, the FZR400RR is an entirely new model. This machine was developed with generous use of the racer technology that powered the factory machine "YZF400" to victory in the '88 Japanese National Championship. The DOHC, parallel

four, 4-stroke engine features liquid cooling, 4 valves per cylinder and EXUP. Its cylinder orientation has been changed to slant forward 35 degrees and the engine itself is lighter. Intake and exhaust ports and the combustion chamber have also been reshaped for more power.

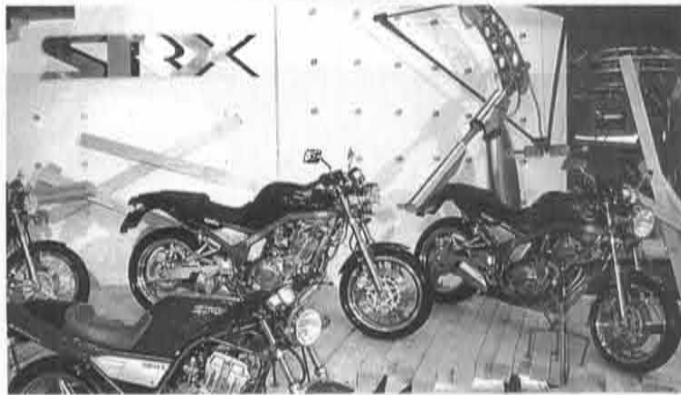


NEW SRX400

With its elegant new styling and low and mid-range torque, the new SRX400 is one of the most dynamic singles in motorcycling. Electric starting is a new addition for 1990.

The air-cooled, single-cylinder engine

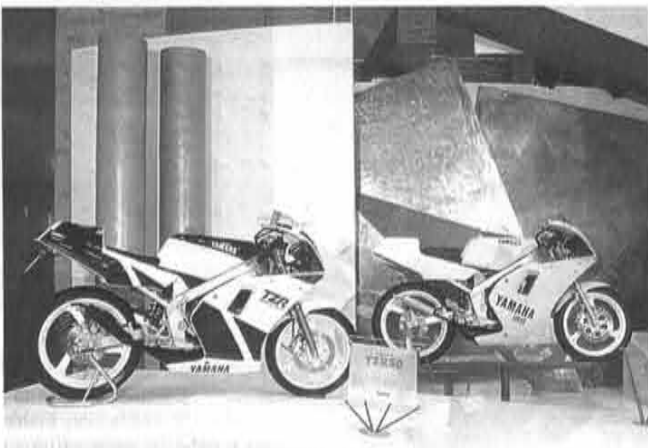
features an OHC 4-valve head. Improvements in intake and exhaust efficiency increase low and mid-range torque output for razor-sharp throttle response. This is the kind of power that made singles famous. The new electric starter now adds an extra touch of convenience to this special single. The double-cradle frame is made of box-section tubes of high tensile steel. It delivers the rigidity we demand and keeps the machine's lines slim and elegant.



TZR50

The TZR50 is a full-sized 50cc sportbike with racer styling. Featuring a powerful engine, rigid frame, strong brakes, and beautiful styling, this new model brings high-performance riding to the small-bike class. The single cylinder 2-stroke engine features liquid cooling and piston reed-valve induction. It uses a new cylinder design with larger intake and exhaust ports for improved breathing, and lightweight internal engine components for high power output throughout the rpm range. Throttle response is excellent.

The double-cradle frame is made of box-section tubes for high strength and rigidity.



HONDA CORNER

By presenting a number of concept models that explore new images of the relationship between man and machine in a "move zone", we can see the maker's attempt to open up new demand in a number of directions.

In the sports field, an experimental 32-valve oval piston powered model, NR, is highlighted.

Other models such as a new type of vehicle lighter than a scooter, a small bike that fits in the trunk of a car, a friendlier type of off-road machine and roofed two-wheelers and three-wheelers that can be ridden in the rain, show attempts to make the motorcycle a more familiar and useful vehicle.



SUZUKI CORNER

Displays centered around two concept models; the X913 with a compartment capable of holding a helmet, and the covered-type SW-1 designed with the theme of a motorcycle for enriching city life. Added to these were export models, regular production models and World GP works machines to complete a display entitled "More individually and distinctively: personal best".



KAWASAKI CORNER

Presenting its version of the marriage of man and machine under the theme "Story in the wind", the displays offer motorcycles designed to bring more fulfillment to our recreation.

In addition to the flagship ZZ-R1100 GRAND TURISMO and ZZ-R600 GRAND TURISMO, models ranging from Super Bikers, mini KSRI/II and the enduro machine KDX125SR, to the Eliminator series and the Vulcan 400 were on display.



BIMOTA CORNER

Embodying Bimota's design concept of "the ultimate in road sports", all the models of its Bimota YB folgore series were on display. Central among these was

the Bimota 1000 folgore YB8 unveiled for the first time at the Tokyo Show. This model features a Yamaha FZR1000 engine complete with EXUP. Other noteworthy models included the 1000 folgore YB6 Special with electronically controlled fuel injection and the 1200 folgore YB5 Special with new coloring and graphics for 1990.



HARLEY-DAVIDSON CORNER

Of the 27 models being offered for 1990, nine were on display here. Highlighted by Harley-Davidson's flagship model FLHTC-Ultra, the top of its Electra Glide and Tour Glide lines, the display also featured the Softail Heritage with its two gas shock absorbers under the frame, known as the Softail Suspension, and other models of the Softail line.



BMW CORNER



Along with displays of the five currently available models K1, K100LT, K75S Sports, R100RS, and R100GS Paris Dakar, BMW mounted a demonstration of the world's first practical application of electronically controlled ABS for motorcycles.

CAGIVA GROUP CORNER

Ducati displayed five models including the 851 STRADA Limited. Cagiva presented the 750 Elephant and two other models. Husqvarna had four models including the 510TE and the Moto Morini 400 Dirt to fill out the display.



PIAGGIO CORNER

Six Vespa scooters on display



FZR1000

(For the North American and European markets)



Last year, Yamaha established itself as the premier builder of supersports machines with the FZR's. Changes for 1990 on the FZR1000 are minor and center around the front forks and exhaust pipe. In addition to the machine's new coloring and graphics, the exhaust pipe and muffler have been refinished for improved appearance. The 1990 FZR1000 is truly a stunning example of motorcycle styling.

FZR400RR

(For the Japanese market)

Successor to the FZR400R, the new FZR400RR combines a powerful engine with a lightweight and compact chassis. Its remarkable handling and engine performance come directly from technology developed on our YZF factory racers. It's the world's first motorcycle to feature dual projector-type Halogen headlamps. FZR400RR SP models are designed for racing and come with a liquid-cooled oil cooler, damping-adjustable front and rear suspension, quick-release axles, and a single seat cowl.



RT180

(For the North American market)



RT180: Based on the Yamaha DT's, the RT180 is in many ways a machine from "the good old days". Days when off-road bikes were simple, lightweight, easy to work on and good fun to ride.

The new Yamaha RT180 and RT1 stimulates the off-road market. Meets the demand for high levels and high seating position of answer an acute need that exists for good performance at an affordable price.

XT600

(For the North American and European markets)



Truly a dual-purpose machine, the XT600 has proven itself as adaptable to city and highway riding as to off-road riding and adventure touring. For 1990 the big XT gets a major redesigning, including improvements to engine, chassis and styling. Most of the changes are designed to improve the machine's street-ability. One thing that hasn't changed is the legendary dependability of the XT600. Featuring much of the technology developed for our Paris-Dakar racing machines, the XT600 is a machine riders have learned to depend on.

1990 YAMAHA MODELS

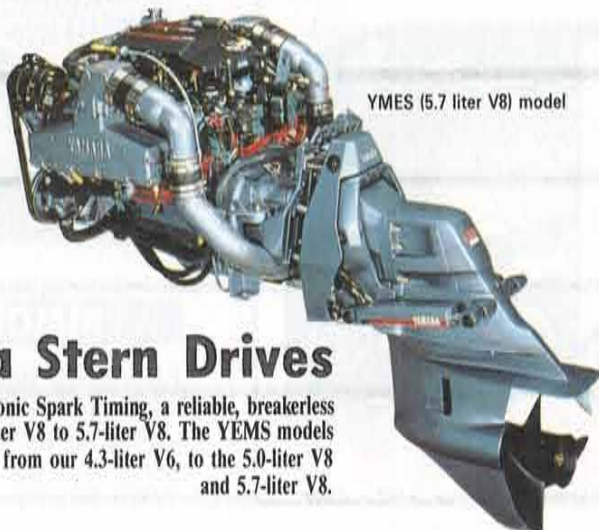
Bringing greater convenience and enrichment to



Yamaha MY-50

(For the Japanese market)

The MY-50 represents the first 50-foot production cruiser for the Japanese domestic market, developed in answer to the trend toward bigger, more luxurious powerboats. Here is a European-style motor yacht designed from Yamaha's rich experience in the field of large-scale custom boat construction. The 3-compartment cabin is designed for maximum living comfort, and the owner can choose from a variety of materials and appointments to suit his tastes. The MY-50 gives the demanding user what he needs for cruising with the family or taking along those important friends and guests, or for elegant parties in the cabin and on the decks.



YMES (5.7 liter V8) model

Yamaha Stern Drives

Yamaha offers two stern drive series. The EST models feature Electronic Spark Timing, a reliable, breakerless ignition. They range in size from our 3.0-liter L4, 4.3 liter V6, 5.0-liter V8 to 5.7-liter V8. The YEMS models feature the remarkable Yamaha Engine Management System and range from our 4.3-liter V6, to the 5.0-liter V8 and 5.7-liter V8.



Yamaha-34EX

(For the Japanese market)

This model was developed to replace the existing Y-33 II as the top of the Yamaha sailing cruiser line as the domestic Japanese market continues to demand more sophisticated yachts. With its straightforward hull lines, high-level performance, comfortably livable cabin and full outfitting for ease of sailing, the 34EX embodies our quest for a new level of functional excellence and craftsmanship. For easy handling, even by a small crew, it features pedestal steering, full control on the mainsail, jib furling and self-tailing winches.



RT100
(For the North American market)

family-oriented dirt bikes designed to day are intimidated by the high power -road machines. The RT180 and RT100 lines which are easy to ride, and have

RT100: Virtually a down-sized version of the RT180, the RT100 is designed for younger or smaller riders.



YFS200-Blaster
(For the North American and European markets)

One of the great attractions of the Blaster, "the best sports ATV" in America, is its light weight - just 320 lbs. (145 kg). This gives the rider impressive power-to-weight responsiveness. This sprite 2-stroke model is an excellent choice for someone thinking about trying ATV sports. Its cost performance is also outstanding. Blaster's double-wishbone front suspension provides superb handling, and the rear suspension is every bit as good as the front; a race-bred Monocross design.

YFM350FW-Big Bear
(For the North American, European and Oceania market)

Its engine is a very torquey, air-cooled 348cc four-stroke powerplant with convenient electric starting, plus an oil cooler for a lower running temperature. The full-time 4-wheel drive gives you a ride that is powerful, dependable and reliable. It has the toughness and durability to handle hardwork, and also has the spirit to make it just plain fun.



(US model)



G8 - Fleet Classic
(For the US market)

In the G8 Fleet Classic, Yamaha adds two extraordinary features - three-link rear suspension and, in its electric model, solid state speed control. Both work to dramatically improve the vehicles' handling. The Fleet Classic, available in either electric or gasoline-powered models, is a Golfcar that will satisfy the most demanding of golf course managers.



(US model)

YT6700

(For the North American and European markets)
The engine is coupled to a hydrostatic (HST) transmission for smooth operation. No clutch or gear shifting is necessary. And with a differential and special Yamaha-designed Turf-Trax™ tires, these tractors are extremely easy on tender turf. An electric PTO (Power Take Off)/Clutch Brake ensures quick, sure stopping of the mower blades. A two-stage snow blower, front dozer blade, tire chains and other accessories are available for increased versatility.

LINE-UP

people around the world

Yamaha Motor uses its renown base of small-engine technology to build motorcycles as well as a host of products like snowmobiles, Golfcars, Water Vehicles, outboard motors and automobile engines. From its established FRP technology comes another line of marine products including powerboats and yachts. Add to these such new fields as GHP (Gas Heat Pump Air Conditioners) and industrial robots into which we have expanded, and you see YMC's dedication to the task of bringing a life that is blessed with convenience and richness and room to enjoy sports and leisure to people all over the world.



(US model)

Super Jet

This is the ultimate personal Water Vehicle built for the soloist whose sole pursuit is high-level riding performance. A 633cc Yamaha Marine engine powers a new high-performance, ergonomic hull and deck design, delivering a rousing top speed of 39 mph. (63 km/h), with superior acceleration and good maneuverability.



(US model)

(Japanese model)

V4 115HP

The complete range consists of powerful and impressive V4s delivering 115, 130 and 140 hp. The graphics and styling are new for this series. In Japan, the V4 115 recently received the "Good Design" award of the Ministry of International Trade and Industry for products displaying excellence in design.

V6 250HP

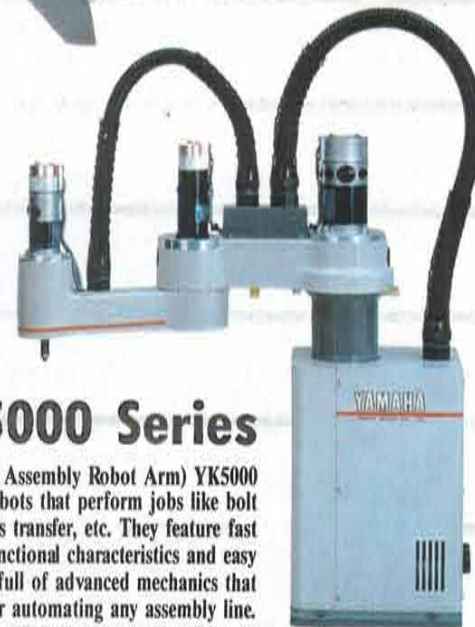
Most obvious is the sleek new shape and styling. The V6 250hp outboard's special cowl features new "X" layout intakes, and ultra-violet resistant paint, for a lasting finish. A single-action, spring-loaded clamp, releases the cowl for easy removal, and easy access to the innovations inside. The V-block engine is 14 degrees narrower than conventional 90-degree V-blocks. When combined with a new, longer piston stroke, the result is a slim, compact engine with incredible torque at low and mid-range speeds. Our other V6 models include a 150, 175 and 225 hp, all with newly designed graphics and styling.

WaveRunner III



(US model)

The WaveRunner III is the top of the line in the WaveRunner series. And, because it eagerly totes up to three passengers (not to exceed 450lbs.), the WaveRunner III's bottom line is fun and recreation for the whole family. Featuring a 633cc/50hp engine, the WaveRunner III delivers high-power performance. This model is referred to as the MJ650TL in the European and Japanese markets.

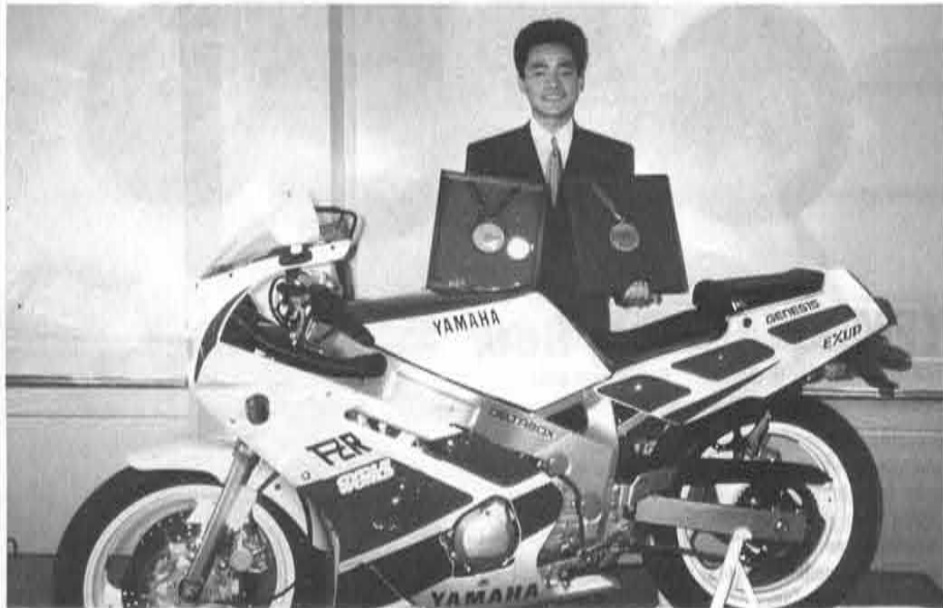


YK5000 Series

This SCARA (Selective Compliance Assembly Robot Arm) YK5000 series consists of assembly robots that perform jobs like bolt fastening, sealant application, parts transfer, etc. They feature fast acceleration/deceleration, excellent functional characteristics and easy operation. Its design is compact and full of advanced mechanics that make it ideal for automating any assembly line.

U.S. Magazines select best bikes for '89

U.S.A.



Every year many motorcycle magazines the world over select their "Best Bikes" in a number of categories. Here are the results of the two major American motorcycle magazines' recently announced "Best Bike" awards:

From "Cycle World":

- Best Open Street BikeFJ1200
- Best 650cc Street BikeFZR600
- Best SuperbikeFZR1000

And from "Motorcyclist":

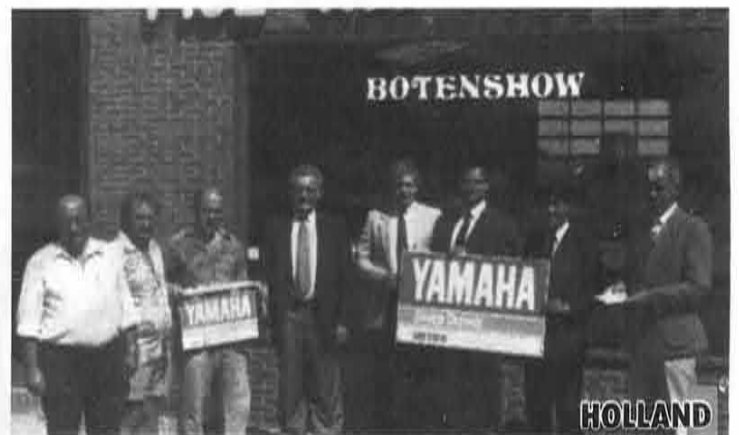
- Bests:**
- Best Open-Class Sport BikeFZR1000
 - Best 600 Sport BikeFZR600
 - Best Lightweight Sport BikeFZR400
 - Best Middleweight CruiserVirago 750

- Best MusclebikeV-Max
- Best Open-Class Sport TourerFJ1200
- Best HandlingFZR400

Honorable Mentions:

- Motorcycle of the YearFZR1000
- Best Heavyweight CruiserVirago 1100
- Best BuyRadian
- Best BuyXT350

As you can see, the best-selling FZR600 and other Yamaha bikes primarily in the sports bike category won numerous awards. This outstanding record is due in large part to the devoted business efforts of Yamaha dealers across the U.S.A. We want to extend our thanks and congratulations to them and each and every one of our bike fans.



In front of the Yamaha's 200th stern drive dealer, Pijl Watersport BV.

Reaching the goal of 200 stern drive dealers

Ever since the release of its stern drives on the European market, Yamaha Motor Europe NV has devoted itself to the task of creating a Europe-wide network of service dealers. From the beginning, Yamaha adopted a policy of establishing a solid service network of at least 200 dealers for its stern drives before shifting the emphasis to sales. To this purpose, the winter months following the introduction of the stern drives at the European shows were spent in an intensive program of service training. Courses were held first for the service representatives of the respective importers at YMENV. These importers then, in turn, trained service dealers in their own countries. Paralleling these activities was the mobilization of a comprehensive parts supply program. Recommended parts lists were drawn up and stocks sent to the importers and dealers and Yamaha's central computer in Holland was programmed to monitor importer inventories. To guarantee a smoother running system, as well as greater customer satisfaction, an emergency stock to cover all of Europe was also set up at a distribution center near Amsterdam's Schiphol airport. It was a rewarding moment for everyone involved, therefore, when the dealership of Pijl Watersport BV on Loosdrecht lake in Holland became the 200th shop to hang up a special sign designating it as a certified service shop for Yamaha stern drives. Having reached the 200-shop goal set by YMENV, the European market should see a growing business in Yamaha's quality stern drive marine motors.

Combining promotion and racing on "Yamaha Day"

With Water Vehicles finding growing popularity in all parts of the world, a first Annual Water Vehicle Race was held in Kuwait on September 7.

This race was organized at one of Kuwait's most renowned sports clubs, the Kuwait Sea Sports Club, through the combined efforts of the club's chief executive, Brigadier Fahed Ahmad Al Fahed, the Assistant Under Secretary of the Ministry of Social Affairs, Mr. Abdul Rehman Al Mazrooi, and Mr. Abdul Rehman Sultan Al Salim, Managing Director of Kuwait Developments and Trading Co., the local Yamaha distributor.

In order to make the event a promotional one as well as a sporting one, Kuwait Developments deemed it "Yamaha Day", displaying various promotional tools along with a full line of Yamaha marine products.

Out on the race course it was a Yamaha day, as well. With seven Yamahas among the 19 contestants, Yamaha 650LXs won both of the 5-lap qualifying heats contested.

The final race was a contest of 10 competitors, including 5 Yamahas, with the first two places going to Yamaha riders, Mr. Azzam Al Hamaidi and Mr. Thamer Al Ayoub, third to Mr. Abdul Latif Al Omari (Kawasaki), 4th to Mr. Abdul Aziz Al Marzouk (Yamaha) and 5th to Mr. Ahmed Al Sherkawi (Kawasaki). The event gathered 2,000 people including representatives of leading daily newspapers and Kuwait TV. The success of this inaugural event has encouraged the distributor to hold similar events at least twice a year and cultivate even more interest and response from the public.



KUWAIT



The Serows handled the 49 days of touring with practically no trouble at all. The 6 women of this daring group drew plenty of attention wherever they went.

Serows run 15,000km through China

JAPAN

On September 18, a group of women members of Yamaha's user and dealer organization, YESS, returned safely to Japan after completing an ambitious and adventurous tour of 15,000km through mainland China.

The team consisted of six members led by Japan's first licensed female motorcycle technical instructor, Miss Kojima. Leaving Beijing on June 28, aboard six Yamaha Serow 225 trail bikes, the expedition toured for 49 days, crossing the breadth of China all the way to the Taklimakan Desert, then back to Shanghai via Wuhan and Nanjing. Despite the grueling course, the six Serow 225s ran the distance with almost no troubles, and the

women praised them for their "lightweight, slim body and comfortable seat height" that provided ideal footing and easy handling even for small-framed female riders.

The purpose of this challenge was to have the women a chance to get a firsthand taste of the history of the country that nurtured Japan's cultural origins, and also to prove that, with the right motorcycle, even ordinary women could complete a long and rugged course like this.

"It was by no means an easy trip, but our many experiences there have left me with a desire to visit China again someday" was the feeling that all the women seemed to share.

Yamaha generators power subterranean diving expedition

It was late last year that Yamaha Motor Australia received a request to be part of a unique scientific expedition and television documentary exploring the Pannikin Plains Caves by supplying the expedition with reliable Yamaha generators.

Located 1,600km from Adelaide in the Nullabor Plain of Western Australia, these water-filled caves lying 100 meters underground are probably the longest network of

subterranean water passages in the world. But in addition to establishing a record for the length of a cave dive, the expedition of five divers planned to do some important scientific research as well. By taking water and rock samples of these previously unreachable water passages, scientists from Australia and around the world hoped to gain vital clues about the formation processes for such subterranean caverns.

Power from the EF1600 and EF2800 generators supplied by YMA was used to provide light for the hours of underwater filming for the Seven Network documentary as well as charging batteries and running other equipment in the base camp.

YMA was proud to have its products play a role in an historic expedition stretching the limits of human exploration and knowledge to new depths and understanding.



AUSTRALIA

Yamaha-riding pup on popular TV variety

With about 14 million viewers, the comedy/variety series "Verstehen Sie Spaß" (Do you understand the joke?) is one of Germany's most popular TV shows. That meant big publicity for Yamaha when a dog named "Idefix" rode a modified Yamaha PW with a sidecar and a remote-control system for safety reasons along side his trainer, Mr. Flechsig, on his Yamaha FZR1000. The act was given a full five minutes of program time, and was picked up later by leading newspapers like "Bild".

By the way, Yamaha's West German importer Mitsui Maschinen GmbH has another interesting promotion to report on. Picking up on the fact that almost all motorcycle owners in Germany also own a car, they

have prepared bumper stickers to help owners let everyone know what their hobby is. The stickers say "Zwei Räder weniger ist mehr" (Two wheels, less is better.)



WEST GERMANY

Contributing to society as a good corporate citizen

For Siam Yamaha, as for us all, being a good corporate citizen is an important part of its role as a leader in the Thai motorcycle industry.

The photo shows Mr. Singchai Poovarodom, General Manager for Marketing, offering a donation of 30,000 Baht (US\$1,100 approx.) to a fund for young Praphas Sindhudej, an unfortunate boy who lost his legs in an accident caused by a careless driver.

At the same time, Siam Yamaha is taking a big step to enable it to serve its customers better. Recently a contract was signed between Siam Yamaha Co., Ltd., the SCT Computer Co., Ltd. and IBM (Thailand)

Co., Ltd. for the purchase of a main-frame IBM computer. This move will make Siam Yamaha the first company in Thailand's motorcycle industry to apply advanced computer technology to strengthen and streamline all aspects of its business, from production and design to office operations. Siam Yamaha also plans to link more than 300 dealers around the country to its computer system. The bottom line will surely be more effective response to user needs and greater customer satisfaction with their quality Yamaha products.



THAILAND

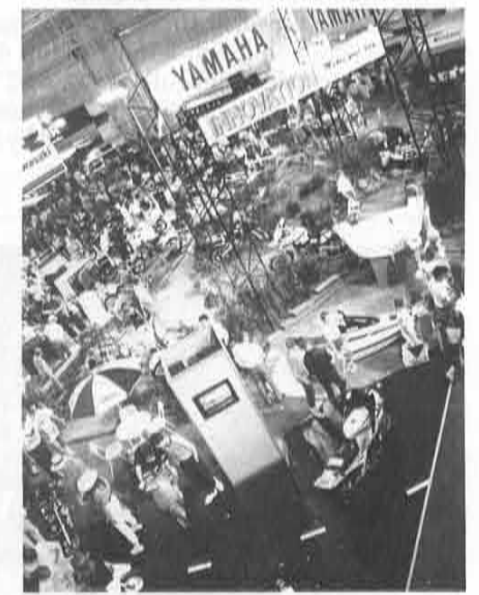
YMA wins show award with outdoor leisure theme

AUSTRALIA

The 1989 Australian International Motor Show was held from Oct. 6 to 15 at the Darling Harbour Exhibition Center on the shores of Sydney Harbour. About 250,000 visitors turned out during the show's 10-day run, and for many, a highlight of the show was Yamaha Motor Australia's attractive display of motorcycles, outboard motors, Water Vehicles, Golfcars, snowmobiles and power products, unified under a theme of "outdoor leisure". In fact, YMA's display received the "Warwick Oates Display Award" from the Chamber of Automotive Industries of N.S.W. Overall interest in Yamaha products was very high, with special attention going to the new Razz and Zuma scooters and the XV250 Virago.

YMA considers its outdoor leisure theme, which also stressed the spirit of adventure and an appeal to family motorcycling and outdoor activities, a great success, portraying a high-quality, professional image while still appealing

to the younger generation. The great interest shown in Yamaha products at the show is sure to feedback in the form of follow-up sales.



TPM bringing results worldwide

YMC was the recent recipient of one of the "1989 PM Excellent Prizes", a prize given to companies that demonstrate outstanding TPM (Total Productive Maintenance) activities.

This PM prize is a respected and prestigious award born in 1964 out of efforts to add impetus to a program aimed at improving factory preservation and maintenance, and raising productivity in Japanese industry.

YMC's Production Group adopted its TPM program in 1984. Under this program the employees of Yamaha Motor's seven differently oriented factories and the management section worked together toward the goals of:

(1) Increasing the dynamism of the employees and the workplace to make the ultimate use of factory facilities and thereby improving the overall quality and strength of the factory through a program of "Strengthening of Fundamentals".

(2) Creating a smoother transition into production of new products by bringing the Development and Production Groups together in the deployment of an "Into Production in 2 Weeks Campaign".

(3) Creating a factory that can provide high profitability and also be easily adaptable to change through a program of "Striving Constantly for Added-value". The impressive results achieved by these programs; namely, a 50% increase in productivity, 1/23 the number of break-

downs and 1/5 the production error, surely contributed to Yamaha's recent PM Excellent Prize.

At the awards ceremony held in Tokyo on October 12, YMC's President, Mr. Eguchi, gave an address on behalf of the 52 recipient companies for this year's awards, and later Managing Director, Mr. Nagayasu, gave a presentation of the methods and results of YMC's TPM activities.

By the way, Yamaha is also pursuing the spread of positive TPM activities among our overseas factories in the form of an "SPRI" (Straight Passing Ratio Improvement) meeting. The second "International SPRI Joint Meeting" was held at YMC

on October 24 and 25. The purpose of this meeting is to encourage deeper mutual interaction between the different overseas factories and fostering constitutional improvements in these factories. This year 27 representatives from 11 factories in the nine countries of Brazil, France, Spain, Taiwan, Thailand, Malaysia, Indonesia, Pakistan and, for the first time, the USA (YMMC) were present for the meeting. The meeting's full agenda included reports by each factory on activities and results from the past year, a tour of a body assembly plant, discussions with local factory staff, and exchange of opinions and information regarding the vitalization of activities. Divided into three groups, the participants all approached the agenda with a great amount of enthusiasm and intensity, making it all an extremely productive meeting.



Mr. Eguchi receives the prize on behalf of the recipient companies.

JAPAN



This year, 27 representatives from 9 countries gather for the SPRI Meeting.

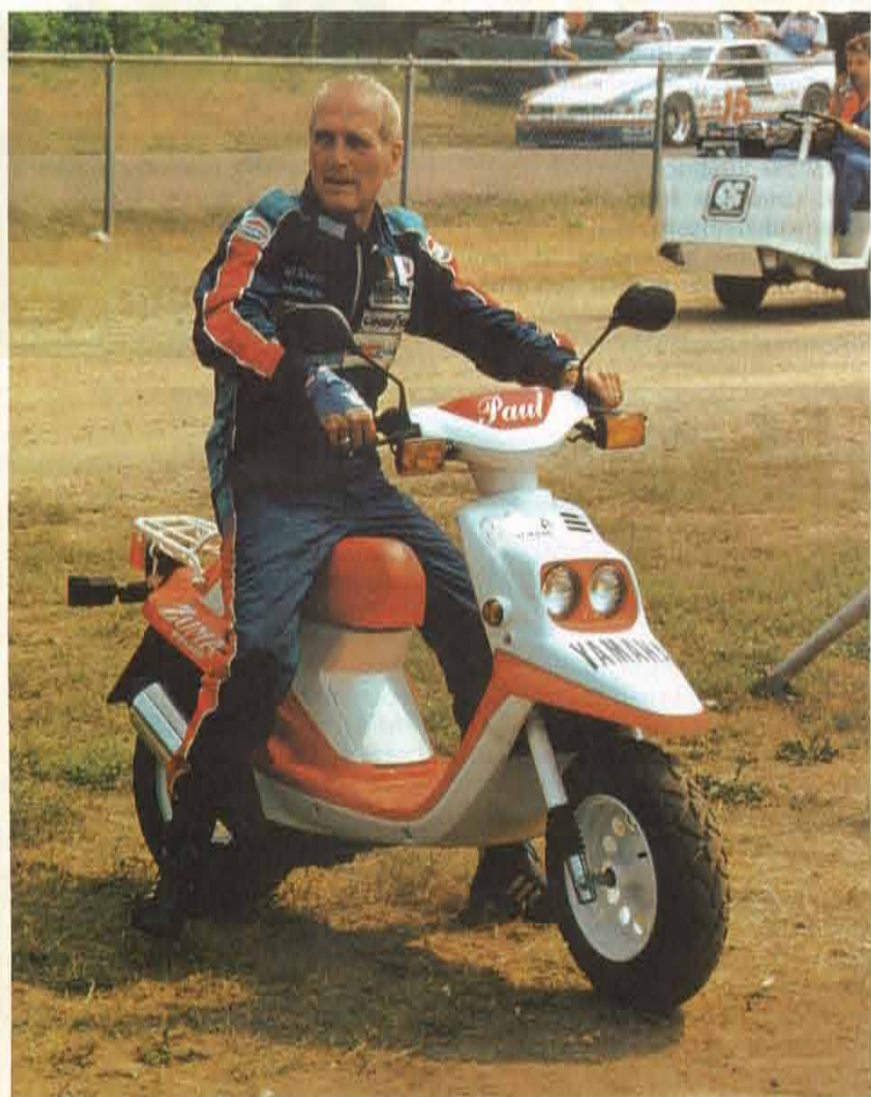


Schneider retires in the final

—1989 F-1 World Championship Series, 15th round

The Japan GP, the 15th round of the 1989 F-1 World Championship Series, was held at Suzuka Circuit from October 20 to 22. The West Zakspeed Yamaha Team of Bernd Schneider (W. Germany) and Aguri Suzuki (Japan) raced vehicles fitted with the Yamaha OX88 engine. Schneider finished third in the pre-qualifying round with a time of 1m 44s 053. An excellent time of 1m 42s 892 in the qualifying heats (placed 21st) took him into the final, where unfortunately he

was forced to retire with engine trouble. Team-mate Suzuki did not make it past the pre-qualifying heat. The Japan GP this year was won by A. Nannini, and A. Prost became 1989 F-1 World Champion for the third time, after a gap of three years. This year marked the first season that a Yamaha engine had taken part in F-1 racing. The valuable experience gained for the engine should start to show results next season.



Newman Racing gets around on Zuma and Pro Hauler

Among the ranks of American actors few command the popularity and respect of Paul Newman. Those who know Newman also know of his love for car racing. He even has his own racing team, "Newman Sharp Racing," for which he often drives himself. The photo here was taken when he participated in a grand prix race last July at the Brainerd International Raceway in Minnesota, U.S.A. The wheels he uses to get around in the race area are the Yamaha scooter "Zuma" and the ATV "Pro Hauler". We think everyone will agree that with someone like Paul Newman aboard the Zuma looks even better than usual.

YMC Begins Construction of America's Cup Challenger

Yamaha has begun construction of a challenger for the America's Cup to be held in 1992. This will be the first entry by a Japanese boat in this event, the pinnacle of international yacht racing. The project formally began in April, 1987, with the creation of the Nippon Challenge America's Cup 1991 Committee. Yamaha Motor is an official sponsor of the committee, and was selected to construct the challenger boat "Nippon" because of its outstanding record in the boat building industry. Construction of the Nippon began on September 21 at Yamaha's Arai plant, with Mr. Eguchi, the President of YMC,

there to cut the ribbon. Two years of research by NCAC's technical team went into the design of the Nippon, to ensure it meets the new America's Cup Class specifications. The result will be the largest and most technologically sophisticated racing yacht ever to be built in Japan. The Nippon project involves the construction of two boats. April next year should see the launch of the first yacht from NCAC's Gamagouri base camp, and construction will start on the second boat in February, with its launch planned for July.



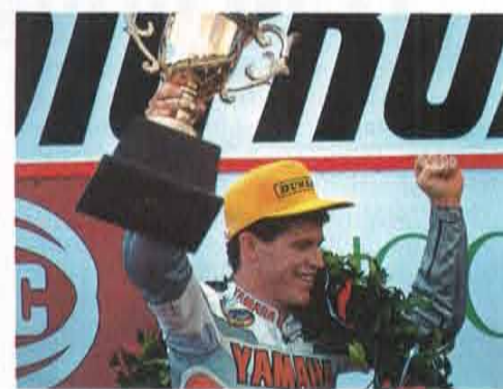
A press conference was held in front of the "Nippon" hull mold.

Rainey conquers at Sugo

17th TBC Big Road Race

On October 15, 46,000 fans flocked to Sportsland Sugo to see Japan's best riders go against top international stars at one of the biggest annual events on Japan's racing calendar, the 17th TBC Big Road Race. Starting back in 1977, this race event became popular as the only opportunity for Japanese fans to see top World GP riders in action. Even since the Japan GP of the Road Racing World Championship began to be held in 1987, the TBC Big Road Race retains the popularity of fans in Eastern Japan as a once-a-year chance to see top international stars. This year's event included three main races; the 15th round of the Japanese National Road Race Championship 500cc class, 250cc class, and the F-1 class. And it turned out to be a banner day for Yamaha as its riders won two of the main races, including a 1, 2, 3 sweep by Wayne Rainey, Kevin Magee and Tadahiko Taira in the 500cc class and a runaway 250cc victory by John Kocinski. In the TT F-1 class, too, international stars

Doug Polen (Suzuki) and Michael Dowson (Yamaha) led the pack, finishing first and second respectively. By the way, in this event, local Yamaha star Norihiko Fujiwara was forced to retire from the 500cc race, but at the next round of the National Championship series he placed 3rd to clinch the title for the 3rd year in a row.



250cc class winner, Kocinski.



Rainey (01), Taira (21) and Magee (02) lead 500cc race.

RESULTS		
500cc class	250cc class	F-1 class
1. W. Rainey Yamaha	1. J. Kocinski Yamaha	1. D. Polen Suzuki
2. K. Magee Yamaha	2. T. Okada Honda	2. M. Dowson Yamaha
3. T. Taira Yamaha	3. T. Harada Yamaha	3. K. Iwahashi Honda
4. S. Itoh Honda	4. K. Nanba Yamaha	4. S. Tsukamoto Kawasaki
5. S. Tsujimoto Suzuki	5. D. Beattie Honda	5. Y. Nagai Yamaha