


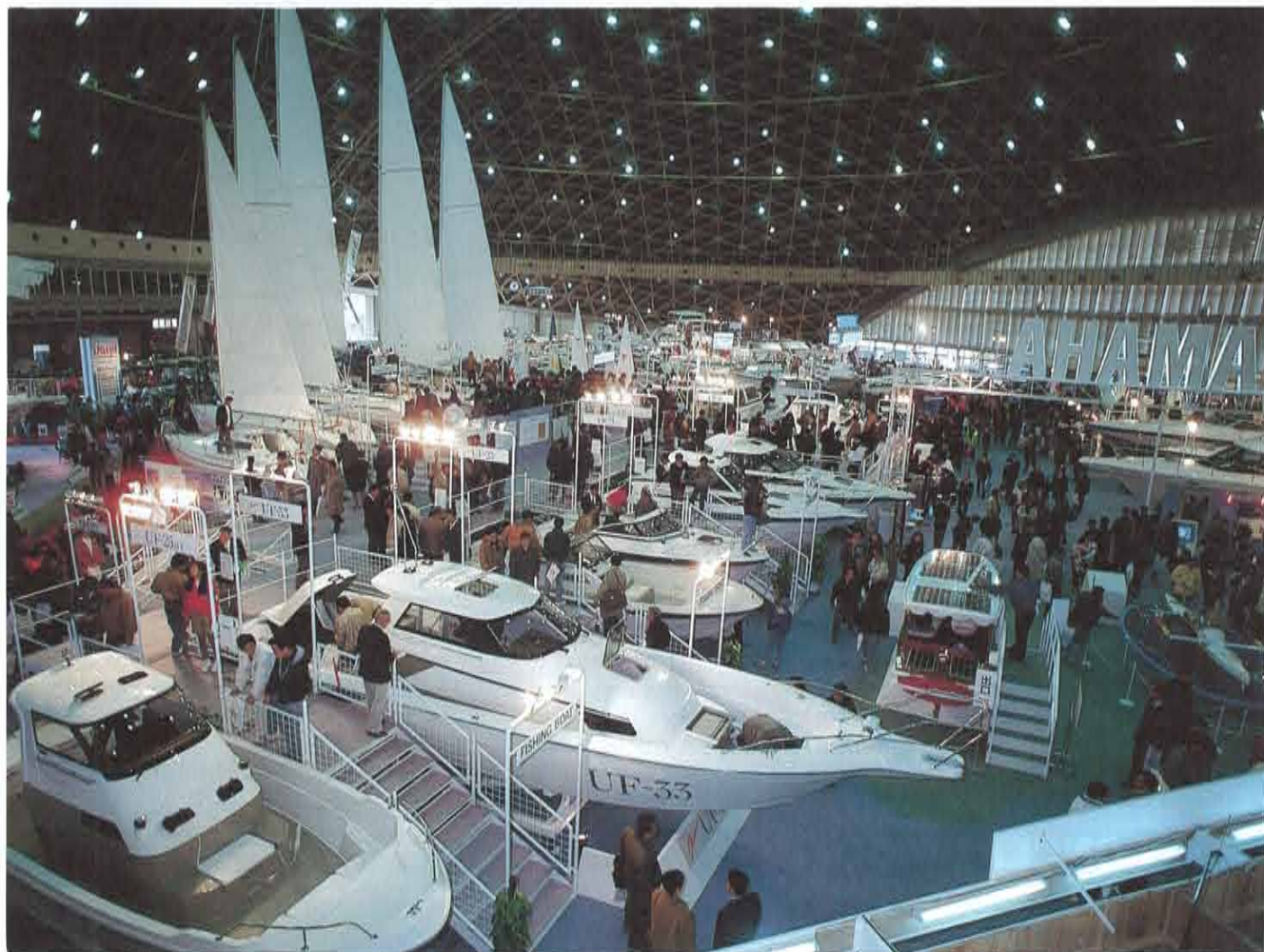
YAMAHA MOTOR NEWS

1992 No.2

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Building a solid ground for sound marine sports

THE 31ST TOKYO INTERNATIONAL BOAT SHOW



YMC President Eguchi (extreme left) cuts the tape. Mr. Eguchi also serves as president of the Japan Boating Industry Association, the show organizer.

The 31st Tokyo International Boat Show was held from March 11 to 16 at the Tokyo International Trade Center on the Harumi fairgrounds. This year's show drew exhibitions from 185 companies from Japan and nine foreign countries, including Australia, Finland, France, Italy, the Netherlands, New Zealand, Britain and the U.S.A. The number of people who visited the show over its 6-day run totalled 116,480. Representing the press were 368 journalists, about 100 of whom were from foreign publications. All of this indicates what an important venue the Tokyo Boat Show has become for information exchange and introduction of new market trends not only domestically but internationally as well.

For Yamaha, this show is an important stage for portraying our commitment to the marine business. To-

day, Yamaha is one of the world's leading overall marine manufacturers, offering full lines of boats, marine engines, Water Vehicles and marine wear under a corporate goal of "offering joy and fulfillment to people all over the world".

This year's Yamaha booth was organized around the theme "See you on the Water!" with displays in the four categories of products, software, technologies and facilities. The product displays included powerboats, fishing boats, sailboats, Water Vehicles and imported boats with an emphasis on new models. Also on display were two models of the Jet Buddy, an entirely new type of water sports craft for use with Water Vehicles.

Introduced in the software displays were promotional activities like the Yamaha Marine Club and marine races Yamaha is involved in, including the America's Cup, The Whitbread Round the World Race and the Auckland-Fukuoka YAMAHA CUP Yacht Race 1993.

(See details on pages 2 and 3)



A man-powered pedal-operated hydrofoil boat, one of the Yamaha concept models.

Race season off to a roaring start

WORLD MOTORCYCLE AND F1 CHAMPIONSHIP SERIES

The month of March saw the start of the '92 motor sports season, with the F1 World Championship series beginning on the first and the motorcycle road race and motocross World GPs on the 29th.



The motorcycle World Championship series got off to a wet and wild start at the rainy Suzuka circuit in Japan on March 29. In the GP1 (500 cc) class, Yamaha's reigning world champ Wayne Rainey was one of the victims of the wet track, taking a slip on his YZR500 that took him out of the race. The top Yamaha finisher was Randy Mamola in 5th place.

Thanks to YMC's policy of supplying YZR500 engines to European constructors this year, the roster of the opening round showed that an amazing two-thirds of the machines entered, with works machines included, were powered by Yamaha engines. This fact will surely revitalize this season's GP1 class and make for a more competitive and exciting field.

Yamaha works riders were back in the competition for this year's championship with Rainey finishing 2nd at both rounds two and three held in Australia and Malaysia, respectively.



Meanwhile, in the first round of the F1 series held in South Africa, the Sasol Jordan-Yamaha Team's Jordan Yamaha 192 machine powered by a Yamaha OX99 engine and driven by Mauricio Gugelmin worked its way up from the 23rd starting position to finish in 11th place. At the second round in Mexico on the 22nd and the Brazil round on April 5, minor technical trouble kept both Gugelmin and teammate Stefano Modena from finishing. But the team is looking forward to the European rounds to show the steady progress the new team and their machines are making.

(See 1992 Yamaha Race Program on pages 4 and 5)

YAMAHA ON THE MOVE

'92 TOKYO
INTERNATIONAL
BOAT SHOW



A great way to enjoy good times with family or friends.

Strengthened Product lines, Prom

In recent years the rising standard of living in Japan has been accompanied by an increased interest in marine leisure sports, bringing a new vitality to the industry that many have called a marine boom. Even though there are signs that this boom may be slowing down, Marine Division sales last year exceeded the previous year's level, accounting for 24.8% of total Yamaha sales.

In the midst of such a trend, Yamaha is dedicating itself to continuing the policies which have brought us this far and, at the same time, breaking new ground not only in the

area of products but in the software aspects of the marine leisure industry. That means we will continue to offer new ways to enjoy marine life; we will continue to support and participate in races like the America's Cup and Whitbread Round the World Race; we will work to provide better marine facilities, train instructors and educate users in the wonderful world of marine sports.

In this issue let us take a closer look at this wide world of Yamaha marine activities as portrayed at the Tokyo Boat Show.

CONCEPT MODELS

• JET BUDDY •

Water Vehicle sports is an area that has gained tremendous popularity in the past few years. Now Yamaha offers two models of an entirely new type of craft, the "Jet Buddy", that will add new aspects to this growing sport.

1. JET BUDDY — Dock

This boat, measuring 5.02 m long, 1.99 m wide, and 0.98 m high, and weighing 290kg, has a recess at the center on the rear of the boat which can accommodate a single Water Vehicle. With a Water Vehicle docked to it, the craft achieves the propulsion and functions of a power boat. The Water Vehicle recommended for docking is the MJ650TL, but other types of Water Vehicles can also be docked with the boat by replacing the attachments. In addition, it can be fitted with a small outboard motor as its power source, making it indeed a most practical boat.



This is how a Water Vehicle docks to the Jet Buddy.

2. JET BUDDY — Pull



This craft is set up to be pulled by a Water Vehicle.



A Jet Buddy can move around independently with the use of an outboard motor.

While the Jet Buddy-Dock is propelled by being pushed by a Water Vehicle, this second type of craft is towed by a Water Vehicle.

Measuring 2.23 m long, 1.45 m wide, and 0.68 m high, and weighing 40 kg, this boat carries two people, and, with two people on the Water Vehicle, it allows you to enjoy cruising with a company of four.

Regarding technical specifications, it comes with a joint mechanism on the front to connect with the rear part of the Water Vehicle. The joint mechanism incorporates a cushioning function that absorbs vertical and horizontal movements to accommodate the force of swells and backwash.

This boat is also designed to be propelled independently of a Water Vehicle, by means of an outboard motor.

• SOLAR BOAT "OR-55" •

This is a boat planned and developed to address the problems of environmental preservation in the marine field by use of solar energy as a clean power source. The "OR-55" solar boat on display in the technology section of the Yamaha booth as a concept model is a 6-passenger boat intended as a tour boat for resorts or tourist areas.

Energy from ten solar panels located on the aft section of the roof is fed to the battery via a charging controller to power the boat's Yamaha-built electric motor.

This boat runs with almost no noise or vibration and, of course, the lack of any



exhaust smell adds to the cruising comfort.

• PEDAL-OPERATED HYDROFOIL BOAT "PHOENIX" •

Another concept model exhibited in the Technology Corner is the "Phoenix", a man-powered, pedal-operated hydrofoil boat.

This boat, which won first place in the "Man-Powered Boat Speed Contest" in the "First Dream Ship Contest" held last August in Japan, is a single-passenger man-powered boat. The force from the pedals is transmitted to the propeller by way



of a chain and bevel gears. Once the boat is in motion, the hydrofoils come into play and lift the hull above the water surface, allowing the boat to glide over the water like a whirligig.

Despite its dimensions — 4.99 m long, 2.48 m wide, and 1.03 m high — the "Phoenix" weighs a mere 25 kg, thanks to its ultra-light, high-rigidity carbon sandwich construction. The hydrofoils that generate a large buoyancy effect with low resistance, give this boat its amazing speed — it leaves the water at 3 m/sec. and cruises at 5 m/sec.

In addition to these features, the "Phoenix" is packed with advanced technologies, including a propeller with high propulsion efficiency and optimum pitch and a manually adjustable height controller that ensures stable cruising on the hydrofoils.

SOFTWARE

This corner introduces the diverse range of Yamaha promotional activities. Because of the fact that licenses are required to operate boats or Water Vehicles in Japan, since 1971 Yamaha has promoted a program of License Schools. Yamaha also offers schools for educating users in sailboat and Water Vehicle use, scuba diving and water skiing.

Programs conducted in cooperation with local government authorities also instruct users in the sound use of water areas and the rules of seamanship.

To give more people convenient access to marine leisure sports, Yamaha also runs its membership-system Yamaha Marine Club with facilities at five locations around the country. And, in order to ensure a supply of qualified personnel to conduct such programs, Yamaha launched its Yamaha Marine Academy in 1990. As of January this year, some 1,700 people have graduated from the Academy.

Yamaha is also active as a sponsor of and participant in marine races. A prime example is the "Nippon" now participating so impressively in the America's Cup, for which YMC has served as official builder as well as one of the major sponsors. A program is also underway to enter a "Yamaha Round the World" syndicate in the world's longest yacht race, the Whit-



Nippon took part in the Louis Vuitton Cup, elimination series for America's Cup.

bread Round the World Race, scheduled to start in September of next year.

TECHNOLOGY

On exhibit in this corner are two new concept boats that exemplify Yamaha's most advanced technologies coupled with ecology-conscious goals. One is the Solar Boat "OR-55" and the other a pedal-operated hydrofoil boat named the "Phoenix". Both of these craft seek to bring new clean-energy sources to the marine field.

FACILITIES

Another area of Yamaha marine business activity that grows year by year involves marinas and other marine facilities.

In addition to managing the Yamaha Marina Hamana-ko, YMC has established

JOB (Japan Owner Boating), an organization managing three marinas at Lake Biwa, Harima and Shido.

In 1990, Yamaha joined other third sector enterprises in establishing a new marine sports mecca in Hokkaido named Marine Wave Otaru. Meanwhile, in Southern Japan Yamaha offers users the opportunity to attend schools for boat licensing or scuba diving and to experience a variety of other marine sports through the "Marine Center Hakata". In the same Maricom Kyushu marine complex Yamaha also runs a seafood restaurant.

Located in the very center of Japan is the new Marinepia Numazu clubhouse just completed last November as the most recent addition to our growing system of marine sports facilities.



otions, Technologies and Facilities



PRODUCTS

• POWER BOATS •



New power boat models for '92 include the PC-43 and the PC-36, which are authentic convertible models designed for high fishing performance and featuring well-finished cabins. The SR-30SP is a

stylish high-performance sports model which leads the SR series of sporty boats. With a step hull bottom design found on speed racers, this model boasts excellent high-speed capability. In spite of this high-speed capability, the SR-30SP is easy to steer even for the beginner thanks to its Deltaconic hull design.

The "Philosopher-45", which was introduced as a concept model at last year's show, now makes its debut as a 1992 model. This "second house afloat" offers the two functions of power boating with outboard motors and sailing with sails. Other models on exhibit included the "SC-60", which belongs to the largest class of saloon cruisers in Japan, and the "MY-50", a European style motor yacht.

• IMPORTED BOATS •



On display in this corner are boats from the world's top makers that Yamaha imports for sale in Japan to satisfy an ever

widening range of user needs. They include among others the "Trojan 12 m Convertible" from America's full-size power boat maker Trojan, the "Formula-303 SR-1" and "Formula-271 SR-1" by the luxury sports boat maker Thunderbird, the "Pursuit-2650 Cuddy Cabin" from the sports cruiser maker America S2 Yachts, and from the comprehensive boat and yacht manufacturer Jeanneau of France, the "Jeanneau-35 One Design" and the "Jeanneau-29 Sun Way".

• WATER VEHICLES •

(Marketed under the name Marine Jet in Japan)

On display from Yamaha's ever-growing line of craft in the increasingly popular Water Vehicle field were the three-passenger type "MJ-650TL", the "MJ-650TX" designed with the sports-oriented family in mind, the MJ-650SJ, a single-rider model with adjustable handlebar to fit any body size, and the "MJ-650MP" specially designed and outfitted for patrol and rescue work.

This display was also highlighted by the introduction of the all-new "Jet Buddy" models.

• SAILBOATS •



In the cruiser field, with its strong popularity among an increasingly nature-conscious generation, Yamaha's display centers around the "Yamaha-40EX", "Yamaha-31S LTD" and the "Yamaha-28S LTD", offering something for everyone from the beginner to the seasoned racer.

Also on display were popular models like the Yamaha-14 Sea Hopper, the official dingy used in the National Athletic Meet in Japan.

• FISHING BOATS •

The fishing boat display, centering around the FG-36 for the serious fishing enthusiast, the fishing-equipped family boat FR-28 and the top of the diesel engine-fitted UF series "UF33", and including models like the "FR-46", a full fledged off-shore sport fisherman, introduces the full range of Yamaha fishing boats answering a wide variety of user's needs.



• MARINE ENGINES •



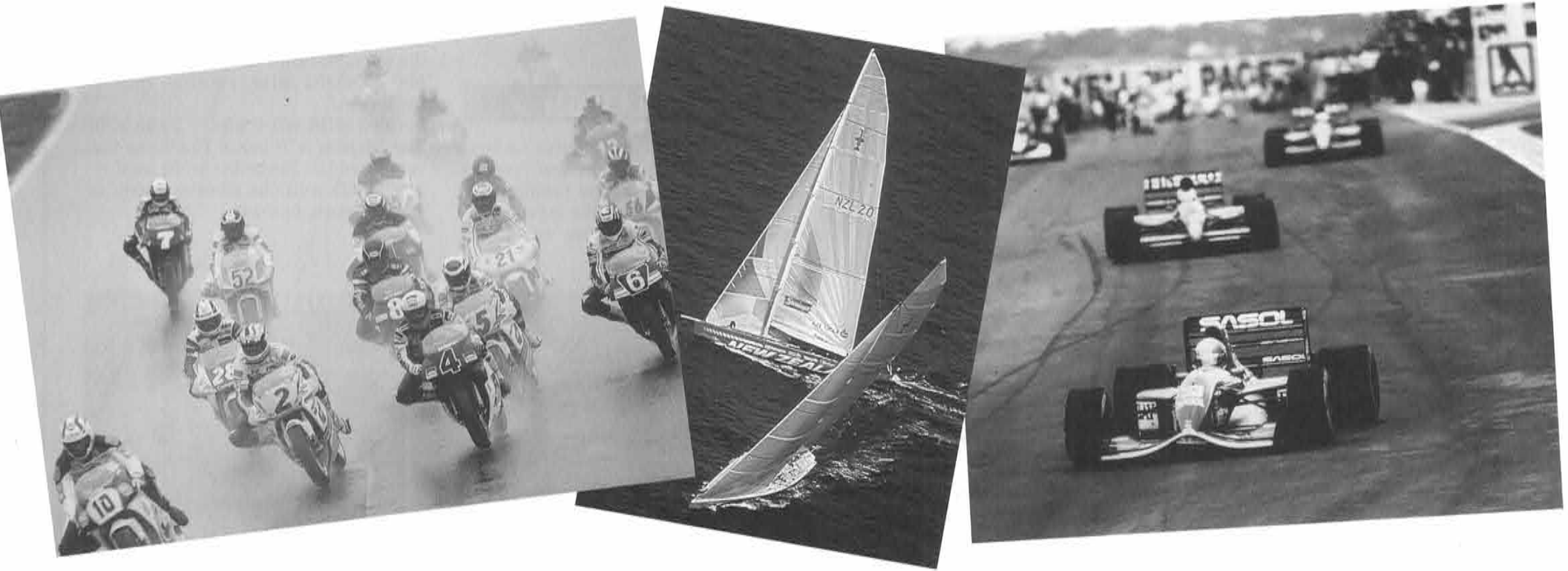
Introduced here is Yamaha's proud line of highly diverse marine engines that include a full range of outboard motors from 2 to 250hp, stern drives led by the YE-5.7L and the SX-859, plus the dependable line of Yamaha diesels.

Forming the core of this display were the outboard models M-15, 9.9D, F9.9BM, 25NM, 60FETO and the 140CETO.



1992 YAMAHA RACE PROGRAMS

Building a Wonderful World of Sports along with Corporate Growth



Look at the current sports scene and you will see grand-scale events drawing worldwide audiences of ardent fans. The attention of yacht race lovers the world over is now focussed on that pinnacle of match racing, the America's Cup. The Louis Vuitton Cup series to determine the challenger for the Cup competition in May has been running since January through a schedule of preliminaries, semi-finals and finals that lasts over three months.

Meanwhile, the pinnacle of auto racing, the F1 World Championship, which began with the South African round on March 1, is the talk of motor sports fans all over the world. And motorcycle fans everywhere

are cheering on their favorite riders in the World GP which got underway the last weekend of March.

Yamaha's race activities began some four decades ago with motorcycle racing. And, as the company has grown and diversified into new product fields, its race activities have likewise expanded far beyond the motorcycle World GP. These activities now encompass such high-profile sporting events as the America's Cup, for which YMC is official builder/sponsor of the "Nippon", and the F1 World Championship series with the "Sasol Jordan Yamaha Team" seeking to become a major contender.

These race activities, of course, lead to new technol-

ogies and know-how that are eventually fed back into product development, manufacturing, sales and promotion. But we believe it goes far beyond that. Every time we share the experience of sponsoring, participating in and watching race activities like these, we feel an important bond being formed between everyone involved. It builds a camaraderie in sport and a spirit of challenge, all of which serves in the end to enhance the Yamaha brand image.

Yamaha is dedicated to the task of building this wonderful world of sport in cooperation with our subsidiaries, importers and corporate sponsors the world over.

MOTORCYCLE

In the World Championship Road Racing GP1 class (500cc), last year's champion Wayne Rainey and teammate John Kocinski of Team Marlboro Yamaha Roberts, Juan Garriga of Ducados Yamaha Team and Niall MacKenzie and Miguel Duhamel of Team Yamaha Banco Mobile 1 will be going for the championship on works YZR500 machines.

In the '91 season, Yamaha leased a number of YZR500 works machines to European teams whose diversity and originality helped add competition and interest to the season. In '92 we are taking this program one step further. Yamaha is selling '92 YZR500 engines to two independent European constructors, Harris Performance Products and Racing Organisation Course.

In Europe there is a tradition of such constructors mounting engines from the major makers on frames of their own design, and we hope that the presence of more unique machines of this type will stimulate higher levels of competition in motorcycle racing. In actuality, if works machines are included, some two-thirds of the machines that battled in the GP1 class of the rainy World Championship opener at Suzuka were powered by Yamaha engines. And, one of the Yamaha-powered independent machines in that race ridden by Randy Mamola finished in 5th place, bringing promise of interesting new developments this season.

In the GP2 class (250 cc) the Mitsui Germany Team will field Jochen Schmid on a Yamaha TZ250M.



R. Mamola

As for the Motocross World GP, the Chesterfield Yamaha Team Rinaldi will field last year's third-ranked rider Alessan-

dro Puzar and the 125cc World champ in 1990, Donny Schmit in the 250 cc class on Yamaha YZ250M machines.

Other Yamaha works riders in the same class will include Peter Johansson of the Swedish importer Hallman & Eneqvist's team, Marnicq Bervoets of the Belgian importer D'Ieteren Sport's team, Pekka Vehkonen of the Finnish importer Oy Arwidson's team and Robert Moore of the Italian importer team, Belgarda Yamaha Racing Division.

In the U.S.A., the YMUS Racing Team will field Damon Bradshaw, Jeff Emig and Doug Dubach in the Camel Supercross, and Bradshaw and Dubach in the 500/250cc classes and Emig in 125cc class of the AMA National Motocross Championships.

WORLD CHAMPIONSHIP ROAD RACING

GP1 (500cc) class

GP2 (250cc) class



WAYNE RAINEY

(U.S.A.)

Team Marlboro Yamaha Roberts



JOHN KOCINSKI

(U.S.A.)

Team Marlboro Yamaha Roberts



JUAN GARRIGA

(Spain)

Ducados Yamaha Team



NIALL MACKENZIE

(U.K.)

Team Yamaha Banco Mobil 1



MIGUEL DUHAMEL

(Canada)

Team Yamaha Banco Mobil 1



JOCHEN SCHMID

(Germany)

Mitsui Germany Team

F1 RACING

Last year, Yamaha developed a DOHC 5-valve V-12, 3500 cc engine, the Yamaha OX 99, and made its return to the F1 World GP after two years absence. The resulting "Brabham Yamaha Formula-one Team" finished out the season in 9th place in the constructors championship. During the latter half of the season the OX99 began reaching its potential, as the team raced to its best finish, a 5th in the Japan GP. This performance left high expectations for the '92 season. Coming into this season, Yamaha formed a new joint venture with the bright new

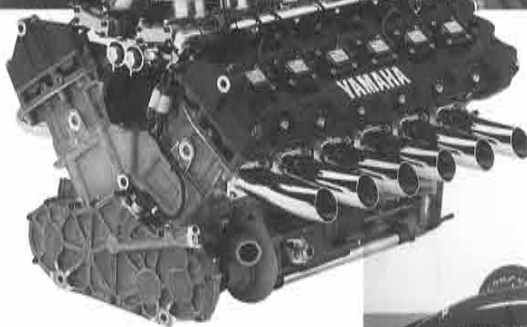
British team "Jordan Grand Prix", which had just taken 5th place in the constructors class in its debut season. Thus, the new "Sasol Jordan-Yamaha Team" was launched. The new Jordan Yamaha 192 machine designed by Gary Anderson has substantial aerodynamic improvements, and the OX99 engine it is mounted with is likewise a more competitive engine than last year. The team has signed as its drivers two proven performers in Italy's Stefano Modena and Brazil's Mauricio Gugelmin. In the opening round in South Africa, Gugelmin

finished 11th. Then, at round two in Mexico, Gugelmin won an 8th position on the starting grid, the highest ever for a Yamaha machine, but was unfortunately unable to finish in the final. In the 3rd round in Brazil, minor technical trouble again kept the drivers from finishing. Now, with the first three rounds over, both the machine and engine are coming into form, and expectations for the Sasol Jordan-Yamaha Team are high as the series enters the important European portion with round four in Spain.



STEFANO MODENA

MAURICIO GUGELMIN



Yamaha OX99 engine and Jordan Yamaha 192 machine



Team owner Mr. Eddie Jordan (right) talking with Mr. Herbie Blash, Sporting Director at Yamaha (center).

MOTORCYCLE RACE RESULTS

WORLD CHAMPIONSHIP ROAD RACING

- 1st round - Japan - March 29
GP1 class (500cc)
 1. M. Doohan Honda
 2. D. Chandler Suzuki
 3. K. Schwantz Suzuki
 4. S. Ito Honda
 5. R. Mamola Yamaha
 6. K. Oishi Suzuki

- GP2 class (250cc)**
 1. L. Cadalora Honda
 2. T. Okada Honda
 3. N. Aoki Honda
 4. H. Bradl Honda
 5. P. F. Chili Aprilia
 6. A. Puig Aprilia

- 2nd round - Australia - April 12
GP1 class (500cc)
 1. M. Doohan Honda
 2. W. Rainey Yamaha
 3. D. Beattie Honda
 4. K. Schwantz Suzuki
 5. D. Chandler Suzuki
 6. E. Lawson Cagiva

- GP2 class (250cc)**
 1. L. Cadalora Honda
 2. C. Cardus Honda
 3. H. Bradl Honda
 4. W. Zeelenberg Suzuki
 5. L. Reggiani Aprilia
 6. D. Romboni Honda

CHAMPIONSHIP POSITIONS AFTER 2 ROUNDS

- GP1 class**
 1. M. Doohan Honda 40 pts.
 2. D. Chandler Suzuki 23 pts.
 3. K. Schwantz Suzuki 22 pts.
 4. W. Rainey Yamaha 15 pts.
 5. D. Beattie Honda 12 pts.
 6. R. Mamola Yamaha 11 pts.

- GP2 class**
 1. L. Cadalora Honda 40 pts.
 2. H. Bradl Honda 22 pts.
 3. T. Okada Honda 15 pts.
 3. C. Cardus Honda 15 pts.
 5. W. Zeelenberg Suzuki 14 pts.
 6. P. F. Chili Aprilia 12 pts.
 6. N. Aoki Honda 12 pts.



WORLD CHAMPIONSHIP MOTOCROSS

- 250cc class
250cc class (Overall results)
 1st round - Holland - April 5
 1. S. Everts Suzuki
 2. E. Evertsen Kawasaki
 3. M. Bervoets Yamaha
 4. G-J Van Doorn Kawasaki
 5. P. Johnsson Yamaha

CHAMPIONSHIP POSITIONS AFTER 1 ROUND

1. S. Everts Suzuki 55 pts.
 2. E. Evertsen Kawasaki 50 pts.
 3. M. Bervoets Yamaha 41 pts.
 4. G-J Van Doorn Kawasaki 32 pts.
 5. P. Johnsson Yamaha 27 pts.

AMA SUPERCROSS

- 11th round - Pontiac, Miami - Apr. 11
 1. D. Bradshaw Yamaha
 2. J. Stanton Honda
 3. G. Cooper Suzuki
 4. M. Larocco Kawasaki
 5. L. Brooks Yamaha

- 12th round - Pontiac, Miami - Apr. 12
 1. D. Bradshaw Yamaha
 2. M. Kiedrowski Kawasaki
 3. M. Larocco Kawasaki
 4. J. M. Bayle Honda
 5. J. Matiasevich Kawasaki

CHAMPIONSHIP POSITIONS AFTER 12 ROUNDS

1. D. Bradshaw Yamaha 250 pts.
 2. J. Stanton Honda 244 pts.
 3. J. M. Bayle Honda 243 pts.
 4. M. Larocco Kawasaki 200 pts.
 5. M. Kiedrowski Kawasaki 193 pts.

RACING

WORLD CHAMPIONSHIP MOTOCROSS

250cc class



ALESSANDRO PUZAR
 (Italy)
 Chesterfield Yamaha
 Team Rinaldi



DONNY SCHMIT
 (U.S.A.)
 Chesterfield Yamaha
 Team Rinaldi



PETER JOHANSSON
 (Sweden)
 Hallman & Eneqvist
 Motor AB



MARNICQ BERVOETS
 (Belgium)
 D'leteren Sport N.V.



PEKKA VEHKONEN
 (Finland)
 Oy Arwidson AB

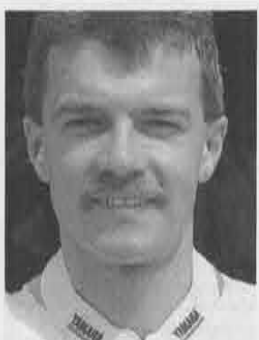


ROBERT MOORE
 (U.S.A.)
 Belgarda Yamaha
 Racing Division

SUPERBIKE WORLD CHAMPIONSHIP



FABRIZIO PIROVANO
 (Italy)
 Belgarda Yamaha Racing Division



UDO MARK
 (Germany)
 Mitsui Germany Team

AMA NATIONAL CHAMPIONSHIPS



DAMON BRADSHAW
 (U.S.A.)
 YMUS Team



JEFF EMIG
 (U.S.A.)
 YMUS Team



DOUG DUBACH
 (U.S.A.)
 YMUS Team

European Bike of the Year awards for Diversion and TDM850

Two major European motorcycle magazines recently announced the results of their "Bike of the Year" reader polls and the Yamaha Diversion and TDM850 came out on top. The "Diversion" was voted Bike of the Year by readers of the leading French motorcycle magazine "Moto Journal". The '92 Yamaha sports model XJ600S "Diversion" has been the recipient of high market acclaim in Europe ever since its release last fall. The French readers also selected the Yamaha TDM850 as their second choice. In Italy, readers of "La Moto" magazine chose the Yamaha road sports model TDM850 as their Bike of the Year. In the "Junior Bike '91" category, readers of this prominent magazine gave their nod to the TZR125R produced by Belgarda Yamaha as their first choice. These prestigious awards were presented to Mr. Walter Martini, manager of Belgarda's Motorcycle Division, at the recent Milan Motor Show.



Mr. Martini of Belgarda receives the awards from La Moto editor, Mr. Porrozzi.

Successful Greek dealers enjoy a trip to Brazil



Last November, Greek importer Eliopoulos organized a dealers trip for its most outstanding Yamaha motorcycle dealers in 1991 from all over Greece. The dealers travelled to Brazil, where they were able to enjoy a country with a very different flavor and culture from Greece. First they visited Yamaha Motor da Amazonia in Manaus, where they were impressed by the company's new and well organized factory in a great natural setting. They continued their trip to one of the world's most beautiful cities, Rio de Janeiro and to the famous Iguassu falls. All the dealers enjoyed their summer holiday while Europe was still in the middle of winter.

Vmax-4 snowmobiles win super reputation at Yamafests and in the media CANADA

There were over 130 Yamafest events planned for this year's winter season across Canada. Yamafests, as you may already know, are user-involved promotional events that bring snowmobilers together for a day of fun and companionship and a chance to see the new snowmobile models. Thanks to the area's early snows, the 8th Annual Prince George Yamaha Yamafest in Wells, British Columbia, on November 9 and 10, was the first of this year's winter season. And of special interest for many snowmobile fans was the long-awaited winter debut of the new Yamaha Vmax-4. In addition to trail riding and other fun events, Prince George Yamaha held demo rides for the Yamaha EX570, PZ480ST, VT480TF, VT480GT,

CS340E and the ET410TR. But of course, throughout the day, attention focussed on the new Yamaha flagship, the Vmax-4. By the end of the day the promotional value of the Yamafest events was proven by the conclusion of several sales and the possibility of a contract with a rental dealer. We would like to take this opportunity to share with you some more good news about the new Yamaha flagship. The Vmax-4 was selected by America's "Snow Goer" and "American Snowmobiler" magazines as Snowmobile of the Year for 1992. In the case of "American Snowmobiler", we are proud to report that this makes the second year in a row a Yamaha has been chosen for this award, following last year's selection of the VT480.



At Prince George Yamaha's Yamafest, 17 new Yamaha Vmax-4s showed up. Pictured here are nine of them in line. The other eight on hand were too busy hillclimbing to stop for pictures!

TOPICS

from the WORLD

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.

JAPAN

The First Yamaha Marketing Award gather many entries

As of March 31, the deadline of the First Yamaha Marketing Awards, we are gratified to have received some 30 entries. As we have mentioned in our No.1 issue, the Marketing Awards was designed to widen and deepen understanding of our market-oriented disposition based on the "practice of customer-first marketing", and the marketing capabilities of the whole Yamaha Group will surely be improved through the feedback of the excellent business activities by our importers and dealers.

The following is a list of the officially received entries. After the final reports have been received on these market-oriented activities, they will be subjected to careful examination and the final winners of the Marketing Awards will be announced at the end of the current year.

MOTORCYCLE DIVISION

- Australia : Yamaha Motor Australia "Academy of Off-road Riding"
- Austria : Jamoto Import und Handels G.m.b.H. Insurance Marketing - Yamaha FZR600 CUP
- Canada : Yamaha Motor Canada YZ Sales Promotion Campaign, "From Wholesale to Retail"

- Colombia : Incolmotos S.A. Introduction of the AXIS-90
- France : Yamaha Motor France "Pari Yamaha Program"
- Fiji : Asco Motors Yamaha Customer Care
- Indonesia : P.T. Yamaha Motor Kenkana Indonesia Organizing Yamaha Technical Schools
- Italy : Belgarda S.P.A. "BEL-NET" - "MDA"
- Malaysia : Hong Leong Yamaha Dist. S/B Gaining Customer Satisfaction
- Pakistan : Dawood Yamaha Ltd. "3S" means greater customer satisfaction
- Taiwan : Yamaha Motor Taiwan Opening up new sales networks - Making Yamaha-authorized shops of sub-dealers
- Thailand : Siam Yamaha Co., Ltd. North-east Branches setting up for expansion Sales & Service Network Mitsui Machinery Sales (U.K.) Limited
- U.K. : Mitsui Machinery Sales (U.K.) Limited Customer Satisfaction

MARINE DIVISION

- Canada : Yamaha Motor Canada Customer Consciousness Campaign
- Germany : Mitsui Maschinen G.m.b.H.

- Guam : Expansion and reinforcement of Yamaha Sales Network. AK YAMAHA FUJ. FOR '92
- Kuwait : Kuwait Development & Trading Co. "Wave Fiesta" in Kuwait
- Malaysia : Syarikat Associated Marine Industries, Sdn Bhd. Vision Toward "A Yamaha family"
- Nigeria : Almarine (a division of John Holt Plc) Strengthening the dealer network
- Papua New Guinea : Ela Motors Manus Island Service Campaign/"Yamaha Great Race" event
- Singapore : Supratech Pte. Ltd. Customer-oriented Marketing
- Spain : Yamaha Nautica España Area Management System
- Thailand : Siam Pattaya Co., Ltd. Service Development

POWER PRODUCTS DIVISION

- Canada : Yamaha Motor Canada "Project Snowball"
- France : Yamaha Motor France Lawn-garden activity in France
- U.S.A. : Yamaha Motor Corp. U.S.A. Yamaha Snowmobile "Pride Program"

PARIS DIVISION

- Switzerland : Hostettler AG Switzerland Direct-marketing Introduction Set-up

We are glad to have received so many entries and are looking forward to sharing the results of the awards contest with you at a later date.

Big steps forward in Eastern Europe

We would like to share with you news about three positive developments in Eastern Europe we hear about from Yamaha Motor Europe N.V. (YMENV).

Budapest Auto Motor Show

During the '91 Budapest Motor Show, Yamaha Motor Europe N.V. introduced Jamoto Hungaria to the public as their official importer in Hungary. Jamoto Hungaria displayed, in addition to motorcycles, power products and marine products. Their beautiful stand attracted lots of people and was a real success. Jamoto Hungaria opened a service shop and showroom close to the center of Budapest. We are confident that this is a step forward in Yamaha's success in Hungary.



Motor Show in Budapest.

HOLLAND

YMENV's second Technical Training.

Poznan Auto Motor Show

After many years the Auto Motor Show took place again in Poznan, Poland in November '91. Yamaha Motor Europe N.V. was present with their importer for Poland, Mr. R. Mankiewicz of Marex-Motor, who showed a great ability in organizing the show. The motorcycles were nicely presented and attracted a great number of "future buyers". Media representatives from the press and television were also present. This show has certainly reinforced Yamaha image in the Polish market.

Yamaha Motor Europe N.V.'s second technical training

Due to "former Yugoslavia" political situation the technical training for Delta Team, Yamaha importer in Slovenia, was delayed several times.

Yamaha Motor Europe N.V. finally managed to organize it in December '91 in the facilities of Mitsui Maschinen GmbH in Löhne, Germany. Mr. Niedermaier, Mitsui Maschinen Technical Training Manager, gave the course to four mechanics and the General Manager of Delta Team. The instruction was emphasized on big bikes, specially FZR1000, which is actually the best-seller in the republics. This technical training will certainly contribute to the better quality of the service outlets in the new states of Slovenia and Croatia.



Two bikes differently prepared.

Belgarda's "Operation 660 Le Cap" achieves excellent results

- The Paris - Le Cap Rally '92 -

Operation 660 Le Cap, a team of private riders organized by Belgarda YAMAHA Racing Division (BYRD), returned to Italy recently after successfully participating in the Paris - Le Cap Rally '92.

Operation 660 Le Cap teammates Massimo Montebelli and Fabrizio Meoni won particular honors for the team with high placings in their respective classes. Montebelli won the victory in the Marathon class, competed by fully standard bikes, while Meoni got second place in the Silhouette class, competed by virtually standard bikes on which only engine and frame have to be standard and other parts can be replaced.

All the participants in Operation 660 Le Cap rode YAMAHA XTZ660 machines modified with a special kit arranged by BYRD. These remarkable results helped boost the image of the XTZ660 just as Peterhansel's overall victory showed the prowess of Yamaha's works machines.

More Letters!



Taira with his family at the party.

JAPAN

Taira retires from racing

-Begins new career in machine and rider development-

Tadahiko Taira, longtime Yamaha racing star, officially announced his retirement from active professional motorcycle racing at a party in his honor on March 11 at a Tokyo hotel. Taira has been top rider for the "Yamaha Racing Team" since 1983, and this year marks the 16th season since his debut in the 250cc class of the Japanese National Road Race Championship.

Taira's career has been highlighted by numerous laurels in motorcycle racing both at home and abroad. He won three consecutive national championships in the 500cc class, and in the World GP, his dramatic win at the '86 San Marino GP, passing 27 machines in the last round of the 250cc class, is almost legend now.

As for The Suzuka 8-hour Endurance Race, in 1985 he teamed up with Kenny Roberts to dominate this race almost from the beginning before machine trouble forced them to retire just 30 minutes away from victory. In 1987, Taira worked as team manager for the Shiseido TECH 21 team and led Yamaha to its first victory in this Endurance Race. Taira himself achieved his own long awaited victory when he teamed up with Eddie Lawson in the 1990 Suzuka Race.

As chief venue for his new activities, Taira founded "Team Taira" in 1990 for participation in Japanese national racing. Through this team he will dedicate himself to raising riders capable of competing in 500cc racing at the world level, continuing to contribute his knowledge and experience to the next generation of Japanese racers.

Yamaha presents FZR1000 EXUP to Blundell

Mark Blundell(26), who drove for the Brabham-Yamaha team in last year's FI World GP was presented with a Yamaha FZR1000 EXUP motorcycle at the annual Earls Court motor racing show on February 7, 1992.

The keys for this £7,000 machine were handed over to Mr. Blundell by Mr. Hanagata, Managing Director of Mitsui Machinery Sales (UK) Ltd., as a tribute to his impressive 1991 Formula One debut performance.

"We are delighted to be presenting Mark with one of our finest products," said Mr. Hanagata. "It's Yamaha's way of thanking him for making our 1991 season so successful!"

Mark became the first driver ever to score world championship points on four wheels for Yamaha in his Yamaha V12-powered Brabham. Finishing 6th at the 1991 Belgian Grand Prix, he scored Yamaha's first F1 championship



Mark Blundell receives Yamaha FZR1000.

points in his first Formula One season. Said Blundell: "I would like to thank Yamaha, firstly for presenting me with this remarkable piece of technology and secondly for giving me the chance to prove myself on the Formula One circuit!"

Adventuresome Yamaha fans in Sri Lanka



Mr. Schattata at "Independence Square" in Colombo.

Mr. Thomas Schattata of Germany, who presently resides in Sri Lanka, is a very special kind of Yamaha fan. The bike he loves is his '84 model TT600 that has carried him through four runnings of the "Pharaoh's Rally", twice finishing in the top 25!

Mr. Solomon D. S. De Costa is another devoted Yamaha fan in Sri Lanka. On his recent "Yamaha Peace Ride '91" sponsored by Sri Lanka's Yamaha importer, Associated Motorways Ltd., the retired military man covered some 875km of the country in 18 hours, crossing mountains up to 6,800 ft. along the way. And the amazing thing is that he did it on a 10-year-old Yamaha RD90!



Mr. De Costa astride his RD90.

European Motorcycle Importer Trip to Japan

Listening to YMC President Eguchi's speech at the joint meeting.



Over ten days from March 21 to 30, a total of 61 people representing importers from 16 European countries enjoyed visits to Japan in two groups. This invitational trip was awarded to European importers as they recorded outstanding sales in 1990~'91 and was scheduled to include the annual importers meeting to review the '92 season and introduce '93 business policy at a joint meeting with Yamaha staff on the 24th. After three days of shopping and sightseeing in Tokyo and the hot spring resorts of Hakone and Atami, the tour visited Hamamatsu for the joint meeting and to be guests at a welcoming party hosted by Yamaha.

Afterwards, one group toured the Iwata Main Factory in the morning and enjoyed a cruise at Yamaha's Sunza Village marina in the afternoon, while the other group went for testrides of the '93 models at the Fukuroi Test Course and then visited the



A commemorative photo at the Fukuroi Test Course.

Yamaha Home Office. Having a chance to see the '93 models at such an early stage especially impressed the importers with the dedication of the Yamaha staff. From there, the two groups traveled to Western Japan to enjoy spring sightseeing in the ancient capitals of Kyoto and Nara and the opening round of the World GP at Suzuka before returning to Europe.



Trip members enjoy Kyoto and Nara.



**NIPPON CHALLENGE
AMERICA'S CUP 1992**

**LOUIS VUITTON CUP, AMERICA'S CUP
CHALLENGER ELIMINATION SERIES**

"Nippon" sailing strong in America's Cup



Members of the "Nippon" team.



Sailing against Spain (Round 2).



"Nippon" battling New Zealand in round 3.

Participating for the first time in the Louis Vuitton Cup elimination series to decide the challenger to compete in the America's Cup yacht match racing, the Yamaha-built "Nippon" has surprised the yachting world by advancing to the semi-finals in top position. Even through the Japanese boat failed to advance to the finals its performance as a first-time entry left a strong impression on yachtsmen the world over.

The Louis Vuitton Cup began with eight challenge boats; two from Australia and one each from France, Italy, Japan, New Zealand, Spain and Sweden. From these, the four boats that advanced to the semi-finals were the ones from Japan, New Zealand, Italy and France.

The first round of the Cup series was held from January 25 to February 2, and "Nippon" compiled a record of 6 wins and one loss against the seven other contestants. The Nippon's only loss came in the race against New Zealand, when it was forced to retire with rudder trouble. In all its other matches, however, the Yamaha-built boat scored decisive victories.

In the second round robin held February 16 to 24, "Nippon" finished in 3rd position, with a record of 5 wins, 2 losses. Beginning with a 1 min. 42 sec. win over France on the first day, the "Nippon" went on to defeat Sweden by 2 min. 21 sec. on the 17th, "Challenge Australia" by 3 min. 33 sec. on the 19th, Spain by 4 min. 12 sec. on the 20th, and "Spirit of Australia" by 12 min. 21 sec. on the 22nd. However, "Nippon" lost to New Zealand by a 2 min. 21 sec. margin on the 18th. In the re-called race appealed by Italy on the 24th, "Nippon" lost by a mere 46 seconds. This gave the Yamaha-built

challenger a total of 26 series points, and 3rd position behind New Zealand with 34 points and Italy with 29.

In the 3rd round held from March 7 to 15, the "Nippon" won all seven of its races to finish the first three rounds in top position with 82 points. In this round, Nippon's 4 min. 45 sec. victory on the first day over "Spirit of Australia" moved it up to 2nd position. On the 8th, Nippon battled Italy to a 5 sec. win that move it into a tie for first place with New Zealand.

The team's 46-second victory over France on the 10th assured Nippon a semi-final spot. In race five on the 12th, Nippon outran Sweden by a large margin in light wind conditions. Then, on the 14th, Nippon outraced New Zealand to move ahead of its rival into first position. On the 15th, the team finished the third round with a perfect score by beating "Challenge Australia".

Louis Vuitton Cup Point Chart

Team	Round	1st	2nd	3rd	Total pts.
	1 win =	1 pt.	4 pts.	8 pts.	
1. Nippon (Japan)		6	20	56	82
2. New Zealand (New Zealand)		6	28	40	74
3. Il Moro di Venezia (Italy)		5	24	40	69
4. Ville de Paris (France)		5	16	40	61
5. España 92 (Spain)		2	12	16	30
6. Spirit of Australia (Australia)		3	8	16	27
7. Tre Kronor (Sweden)		1	4	8	13
8. Challenge Australia (Australia)		0	0	8	8