

# YAMAHA MOTOR NEWS

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YAMAHA MOTOR CO., LTD., Public Relations Division, 2500 Shingai, Iwata, Shizuoka 438, Japan Telephone 0538(32)1145, Facsimile 0538(37)4250

## Strong commitment for a great 1992 season

In August and September, Marine and Motorcycle Dealers Meetings took place in the U.S.A., accompanied by high spirits for the coming '92 season.



YMC's president, Mr. Eguchi, and his wife converse with U.S. motorcycle dealers.

### U.S. MOTORCYCLE DEALERS MEETING

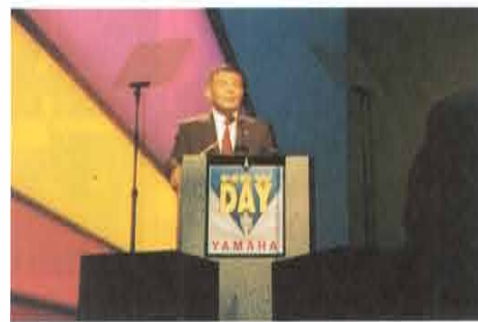
This year's U.S. Motorcycle Dealers Meeting, held from September 5 to 7 at the Marriott Orlando World Center in Florida, was an event that drew 2,000 participants from 750 dealerships across the country. Attended by YMC's president, Mr. Eguchi, Senior Managing Director, Mr. Hasegawa and Director, Mr. Nomura, the '92 meeting was one that gave a strong impression of Yamaha's deep commitment to the U.S. market. "A NEW DAY" was the theme of the main presentation, clearly portraying the importance Yamaha is placing on retail sales promotion for the '92 season. In his speech Mr. Eguchi proposed that the rapidly changing world scene today represents "a new day"

for mankind. And, he went on to explain that in much the way Yamaha sales have made favorable strides in Europe and Southeast Asia, the U.S. market is also on the verge of "A NEW DAY." The president also thanked the dealers for their efforts leading to the growth of certain new product lines, and confirmed Yamaha's commitment to a policy of developing products for American needs to be marketed by Americans. This especially received high praise from the dealers.

After an inspiring address by YMC President, Mr. T. Kimura, Senior Vice President Mr. J. Gentz, and the Marketing Division Manager, Mr. Ron Crawford gave a unique

presentation of the sales policy that, with the aid of a puppet employed a question and answer format that many dealers dubbed the "best ever".

In the display area special attention was focussed on the new models SECAII, TDM850, XT225 and the FJ1200A with ABS. Moreover, reservations for testrides of the 12 SECAII models to be held on the following two days were all booked up within 3 hours!



President of YMC, Mr. Kimura

### U.S. MARINE DEALERS MEETING

In the Marine Division, the Outboard/Stern Drive Dealers Meeting was held from August 22 to 25 at the Lowes Anatole Hotel in Dallas, Texas, followed by the Water Vehicle Dealers Meeting from August 26 to 28 at the same hotel.

In his address to the dealers, YMC president Mr. Kimura, introduced the "New YMC Plan" which foresees Yamaha in the U.S. changing to an all-round leisure company in which marine sales will constitute 34% of total Yamaha sales in the U.S.A. He went on to show figures indicating that this change is already taking place, as well as results of a Yamaha study that shows the marine leisure market growing.

The Outboard/Stern Drive Dealers Meeting was attended by representatives from 300 dealerships, while some 480 dealerships gathered for the Water Vehicle Dealers Meeting.

In his speech at this year's meetings, YMC Sr. Vice President, Mr. Mike Waninger, adopted the catch phrase "Driven By A Vi-

sion" as the motivational theme to express the way to manage the opportunities and challenges in today's marine industry.

Mr. Waninger went on to explain that with all the products it manufactures in the marine power and Water Vehicle fields, Yamaha is always striving to build the "BEST IN CLASS". Yamaha knows, he added, that ultimately the key to success in the marine power industry is having the best products and the best dealers. He thanked all the dealers for the success they have helped bring and expressed his hopes for even greater things in the future.

Highlighting the product displays were the new 7.4 Hydro-Drive and the outboard line from 2 to 250hp. On display as the '92 Yamaha entries in the rapidly expanding Water Vehicle market were the WR-VXR, WR-III, etc.

In attendance at these meetings from Japan were Mr. K. Horiuchi, a director of YMC and Mr. T. Tamada, president of Sanshin Industries.

## Rainey and Yamaha take Championship 2 years running

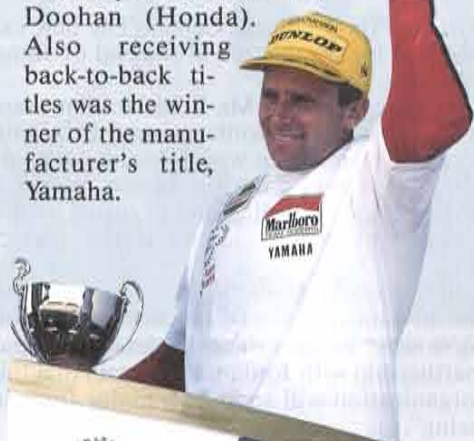
### 1991 WORLD CHAMPIONSHIP ROAD RACE SERIES CLOSES

The pinnacle of motorcycle racing, the World Championship Road Race Series concluded this year with the 15th round in Malaysia on Sept. 29, and for the second year running the Championship title went to team Marlboro Yamaha Robert's Wayne Rainey, in spite of his withdrawal from the final round due to an injury suffered during practice. Finishing 9 points behind in second place was Michael Doohan (Honda).

Also receiving back-to-back titles was the winner of the manufacturer's title, Yamaha.



Rainey didn't have to wait until the last round to savor victory, having clinched the crown in round 14, held on Sept. 8. In winning the title this season, the consistent but aggressive Rainey scored 6 victories and, with the exception of the Italian GP and Malaysian GP, never finished out of the top three. His teammate John Kocinski also finished a fine season, with his win in the last round moving him into 4th place for the season, while the Ducados Yamaha Team's Juan Garriga finished seventh. Meanwhile, the 250cc class was won by Honda's L. Cadalora.



## North American campaign for new snowmobile

Making its debut this season from Yamaha in the North American market is the world's first snowmobile with a four cylinder liquid-cooled engine, the Vmax-4. As one of the campaigns for this big market introduction, Yamaha Motor Corp., U.S.A. and Yamaha Motor Canada are entering the new model in this year's "Grass Drag" race season. "Grass Drags" are unique sporting events developed by snowmobile fans who couldn't stand leaving their machines sitting in the garage through the long off-season

months. So now there is a schedule of "Grass Drags" that keeps the snowmobile season going all year round. The new Vmax-4 made its debut at one such race held on August 18 in Harrowsmith, Ontario, where it came through to win. Since then, the new model has continued to turn in hot performances, giving a big spur to Yamaha's North American campaign. We will carry various articles about the snowmobile introduction campaign for the North American market in our future issues.



## Burkina Faso's Minister of Industry & Mining visits Yamaha Motor



On July 25, the Minister of Industry and Mining of Burkina Faso, Mr. Thomas Sanon took time from his busy schedule on an official visit to Tokyo to visit YMC. He was accompanied by the Chairman, Mr. Issa Zeba, and President, Mr. Ol'e Kam of the semi-governmental management enterprise SIFA (Société Industrielle du Faso) which is engaged in the local assembly of motorcycles under a technical collaboration agreement with Yamaha.

The Minister's group was received at the Head Office by YMC Senior Managing Director, Mr. Arata and Director Mr. Arai for an intimate conference and tours of the Iwata Main Factory and Fifth Iwata Factory. Burkina Faso is the largest market for motorcycles, as well as bicycles and mopeds, on the African continent. Here, where such a large part of the population depends on two-wheelers, the Yamaha V80 and YB100 have been especially popular long-time

sellers.

In the meeting, Mr. Arata welcomed the Minister's group that had come so far to visit YMC, and afterward presented a plaque commemorating the assembly of the 10,000th V80 motorcycle by SIFA. The Minister, in turn, expressed his pleasure at having this long-awaited opportunity to visit Yamaha Motor's Head Office. Being an avid proponent of modernization of his country's industry, especially in the area of QC (Quality Control), the Minister listened with particular interest to an explanation of YMC's TPM (Total Productive Maintenance) activities and expressed his hopes for a broadened relationship between Yamaha Motor and SIFA that will reach beyond assembly technology in ways that will help build SIFA into a model company in the area of TPM activities as well. The conference ended in an atmosphere of friendship and determination to work together even more closely in the future toward mutual progress and prosperity.

## Mr. Pavarotti chooses the MBK scooter "Booster"

Hailed not only in his native Italy but all over the world as the premier opera singer of our day, Luciano Pavarotti's lyrical tenor voice has filled and thrilled opera houses from New York's Metropolitan to Italy's La Scala and a host of other leading companies for over two decades. His most beloved role is probably that of Rodolfo in La Bohème, in which he debuted first in Italy in 1961 and then in New York in 1968, and which was recorded for posterity in a film by Franco Zeffirelli.

You can imagine the surprise of the Director of Yamaha's Italian joint venture company Belgarda s.p.a.'s motorcycle division, Mr. Martini, when the famous opera star called him up to say in a most unassuming way, "Won't you please deliver a new Booster to my home as soon as possible?"

The Booster is the hot new MBK scooter in Europe today manufactured by France's MBK Industrie. It seems Mr. Pavarotti has taken a liking to the Booster, too. And, of course, Mr. Martini was more than delighted to make the delivery.

Several days later Mr. Martini had another pleasant surprise when he came upon a picture of Mr. Pavarotti enjoying a ride on his new Booster in an article about the world-renown tenor in the August 25 issue of the Italian weekly "Panorama". And we were every bit as happy and proud to see this picture as Mr. Martini.



## Yamaha to enter F1 racing with Jordan from 1992

On July 10, a ceremony was held to celebrate the completion of the dynamo facility at Ypsilon Technology Ltd. in Milton Keynes, Great Britain. Ypsilon Technology is a company established by Yamaha Motor Company on August 1 of last year as a base for its F1 World Championship racing activities, and is housed in a 2,800 m<sup>2</sup> building on an 8,000 m<sup>2</sup> site in Milton Keynes. With this new dynamo, Ypsilon Technology Ltd. will now undertake the maintenance and delivery of Yamaha F1 engines. The company is also equipped with all the systems and equipment necessary for the type of quick-response development required in F1 racing activities.

Invited to the ceremony were about 50 guests representing local industry, sponsors and government officials from Milton Keynes. The tape cutting performed by YMC's Senior Managing Director, Mr. Takehiko Hasegawa, started the dynamo running for the company's first tests on the OX99 engine. After the ceremony the guests were given an opportunity to see the new Ypsilon building and its facilities.

Roughly a month after this ceremony, on August 25, two machines powered by Yamaha OX99 engines of the Brabham Yamaha Formula One Team driven by Mark Blundell and Martin Brundle competed in the Belgian GP of the F1 World Championship and scored their highest finishes to date, placing 6th and 9th respectively.



On September 17, YMC officially announced a new 4-year contract with Jordan Grand Prix Limited, England to form "TEAM 7UP JORDAN-YAMAHA FORMULA ONE" for participation in the F-1 World Championship series beginning in 1992. The team will enter the '92 F1 series with a new Jordan 192 chassis designed by Gary Anderson and powered by the 5-valve V12 Yamaha OX99 racing engine. Both companies have already started development on the new machine. Driving tests will begin this November using the '91 Jordan 191 chassis fitted with the OX99 engine.

"Team 7UP Jordan-Yamaha" will be based at Silverstone in England, where the new machine will be built at the recently established 3,700 m<sup>2</sup> Jor-

dan Grand Prix Technical Center. The new car is scheduled for completion at the end of January, 1992.

At the signing ceremony Mr. Eddie Jordan, team director and owner of Jordan Grand Prix, said as follows: "Teaming up with Yamaha puts Jordan Grand Prix among the top runners. We needed a major engine manufacturer to ensure a solid and successful team. Yamaha is the perfect partner."

Also, Mr. Takehiko Hasegawa, senior managing director of Yamaha Motor Company had the following to say: "We are extremely pleased with our new partnership with Jordan. I'm certain that this new organization will soon be a major force in F1 racing".

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.



# FZ750P Police Bikes escort world's top marathoners



**JAPAN**

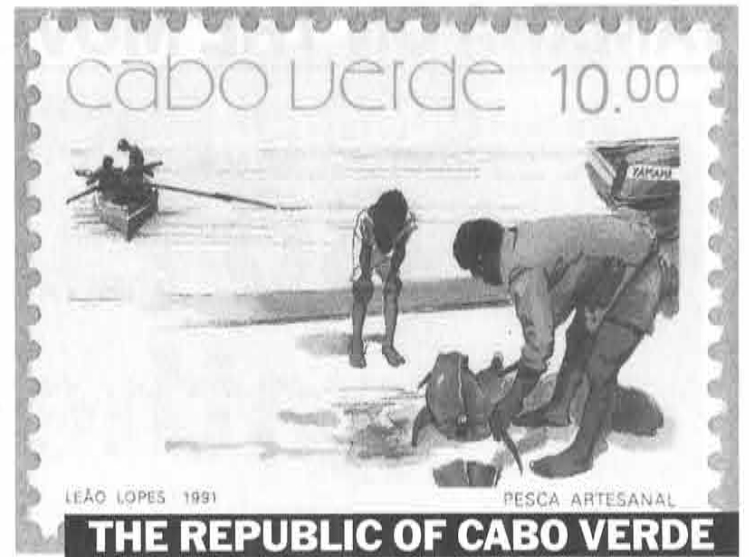
From August 25 to Sept. 1, the world's top athletes gathered in Tokyo for the Third IAAF Track and Field World Championships. Television audiences the world over watched 100-meter runner Carl Lewis smash the world record with an amazing 9.86, and a host of other athletes set one record after another. One of the more popular events of the Championships, the women's

marathon, was an especially drama-filled race that saw defending World and Olympic Champ Rosa Mota of Portugal drop out of a hot and grueling race, leaving Poland's Wanda Panfil to win an exciting duel with Germany's Katrin Doore and the local heroine Sachiko Yamashita, who eventually finished second. And if you were watching the TV coverage you might have noticed

Yamaha right up there with the leaders all the way. Riding Yamaha FZ750P Police Bikes as official escort and traffic controllers for the 38 participants from 24 countries in the women's marathon, and again for the men's race on the last day of the Championships, were members of the Police Department's first policewomen's motorcycle team. This big event turned out to be the official debut of the "Policewomen's Patrol Bike Squadron", a group that will continue to ride their FZ750Ps in traffic safety campaigns and traffic jam patrol.

In order to meet the demanding day-to-day duties of Police work, a police bike must demonstrate extremely versatile performance characteristics.

The Yamaha FZ750P Police Bike offers stable low-to-medium speed performance for VIP or parade/event escort like at the recent marathon, as well as smooth acceleration and reliable high speed performance for traffic instruction or control and the comfort for long highway patrol duty. The FZ750P is sure to be a great partner as the women of this squad go about their new jobs.



The stamp enlarged.

## Yamaha outboard appears on West African Commemorative Stamp

When the West African country, the Republic of Cabo Verde recently issued a commemorative postal stamp that featured a Yamaha outboard in its design, a representative of the Postal & Telephone Bureau was kind enough to send YMC copies of it.

On the stamp is a painting by a local artist of a fisherman at work on a beach. And clearly painted in the corner of the scene in bright colors is the Yamaha outboard that powers his boat. What better and more natural evidence of the fact that Yamaha products have found a positive place in the lives of people around the world.

## Yamaha salesmen from Japan make European study tour

From Sept. 5 to 13, 24 representatives of Yamaha sales companies and their branches made a study tour of Europe, stopping in Greece and three cities in France.

The group, which included two sales company directors, four branch managers, 16 salesmen and two representatives of YMC, visited the MBK factory in Saint Quentin, France, which manufactures motorcycles, scooters, mopeds, bicycles and outboard motors. Then in Paris, a meeting was held on a cruise boat on the Seine River with Mr. J. C. Olivier, Directeur du Département Yamaha and other executives of Sonauto Yamaha which produced a valuable exchange of information and opinions on business policy. Also in Paris, and of particular interest to the Japanese salesmen, was a visit to two motorcycle shops; SUD MOTO and the "Patrick Pons" motorcycle shop. Here they were able to see completely different approaches to shop interior decoration and abundant displays of accessories which they all found to be very inspirational.

The success of this tour has convinced YMC to conduct a similar tour next year as well.



**FRANCE**

In Paris, a meeting was held on a cruise boat on the Seine River.

## YMC President visits YMMC

**U.S.A.**

On September 4, 1991, Mr. Eguchi, president of YMC, paid his third visit to Yamaha Motor Manufacturing Corp., U.S.A. in Georgia. When he last visited in October, 1988, he broke open a sake keg with the Governor of Georgia to commemorate YMMC's Grand Opening. Mr. Eguchi was accompanied by his wife and Senior Managing Director, Mr. T. Hasegawa.

During their visit, Messrs. Eguchi and Hasegawa met with YMMC's Executive Committee who explained the company's management system and YMMC's use of MBOP (Management by Objective and Process). They were also given a briefing on YMMC's progress in reaching its quality, productivity, and delivery goals, as well as a forecast of current fiscal year results.

During a tour of the plant, YMMC personnel explained several of YMMC's numerous and inventive applications of TPM (Total Productive Maintenance) concepts. The visitors also personally inspected the construction in progress on a new SMC Molding facility for the YMMC factory.



Mr. Eguchi (Center), YMMC Executive Vice President Mr. Jim Balloni (right) and Mr. Hasegawa at the construction site of the new facility.

In a special meeting of YMMC's general management committee, both Mr. Eguchi and Mr. Hasegawa presented remarks to department managers. Mr. Eguchi was delighted with the obvious and important progress YMMC had made since his last visit and encouraged the people at YMMC to continue their efforts.

To commemorate their visits, both Mr. Eguchi and Mr. Hasegawa planted cherry trees in Director's Row at the entrance to YMMC's lobby.

YMMC people expressed their appreciation for Mr. Eguchi's visit and their hope that his schedule will allow him to return frequently in the future.

## Generators sent to cyclone victims

When Bangladesh was struck by the worst cyclone in recent history this May, it left a devastating path of destruction. In order to help medical relief efforts in areas without electricity, Yamaha Motor Co. supplied five generators under the auspices of the Japanese Foreign Ministry.

In recognition of this contribution YMC recently received an official

certificate of appreciation from the Minister of Foreign Affairs.

In addition to the initial five generators, YMC has also contributed 30 units of generators for relief purposes to the local distributor in Bangladesh. And the Marine Department has contributed an outboard-equipped 20 ft. utility boat to the Bangladesh government by way of its Embassy in Tokyo.

**BANGLADESH**



The official certificate of appreciation from the Minister of Foreign Affairs.



## 80 European Journalists gather for testride event



### Press from 16 European countries meet in Switzerland

Yamaha Motor (Europe) N.V. held its "Yamaha Diversion Press Introduction" at a hotel in the exclusive Swiss resort of Saanen over a eleven-day period from September 1 to 11, and with the cooperation of its importers from around Europe, the event hosted some 80 journalists from 16 countries.

Aimed at promoting a smooth market introduction for the '92 Yamaha sports model "XJ600S Diversion", the agenda included a model explanation on the first day and testrides and photo opportunities on the second day. This 2-day schedule was repeated three times for the three groups the journalists were divided into.

When one speaks of the great resorts of Switzerland, it's "San Moritz in the east and Gstaad/Saanen in the West." Saanen was chosen as the site for this press introduction not only for its natural beauty, but also because the winding roads of this area are perfect for experiencing the true performance potential of the new "Diversion". Here in the idyllic Swiss countryside where the sound of church bells mingles with the sound of cowbells, journalists were free to enjoy riding the new Diversion to their heart's content.

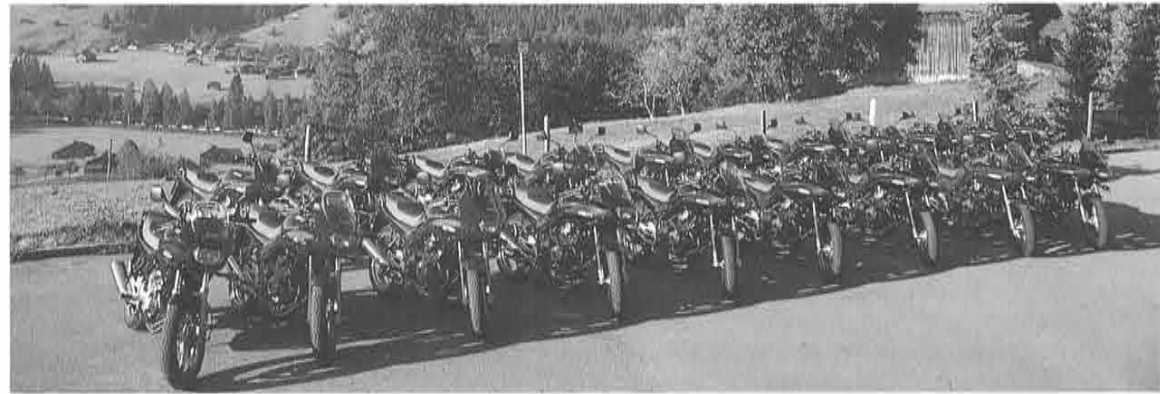
### A major model to lead the middleweights into the '90s

Now, let us give you a profile of the '92 Yamaha sports model Diversion introduced at this big press testride event.

The completely new-design Yamaha XJ600S Diversion is a motorcycle built to offer unrivalled versatility among today's middleweights. For years the original Yamaha XJ600S has been one of the top-selling machines in its class throughout Europe, winning a strong following among riders who want a well-proven, non-specialist motorcycle.



The YMENV staff explains the concept behind the Diversion.



The technical explanation was attended by the leader of the Diversion's development team from YMC, Mr. Hashimoto, and staff who answered questions from the journalists.



Journalists delight to this opportunity to testride the new model XJ600S Diversion.

The new XJ600S Diversion takes a good thing and makes it better, with major advancements in both engine and chassis technology, while also improving on the XJ's performance as an all-round motorcycle. Though it retains the XJ name and concept, the new Diversion is by no means a retro-bike aimed at recreating the "good old days". In developing the Diversion, Yamaha has called on its most advanced technology, and the result is a machine for the '90s that leads the way with the very latest in engine and chassis design.

Powered by a torquey new 598 cc air-cooled version of the highly acclaimed slant-block Genesis concept engine, the Diversion is one

of the most versatile road sports motorcycles Yamaha has ever built. The Diversion's outstanding spread of low to mid-range power and its rapid top-end, make it perform effortlessly in virtually any riding conditions.

Cruising through town, touring with a friend on the tandem seat or powering through twisty Alpine passes, Diversion is undoubtedly one of the most enjoyable and versatile machines in its class.

For maximum rider and passenger comfort, there is an easily-adjustable Monocross rear-end suspension to combine with the sturdy 38 mm front fork. For precise handling performance the Diversion features a

high-tensile steel double cradle frame. And all this performance is wrapped up in beautifully-styled bodywork that shows just how great an all-round machine can look.

### A bike for a wide range of users

On the first day of the press introduction, the journalists listened intently to the explanation of the new model. Here is what the YMENV staff had to say about the Diversion's development concept: "Perhaps the best way to understand the new Diversion is to picture a quality Swiss army knife. What makes the army knife so special is that it combines so many functions useful



# YAMAHA **Diversion** PRESS INTRODUCTION



*The site chosen for the testrides, the Gstaad region of Switzerland is blessed with great riding locations. The journalists tested their Diversions over winding roads with plenty of ups and downs.*



*The Diversion, a new face to lead the way into the '90s. The cowling comes in two variations, a large type with outstanding wind protection and a regular type.*

ing fact about the Diversion is that we have succeeded in building all this performance, capability and styling into a machine with a very affordable price tag." Explanations of the design details were then given by Yamaha staff from the Diversion's development team. After listening intently to the explanations that went on for a total of about 60 minutes, the journalists grilled the Yamaha staff with a barrage of questions, turning the presentation into an intense and very productive conference.

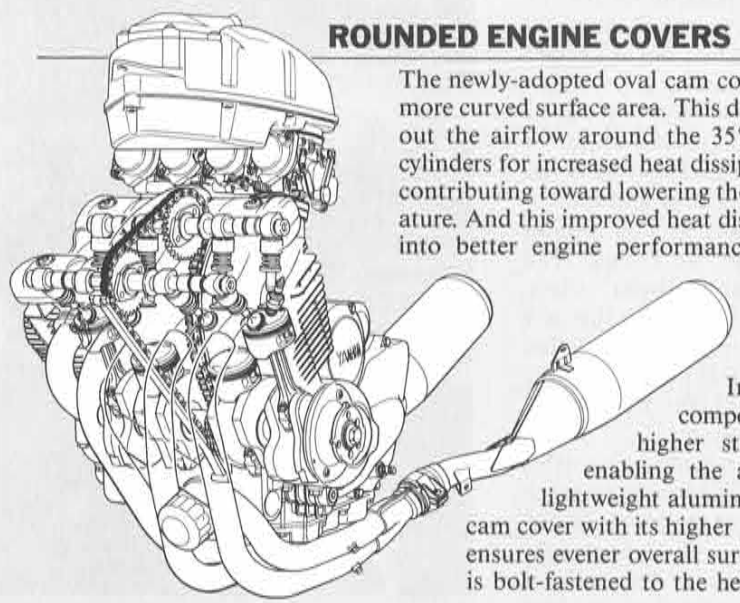
### Unanimous praise for high-level handling performance

The second day of the schedule brought the much-awaited testrides. Venturing out from Saanen/Gstaad, the journalist groups toured through the Col du Pillon Château d'Oex and Bulle regions, covering distances of 250 ~ 400 km and testing their Diversions under a variety of riding conditions. The comments from the journalists centered more than anything else around the Diversion's outstanding handling stability. Here is a typical comment: "The light handling feel matches the engine response beautifully. The way this machine has been designed with the needs of European users in mind, and the fact that it has the seat and suspension function to enable tandem riding, will also be appreciated. The wind protection is also good. This should be a machine that a wide range of users, from beginners to veterans, will find they can get years of great riding out of. The price/quality relation also seems very good with this bike." Detailed accounts of the journalists testride impressions have already livened the pages of such magazines as France's *Moto Journal*, GERMANY's *Motociclismo* and Italy's *Motociclismo*.

in our daily lives - knife, scissors, nail cutters, can opener, etc. - in one unit that is built to give its owner long and faithful service. We took this ideal and translated it into a 600 cc sports bike, and the result is the new Diversion. In other words, this is a bike that a wide range of users, including beginners and come-backers, can use in a wide variety of riding conditions - from winding country roads or expressways to tandem riding - and do it all with high-level performance. And it is designed with the durability and the styling that will make a lot of owners proud and happy for a long time to come." The staff went on to add: "Another appeal-

## XJ600S "Diversion" Main New Features

### ROUNDED ENGINE COVERS



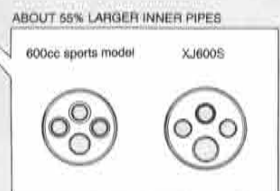
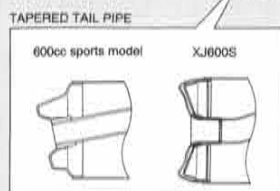
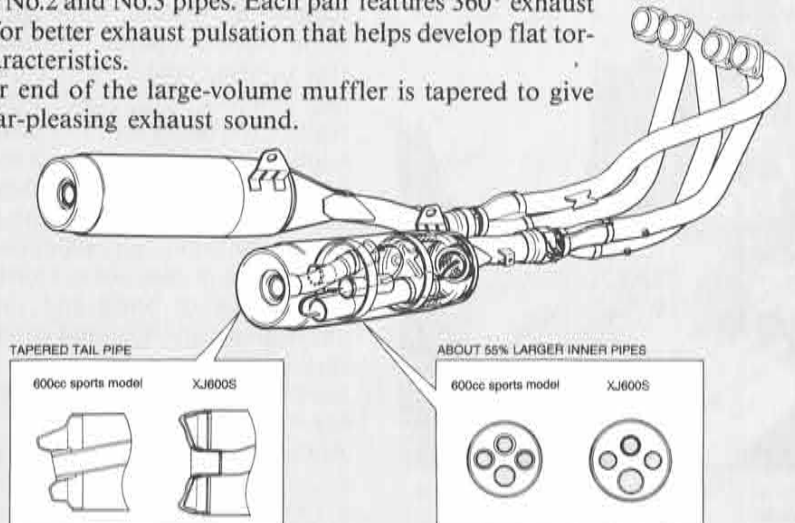
The newly-adopted oval cam covers provide much more curved surface area. This design helps smooth out the airflow around the 35° forward-inclined cylinders for increased heat dissipation effect, while contributing toward lowering the plug seat temperature. And this improved heat dissipation translates into better engine performance that makes the

Diversion run more smoothly and with better response.

In addition, oval component parts provide higher structural strength, enabling the adoption of thin, lightweight aluminum. The new oval cam cover with its higher structural strength ensures even overall surface stress when it is bolt-fastened to the head cover.

### EXHAUST SYSTEM

In the exhaust system, No.1 and No.4 pipes are connected, and likewise No.2 and No.3 pipes. Each pair features 360° exhaust timing for better exhaust pulsation that helps develop flat torque characteristics. The rear end of the large-volume muffler is tapered to give crisp, ear-pleasing exhaust sound.





# FIRST HELP THEM DISCOVER THE FUN



## Providing relevant information for marine enjoyment

Even though Japan is now said to be in the midst of a marine boom, in fact, the attractive imagery of active marine life portrayed in the media far exceeds the type of practical information necessary for the average consumer to gain access to marine sports. In response to this need, one of Yamaha Motor's sales companies, Yamaha Kansai Ltd., has opened a shop on the grounds of Osaka Station for the purpose of getting more people involved in marine life by providing much-needed marine leisure information.

Osaka is the second largest city in Japan and the economic and cultural center of the Kansai region. Osaka Station is the junction of numerous railway and subway lines that bring as many as 2.36 million people to the station in a day. The "Yamaha Marine Plaza Umeda" shop, opened this April, is located in the new outdoor general shopping center called "GARE OSAKA - THE GREAT OUTDOORS", covering 13,000 m<sup>2</sup> of the grounds of Osaka Station.

The shops of this grand-scale center offer shoppers a glimpse of all types of outdoor life through the media of clothing, cuisine, home furnishings and recreation. "Yamaha Marine Plaza Umeda" is designed to function as an antenna shop for the supply and gathering of marine-



Appealing invitations to the world of marine sports are made through media such as a Touch TV, information board, and video film presentations.



Catalogue stands are grouped together to provide information about products.

The shop seeks to serve the kind of people who say, "I have an interest in marine sports but I don't know how to get into it." As the shop manager says, "We just hope we can make some contribution to developing potential demand that will help stimulate the marine industry as a whole."

Already they are beginning to see benefits from this approach, as an unexpectedly large number of people apply for Boat License Schools, Yacht Schools and others.



"Haimurubushi" brand goods are also introduced on this display table.

related information, while also engaging in the sales of marine wear and accessories, offering boat license schools, yachting schools, etc., and acting as a registration outlet for the Yamaha Marine Club. What makes this shop unique is its complete orientation as a base for the release of all types of marine-related information. Although catalogues are available, the shop does not in any way engage in the sales of boats and yachts. And although marine wear and goods are sold, they are only for the purpose of gathering more people to the shop and spreading more information.

At the large customer counter, people are

free to look over all kinds of materials. In addition to a touch-operated video screen, there are pamphlets about a variety of events and schools, an information board, catalogues, flyers and resort advertisements. Throughout the showroom a whole world of marine leisure is on display.

On weekdays some 30,000 people shop at this shopping center, and on weekends that number rises to about 45,000. And at the Yamaha shop about 300 people on weekdays and 500 on weekends will stop in each day. The visitors cover a wide range of age groups, with most in their late 20s, half of which are young women.



Application counter for Yamaha diving club and diving school.



## WORLD CHAMPIONSHIP ROAD RACING 500cc class

# Champ Again!



Team Marlboro Yamaha Roberts' Wayne Rainey captured the 500cc Road Racing World Championship for the 2nd year in a row on

his YZR500 in the 14th round, one race before the last round held on September 29 in Malaysia. In the 14th round held on September 8 in

France, there were 19 starters in the 500cc race. At the start, K. Schwantz shot through a hole into the lead, chased by pole position-winner J. Kocinski and with M. Doohan, W. Gardner and W. Rainey in tow.

Well into the race a fierce battle continued between the five riders of this lead group. The later stages of the race came down to a one-on-one battle for first between Schwantz and Doohan, which Schwantz eventually won by the slightest of margins. Meanwhile, Rainey held a tight hold on third, while Kocinski, who trailed Rainey after lap six, turned back a charge by Gardner to finish 4th. By placing 3rd, Rainey clinched the 500cc World title for the second year in a row.

Then, in round 15, Rainey didn't start because of injuries, but his teammate John Kocinski came through to win his first victory in the 500cc World Championship.

- |                |        |          |
|----------------|--------|----------|
| 4. J. Kocinski | Yamaha | 161 pts. |
| 5. W. Gardner  | Honda  | 161 pts. |
| 6. E. Lawson   | Cagiva | 126 pts. |

### 250cc class

- |                  |         |          |
|------------------|---------|----------|
| 1. L. Cadalora   | Honda   | 237 pts. |
| 2. H. Bradl      | Honda   | 220 pts. |
| 3. C. Cardus     | Honda   | 205 pts. |
| 4. W. Zeelenberg | Honda   | 158 pts. |
| 5. M. Shimizu    | Honda   | 142 pts. |
| 6. L. Reggiani   | Aprilia | 128 pts. |

- |                |          |
|----------------|----------|
| 3. M. Hansson  | Kawasaki |
| 4. P. Vehkonen | Yamaha   |
| 5. M. Fanton   | Honda    |

### 2nd race

- |                |          |
|----------------|----------|
| 1. M. Healey   | KTM      |
| 2. M. Bervoets | Kawasaki |
| 3. P. Vehkonen | Yamaha   |
| 4. M. Hansson  | Kawasaki |
| 5. J. Dobb     | Yamaha   |

### 12th round - Japan - Aug. 17 & 18

#### 1st race

- |                |          |
|----------------|----------|
| 1. J. Stanton  | Honda    |
| 2. M. Healey   | KTM      |
| 3. P. Vehkonen | Yamaha   |
| 4. A. Puzar    | Suzuki   |
| 5. E. Evertsen | Kawasaki |

#### 2nd race

- |                |          |
|----------------|----------|
| 1. J. Stanton  | Honda    |
| 2. M. Healey   | KTM      |
| 3. A. Puzar    | Suzuki   |
| 4. P. Vehkonen | Yamaha   |
| 5. E. Evertsen | Kawasaki |

## MOTOCROSS

### 125cc class

#### 9th round - Guatemala - July 14

##### 1st race

- |                 |          |
|-----------------|----------|
| 1. S. Everts    | Suzuki   |
| 2. P. Tragter   | Suzuki   |
| 3. R. Moore     | KTM      |
| 4. G. Albertijn | Honda    |
| 5. J. Karlsson  | Kawasaki |

##### 2nd race

- |                |          |
|----------------|----------|
| 1. S. Everts   | Suzuki   |
| 2. P. Tragter  | Suzuki   |
| 3. J. Karlsson | Kawasaki |
| 4. W. Surratt  | Honda    |
| 5. R. Moore    | KTM      |

#### 10th round - Brazil - July 21

##### 1st race

- |                 |        |
|-----------------|--------|
| 1. S. Everts    | Suzuki |
| 2. R. Moore     | KTM    |
| 3. A. Bartolini | Honda  |
| 4. Y. Demaria   | Suzuki |
| 5. P. Tragter   | Suzuki |

##### 2nd race

- |                 |        |
|-----------------|--------|
| 1. S. Everts    | Suzuki |
| 2. R. Moore     | KTM    |
| 3. A. Bartolini | Honda  |
| 4. P. Tragter   | Suzuki |
| 5. Y. Demaria   | Suzuki |

#### 11th round - Germany - Aug. 4

##### 1st race

- |                 |        |
|-----------------|--------|
| 1. P. Beirer    | Suzuki |
| 2. R. Moore     | KTM    |
| 3. S. Everts    | Suzuki |
| 4. G. Albertijn | Honda  |
| 5. Y. Demaria   | Suzuki |

##### 2nd race

- |                 |        |
|-----------------|--------|
| 1. R. Moore     | KTM    |
| 2. P. Beirer    | Suzuki |
| 3. P. Tragter   | Suzuki |
| 4. G. Albertijn | Honda  |
| 5. S. Everts    | Suzuki |

#### 12th round - Japan - Aug. 18

##### 1st race

- |                  |          |
|------------------|----------|
| 1. M. Kiedrowski | Kawasaki |
| 2. Y. Demaria    | Suzuki   |
| 3. R. Moore      | KTM      |
| 4. D. Schmit     | Suzuki   |
| 5. A. Bartolini  | Suzuki   |

##### 2nd race

- |                  |          |
|------------------|----------|
| 1. R. Moore      | KTM      |
| 2. M. Kiedrowski | Kawasaki |
| 3. G. Albertijn  | Honda    |
| 4. D. Schmit     | Suzuki   |
| 5. P. Tragter    | Suzuki   |

## FINAL CHAMPIONSHIP POSITIONS

- |                  |        |          |
|------------------|--------|----------|
| 1. S. Everts     | Suzuki | 377 pts. |
| 2. R. Moore      | KTM    | 362 pts. |
| 3. P. Tragter    | Suzuki | 259 pts. |
| 4. Y. Demaria    | Suzuki | 198 pts. |
| 5. A. Bartolini  | Suzuki | 172 pts. |
| 6. M. van Drunen | Honda  | 163 pts. |

### 250cc class

#### 9th round - U.S.A. - July 14

##### 1st race

- |               |          |
|---------------|----------|
| 1. J. Stanton | Honda    |
| 2. T. Parker  | Honda    |
| 3. M. Larocco | Suzuki   |
| 4. M. Dymond  | Yamaha   |
| 5. T. Visser  | Kawasaki |

##### 2nd race

- |                    |          |
|--------------------|----------|
| 1. M. Larocco      | Suzuki   |
| 2. J. Stanton      | Honda    |
| 3. P. Johansson    | Yamaha   |
| 4. M. Bervoets     | Kawasaki |
| 5. G. J. van Doorn | Honda    |

10th round was cancelled.

#### 11th round - Sweden - Aug. 4

##### 1st race

- |                 |        |
|-----------------|--------|
| 1. P. Johansson | Yamaha |
| 2. T. Parker    | Honda  |

## All Japan Women Sailors Summit

Over the three days from August 2 to 4, the "All Japan Women Sailors Summit 1991", a yachting event planned and supported by Yamaha and its related companies, was held out of the Yamaha Marina Biwa-ko. This is the third year that this event for women sailors only has been organized.

To accommodate a record attendance this year of 74 boats and 100 sailors, an extra day was added to the competition and the number of races increased from three to four.

The competition consisted of four hotly contested races in each of two classes: Class I (catamaran rig/single-sail, one crew) and Class II (sloop rig/two sail, two crew).

Of the 53 boats entered in the Class I competition, 45 were



Class I competition

Yamaha SeaHoppers or Sea-Hopper SRs.

Between races the participants could also take part in helpful seminars on nutrition for sports competition and the points of effective and attractive summer make-up, as well as enjoyable events like a fashion show. All of this helped make the Summit a very rewarding one for everyone involved.

## Johansson ranked 4th in 250cc class

### WORLD CHAMPIONSHIP MOTOCROSS

On August 17, the 1991 World Championship Motocross 250cc class series, which began on April 7 with the first round, came to a close with the final round at Suzuka, 11th of the series. (Round 10 was cancelled) In the final season ranking two Yamaha riders, P. Johansson and P. Vehkonen, finished 4th and 6th respectively.

This day also marked the final round for the 125cc class as well, and was the first time a World Championship Motocross competition has ever been held in Japan.



## RESULTS

### WORLD CHAMPIONSHIP ROAD RACING

#### 11th round - U.K. - Aug. 8

- |                |        |
|----------------|--------|
| 1. K. Schwantz | Suzuki |
| 2. W. Rainey   | Yamaha |
| 3. M. Doohan   | Honda  |
| 4. J. Kocinski | Yamaha |
| 5. W. Gardner  | Honda  |
| 6. E. Lawson   | Cagiva |

#### 250cc class

- |                  |        |
|------------------|--------|
| 1. L. Cadalora   | Honda  |
| 2. C. Cardus     | Honda  |
| 3. H. Bradl      | Honda  |
| 4. M. Shimizu    | Honda  |
| 5. W. Zeelenberg | Honda  |
| 6. M. Wimmer     | Suzuki |

#### 12th round - San Marino - Aug. 18

- |                |        |
|----------------|--------|
| 1. W. Rainey   | Yamaha |
| 2. K. Schwantz | Suzuki |
| 3. M. Doohan   | Honda  |
| 4. W. Gardner  | Honda  |
| 5. N. McKenzie | Yamaha |
| 6. J. Kocinski | Yamaha |

#### 250cc class

- |                |         |
|----------------|---------|
| 1. L. Cadalora | Honda   |
| 2. C. Cardus   | Honda   |
| 3. L. Reggiani | Aprilia |

- |                  |       |
|------------------|-------|
| 4. M. Shimizu    | Honda |
| 5. W. Zeelenberg | Honda |
| 6. D. Romboni    | Honda |

#### 13th round - Czechoslovakia - Aug. 25

- |                |        |
|----------------|--------|
| 1. W. Rainey   | Yamaha |
| 2. M. Doohan   | Honda  |
| 3. J. Kocinski | Yamaha |
| 4. W. Gardner  | Honda  |
| 5. K. Schwantz | Suzuki |
| 6. J. Garriga  | Yamaha |

#### 250cc class

- |                |        |
|----------------|--------|
| 1. H. Bradl    | Honda  |
| 2. C. Cardus   | Honda  |
| 3. L. Cadalora | Honda  |
| 4. M. Shimizu  | Honda  |
| 5. A. Criville | Cobas  |
| 6. M. Wimmer   | Suzuki |

#### 14th round - Le Mans - Sept. 8

- |                |        |
|----------------|--------|
| 1. K. Schwantz | Suzuki |
| 2. M. Doohan   | Honda  |
| 3. W. Rainey   | Yamaha |
| 4. J. Kocinski | Yamaha |
| 5. W. Gardner  | Honda  |
| 6. J. Garriga  | Yamaha |

#### 250cc class

- |              |       |
|--------------|-------|
| 1. H. Bradl  | Honda |
| 2. C. Cardus | Honda |

- |                  |       |
|------------------|-------|
| 3. L. Cadalora   | Honda |
| 4. W. Zeelenberg | Honda |
| 5. M. Shimizu    | Honda |
| 6. J. Schmid     | Honda |

#### 15th round - Malaysia - Sept. 29

- |                |        |
|----------------|--------|
| 1. J. Kocinski | Yamaha |
| 2. W. Gardner  | Honda  |
| 3. M. Doohan   | Honda  |
| 4. J. Garriga  | Yamaha |
| 5. K. Magee    | Yamaha |
| 6. N. McKenzie | Yamaha |

#### 250cc class

- |                |         |
|----------------|---------|
| 1. L. Cadalora | Honda   |
| 2. C. Cardus   | Honda   |
| 3. H. Bradl    | Honda   |
| 4. L. Reggiani | Aprilia |
| 5. M. Wimmer   | Suzuki  |
| 6. A. Criville | Cobas   |

## FINAL CHAMPIONSHIP POSITIONS

- |                |        |          |
|----------------|--------|----------|
| 1. W. Rainey   | Yamaha | 233 pts. |
| 2. M. Doohan   | Honda  | 224 pts. |
| 3. K. Schwantz | Suzuki | 204 pts. |

## FINAL CHAMPIONSHIP POSITIONS

- |                  |          |          |
|------------------|----------|----------|
| 1. G. Jobe       | Honda    | 296 pts. |
| 2. Jacky Martens | KTM      | 223 pts. |
| 3. D. Geukens    | Honda    | 181 pts. |
| 4. P. Malin      | Kawasaki | 175 pts. |
| 5. B. Liles      | Kawasaki | 175 pts. |
| 6. Jo Martens    | Honda    | 145 pts. |



# Local event highlights energy conservation

Each year more and more attention is being brought to bear on the importance of preserving our environment, and a wide variety of symposiums and events are being held on both an international and local scale today the world over to deal with this vital topic.

One such local event is the "3rd Hamana-ko Solar-powered Boat Race" which was held on August 22-24 at the Yamaha Marina Hamana-ko with a total of 22 entries. The

event is organized by the Hamana-ko Solar Boat Race Organizing Committee, made up primarily of members of the Hamamatsu Chamber of Commerce and representatives of local industry, including Yamaha Motor, under a theme of "Preserving our natural environment and clean energy."

Being held on Hamana-ko, Japan's largest saltwater lake located roughly in the center of the country, this event is aimed first of all at focusing attention on the local environment and secondly on stimulating concern about future energy problems throughout Japan and, eventually, beyond its borders as well. The organizers hope to

## HAMANA-KO SOLAR-POWERED BOAT RACE

develop this race into an international-level event.

In spite of cloudy skies mixed at times with light rain, this year's competitors completed a race schedule that included a 200-meter Dash Race, a Slalom Race circling a 2km course twice, and a 12km Long Distance Race. Overall winner for the third year in a row was "Taiyo ga Ippai" (Bright Sunshine), a boat built by Moriyama Works Co., Ltd. with an FRP Yamaha ocean scull as its base. Numerous other prizes such as "Best Design Prize" were awarded to other inventive boats sent to this competition by university, corporate and other research groups around the country.



TEAM DORF was recipient of the "Best Design Prize".



"Bright Sunshine" on the water.

The "Bright Sunshine" team members.



## '91 AUSTRALIAN SAFARI

# TT600 2nd home in tough Australian desert crossing



The '91 Australian Safari was held from August 8 to 18, and again this year Yamaha TT600 rider Malcolm Haig was second finisher. The Australian Safari is contested over a tough 8,500 km course that starts in Sydney, passes through Alice Springs and finishes in Darwin. Riders must contend with brutal rocky terrain, crevices, river crossings and the dreaded "blue dust" that is thrown up from the soft Australian sands. Now in its seventh year, the event uses a slightly tougher course as of last year that resulted in a finishing ratio of 28 out of 74 starters in the motorcycle division.

Haig rode to his second-place finish on a standard TT600, with its only modification being an



enlarged fuel tank. Another TT600 rider, Bob Melvin, finished 6th.



## 8th round of the '91 Superbike World Championship Series

# Sportsland Sugo hosts race with entries from 13 countries

On August 25, the 8th round of the '91 Superbike World Championship Series, the "Diesel Jeans Sugo Superbike World Championship Race" was held at Sportsland Sugo. This marked the fourth consecutive year that Sugo has held a Superbike World Championship race. In recent years, Japanese motorcycle fans have come to look forward with anticipation to this once-a-year chance to see the international stars in action, and this year 40,000 fans gathered to see the race.

For this event, 49 riders from 13 countries came to Sportsland Sugo and, with the bikes all based on production machines, there was plenty of hot competition. This year there was a record number of 21 entries using Yamaha OW01 machines, including last season's second ranked Pirovano. The fans thrilled to the sight of such high-level international competition.

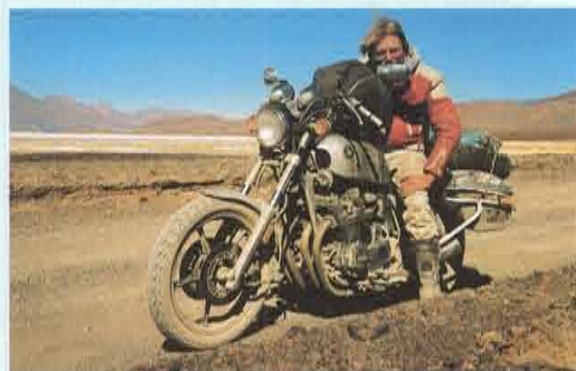
In heat one of the race, the pole position starter D. Polen (Ducati) took over the lead on lap 4 and went on to win unchallenged, scoring his 11th victory of the season. Following in second and third were R. Phillis (Kawasaki) and A. Slight (Kawasaki). Yamaha rider K. Magee came back from a late start to finish 5th behind another Yamaha man, P. Goddard. In the second heat Polen scored another pole-to-finish victory, while R. Roche (Ducati) finished all alone in second place. The fierce battle for third between Magee and Slight went right down to the finish, where Magee crossed the line first by the slightest margin. Over the second half a battle for 5th raged between F. Pirovano (Yamaha), N. McKenzie (Yamaha) and S. Russell (Kawasaki). Eventually they crossed the finish in the order Russel, McKenzie and Pirovano.

## Alaska to Argentina 2 years on an XJ700S

Christoph Jensen of Denmark sent us a report of his 50,000 km trip through North and South America. Christoph set out on a '86 Yamaha XJ700S Maxim in July of 1989 on what was to become a two-year adventure, crossing deserts, fording rivers and climbing as high as 5,700 meters.

He is full of praise for his XJ700S, which carried him safely through the roughest terrain of 18 different countries, from Alaska to Argentina. A partial list of the cities he passed through includes New York, New Orleans, Mexico City, Los Angeles, Anchorage, Panama, Lima, Asuncion and São Paulo. The bike performed solidly from start to finish of the arduous journey, suffering only punctures and a failed battery, despite brutal treatment like falling off a 4 meter cliff in Guatemala. In Christoph's words, "an astounding feat for what is essentially a road bike."

Christoph is now back in Denmark, writing a book about his trip.



Near a saltlake in Chile