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YAMAHA MOTOR CO.,LTD.

YAMAHA NEWS

Pedal Power Gets A Boost

Yamaha has recently developed a bicycle that supplements pedal power with an electric motor when the going gets tough. The bicycle, called the Yamaha PAS, is set to revolutionize cycling in Japan, and was tested by journalists in Tokyo on July 27.



Bicycles are fun, convenient and easy to use. In Japan's often narrow and crowded streets, some 70 million bicycles are used for commuting. Still there are two things nobody really likes about bicycles: getting up hills and slow-speed instability.

Yamaha has developed a bicycle that solves these problems. It supplements pedal power with an electric motor when the going gets tough. Known as the Yamaha PAS, it is the world's first electro-hybrid bicycle and is a match of human effort and electrical power that has to be experienced to be believed.

When you do experience it, you'll be impressed by the magic of its Power Assistance System (P.A.S.) From the moment you begin to pedal, the revolutionary P.A.S. is activated and it feels like a mystical breeze has sprung up and is giving you a gentle push along.

Once activated, the unit supplies supplementary power smoothly and quietly at a ratio of up to 1 : 1 with the force applied to the pedals. This means the effort put into pedalling is halved and those hills you used to dread are now a joy to ride up.

The P.A.S. unit also gives a supplementary power kick in other strenuous situations like riding into the wind or carrying heavy loads. The P.A.S. also helps eliminate instability at low speeds. By reducing the amount of force that has to be applied to the pedals, the PAS helps cut down on wobbly starts and hill climbs, and also improves stability by reducing the time it takes to get up to a stable speed. The Yamaha P.A.S. solves the bicycle's two weak points as a commuter vehicle but handles no differently from a regular bicycle. What's more there is no offensive exhaust and almost no noise, and, if the batteries should run low, the Yamaha PAS goes right on pedalling like a regular bicycle. Furthermore, the law recognizes the Yamaha PAS as a type of bicycle and not a motor vehicle, so no license or helmet is required to operate one. Now we'll take a look at the structure of this revolutionary Power Assistance System.

An ergonomic revolution

The Yamaha PAS is the product of over 10 years of Yamaha research into the technological match of manpower and mechanical power. Structurally, the Power Assistance System is made up of six components; a torque sensor



The test-ride proved the dramatic effect of the Power Assistance System

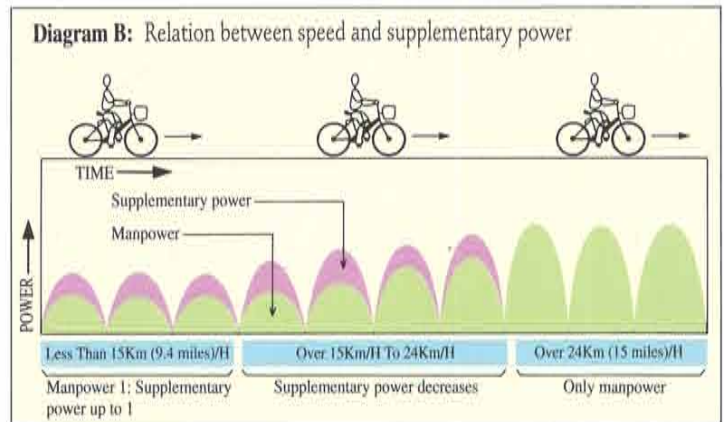
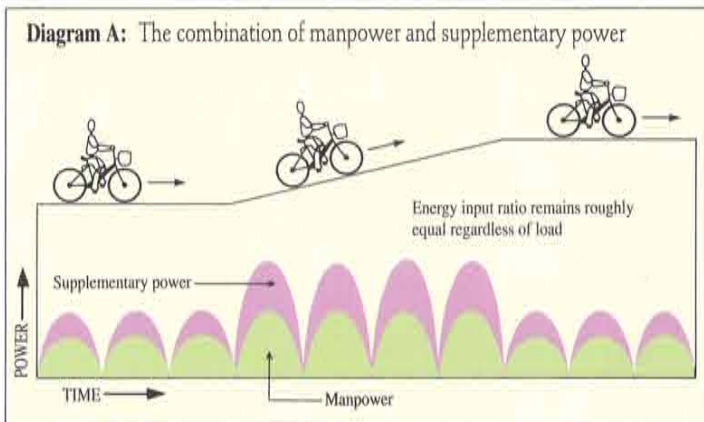
UP FRONT

The Bicycle Reborn

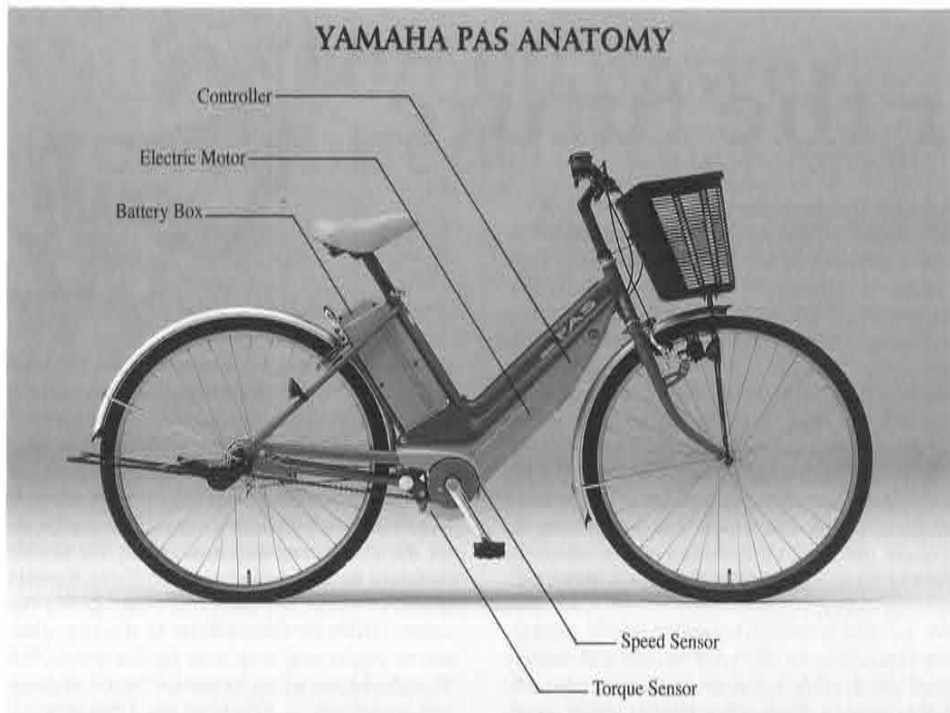
A new match of man and machine

fitted to the bicycle's crank mechanism, a speed sensor, a controller, an electric motor, a hybrid unit and two batteries. First, the torque sensor reads the force applied by the rider to the pedals while the speed sensor measures speed. This data is sent to the controller where a microcomputer calculates the amount of supplementary force to be applied based on the rider's work load in relation to the traveling speed. The electric motor is then activated in response to the controller input and supplementary

power is applied to the rear wheel via the hybrid unit, thus lightening the load on the pedals. The controller responds to every slight change in pedalling force at 1/100 of a second increments, so the rider feels no unnatural disturbances in the pedalling motion whatsoever. This is where Yamaha's advanced mechatronics technology has been put to work (See diagram C on page 3). In high-load pedalling situations like starting out or going uphill, the electric motor supplies



YAMAHA PAS ANATOMY



Recharging the battery

supplementary power up to the same amount being applied manually to the pedals, so the rider enjoys easy pedalling with half the effort that would normally be required. At no time does the supplementary power ever exceed a 1:1 ratio. This 1:1 ratio power assist continues up to a speed of 15 km (9.4 miles)/hour, after which the assist ratio gradually decreases. When the bicycle reaches a speed of 24 km (15 miles)/hour the P.A.S. unit shuts off completely and it rides like a conventional bicycle. (See diagrams A & B on page 2) The Power Assistance System also disengages whenever the rider stops pedalling, such as when going downhill.

Easy and economic

At 31 kg, the Yamaha PAS is about 13 kg heavier than a conventional bicycle. Although you will feel this weight difference when wheeling the bicycle around, once you start riding, the PAS unit's low center of gravity makes the difference unnoticeable.

To recharge the two maintenance-free in series 12V storage batteries there is a special Yamaha PAS Charger which plugs directly into a standard electric socket at home. (See photo above) The maximum time required for a full charge is 10 hours, so recharging can be done overnight. Each charging costs only about U.S.

10 ¢ and lasts for approximately 20 km (12.4 miles).

According to a recent survey in Japan, commuter bicycles are ridden an average of 2-3 km (1-2 miles) a day, which would mean just one recharging a week for the Yamaha PAS. By these market standards, the batteries, which can be fully charged about 200 times, would need replacing only once every two years.

In touch with the times

In recent decades the number of motor vehicles on Japanese roads has increased dramatically, and environmental pollution is also increasing. But, the PAS is an environmentally sound form of personal transport, emitting no noxious exhausts and making almost no noise. Urban sprawl is also progressing in Japan. Commuting distances are becoming longer and suburbs, traditionally located on low lying plains, are spreading to outlying hilly areas. Commuting routes are therefore becoming steeper and more taxing. The Yamaha PAS, especially designed with the needs of commuters, housewives and school children in

mind, will prove a practical and convenient solution to these problems.

The new bicycle also proves ideal for the elderly, a group which is making up a greater proportion of the Japanese population as it ages.

From traffic congestion and parking problems to pollution and energy conservation, the Yamaha PAS is an entirely new answer to some of today's environmental problems. And of course, your legs will appreciate the difference!

Yamaha PAS Fact Sheet

| | |
|---|----------------------|
| Retail price: | |
| PAS | ¥134,000 (US\$1,290) |
| PAS charger YPC-1 | ¥15,000 (US\$145) |
| Release date: | |
| November 1, 1993 | |
| Limited initially in number and sales area in Japan. | |
| Manufacture & assembly: | |
| Batteries and charger - Japan Storage Battery Co., Ltd. | |
| Cycle body and finished unit assembly - Bridgestone Cycle Co., Ltd. | |
| PAS Unit - Yamaha Motor Co., Ltd. | |

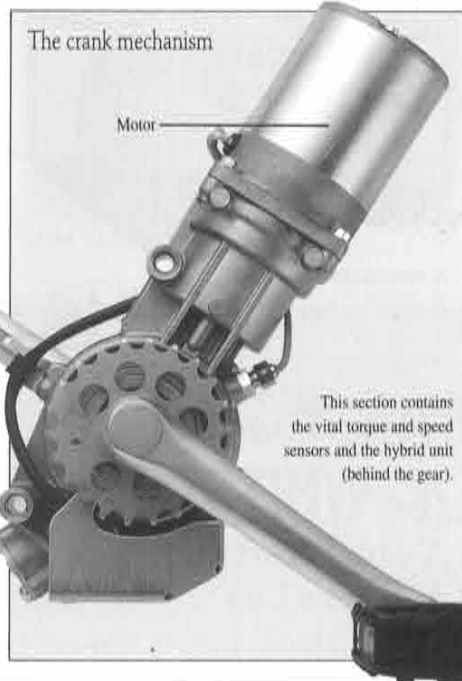
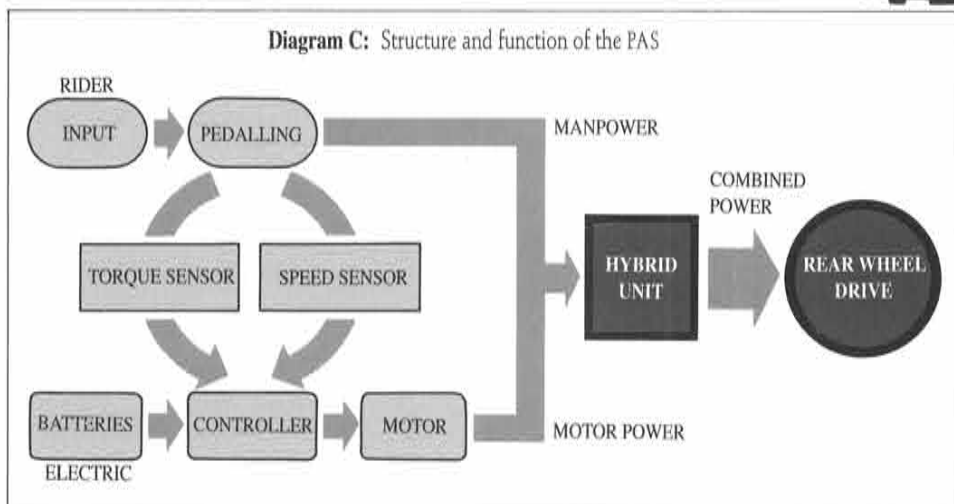


Diagram C: Structure and function of the PAS



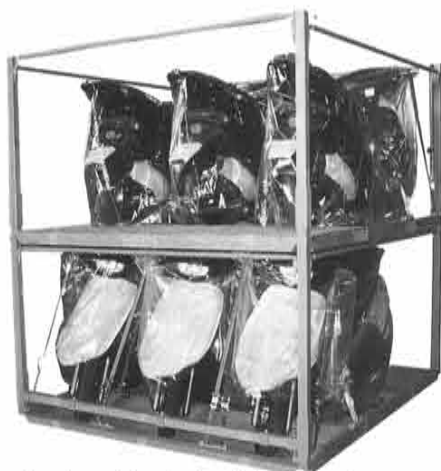
Packing for the future



In harmony with nature

Think for a moment about a gift box of cookies from some department store. How many different layers of packaging and wrapping are involved before those cookies get to your table?

In the former West Germany household trash makes up 30% of all refuse, and 50% of that is packaging materials. Germany has recently adopted a strict set of laws regulating packaging from an environmental and waste standpoint, while the rest of Europe and North



A returnable steel pallet

America are also making advances in this area. At Yamaha we use a lot of packaging materials in the shipping of our products. Whereas crating and packaging are necessary to ensure that our products get to the customer safely and undamaged, once the product is delivered the packaging becomes waste. That is why we at Yamaha have undertaken the job of improving our crating and packaging methods to reduce waste and increase recyclability.

One of the directions of our efforts is reducing volume. Even without changing the crating materials it is often possible to reduce the amount used and eliminate excess to make the packaging as efficient as possible without sacrificing safety.

We are also investigating new types of packaging materials. In the past, wood was widely used for crating because of its low cost and stable supply. But to fill this demand, many trees had to be cut down.

What is more, after use most of that wood was not recycled but simply burned. For this reason, Yamaha is changing from wood crating to other materials such as steel which can be reused or recycled easily.

In the case of complete built-up motorcycle exports, this changeover from wood to other materials is almost complete.

Styrofoam is another packaging material that is light, low-cost and easily shaped, making it

popular for packaging foods, etc. On the other hand, it has the serious disadvantage of being difficult to recycle. Furthermore, when burned it releases toxic gases and when used in landfills it tends to take up too much space.

At Yamaha we are switching to alternatives to styrofoam such as easily recyclable cardboard for the shockabsorbing material in our smaller outboard motor crating and stabilizing material made of recycled paper for our generator crates. Through these efforts to develop alternative packaging materials by the year 1996, Yamaha Motor plans to reduce its use of wood and styrofoam by 30% from our 1990 level.

Meanwhile, we are also working on ways to eliminate waste from the shipping process, as well. In the case of scooters exported by Yamaha Motor Taiwan to Japan, we have adopted the use of returnable steel pallets that can be used over and over. Also, in the case of industrial robots shipped domestically, we now use specially made returnable boxes. At YMC we are dedicated to continuing these efforts to make increasing use of returnable, no-waste shipping methods both at home and overseas.

What is the WHITBREAD 3



A world apart from America's Cup

When one considers the world's major yachting events, traditional races like the Whitbread, the America's Cup, the Admiral's Cup (U.K.), the Southern Cross Cup (Australia), the Kenwood Cup (Hawaii), the Sardinia Cup (Italy) and the Trans Pac (U.S.A.) come to mind.

Among these the Whitbread and the America's Cup are pinnacles of international yachting rivalry. They both demand high-performance yachts and the highest level of sailing skill. Yet these two historic events are almost opposite in character.

If you were comparing them to motor racing, the America's Cup could be considered the F1 Grand Prix, raced over many laps of the same circuit; while the Whitbread is the equivalent of the Paris-Dakar Rally, a tough endurance encounter with the forces of nature.

Imagine a motor race that took nine months to complete just one lap and included only five

pit stops along the way ...

The Whitbread starts in Southampton in southern England, and circumnavigates the globe in six legs with port stopovers in Uruguay, Australia, New Zealand, Uruguay again and then the USA before returning to England. This world's longest ocean race covers a 60,000 km (37,200 mile) course which is equivalent to one and a half times the circumference of the earth.

During the 250 days of its duration, competitors endure the windless doldrums near the equator, the iceberg-strewn Antarctic Ocean and the infamous passage around South America's Cape Horn.

The Whitbread is almost a battle for survival with no allowances for bad weather. At times the yacht crews will cling to the rails of their wave-lashed boats as they navigate through the icebergs of the Southern Ocean, snow flurries whipping their freezing faces.

At other times, the sea will be calm for days under the tropical sun and the crews will wait anxiously for any breath of wind. To withstand such a diverse range of conditions, the boats must be strong but to be competitive they must also be lightweight.

In the Whitbread 60 class in which the YAMAHA Round the World will compete, the yachts are crewed by only ten to twelve sailors. On YAMAHA they are divided into four-man watches that alternate every four



The Antarctic Ocean: a tough test for any crew.

hours.

In the four hours they are off-watch the crew snatch sleep and meals.

On the longest legs the yachts will race non-stop for up to four weeks, during which time the crew will sleep on narrow bunk beds and sustain their energy on a not-so-appetizing diet of freeze-dried meals.

In stark contrast, the America's Cup regatta is a prolonged series one-on-one races between yachts over a course of about 37 km (20 miles). It is staged only a few miles off-shore. A series of these "knock-out" races eventually determines the overall winner, but each of these tightly contested "round-the-bouys" match races takes only two to three hours to complete.

Unlike the Whitbread crews who must be able

HIT PARADE

Vmax500/600 power winter lineup

When winter snows cover the north country the snowmobile is the vehicle of choice for a growing number of people the world over. For some, these versatile vehicles open up a winter wonderland of sporting fun, while others depend on them as utility vehicles that never say no to snow.

In North America, sports-oriented snowmobiling is by far the main use, and models designed for this purpose dominate the market. In recent years improved trail systems and support facilities are helping more and more people discover the joys of long-distance winter touring. And what people want for this kind of snowmobiling is naturally a machine with greater reliability, better suspension and plenty of power.

Today's snowmobile customers are very performance-conscious and performance is without a doubt the key factor in the latest snowmobiles, especially the top-of-the-line models. Even people who are now riding a smaller model are very aware of the performance features and brand image of the models in the next class up.

The 500 to 600 cc models with liquid-cooled engines have become the category ridden by most sports-minded snowmobilers today,

replacing the 400 - 500 cc class of air-cooled models that predominated in the past.

And it is these riders that are now looking up to the top-of-the-line models for even more speed, power and touring excitement.

In 1992, Yamaha topped off its snowmobile line with the new 750 cc high-performance Vmax-4. With advanced features like a liquid-cooled four cylinder engine, four TM carbs, new full-block pattern tracks, a new ergonomic design with adjustable suspension and convenient plastic sole ski covers, the Vmax-4 has won acclaim as a performance leader.

This year Yamaha has added two more models, the '94 Vmax500/600, to fill out its impressive lineup. These attractive brother models to the Vmax-4 come with a full range of variations like electric starter models, deluxe models and long-track versions for deep powder snow. With the help of aggressive marketing activities by Yamaha Motor Corp. U.S.A. and Yamaha Motor Canada, these hot new models have been very well received among snowmobile lovers.

What do we attribute this success to? It is certainly the strength of Yamaha's timely lineup of models prepared with a full range of options that include longtrack kits, electric starter systems, reverse gear kits and tandem seating.



1994 Yamaha Vmax600ST



1994 Yamaha Vmax500DX

to perform the full range of sailing skills during their rotating watch system, the 16-man crews on America's Cup boats each have specific responsibilities. Each sailor performs one specialized job. And, of course, there are no living facilities whatsoever on these "sprint race" boats.

For many yachtsmen the Whitbread remains the ultimate sailing challenge. Whitbread sailors are a special breed. Whereas the

America's Cup is a contest of national pride that boasts a 140-year tradition, the Whitbread is a battle against the elements.

The performance and durability of the boats are important but the Whitbread is also a test of the personal courage, skill and tenacity of every competing yachtsman. Perhaps that explains the reason why America's Cup heroes like Dennis Conner and Chris Dickson are taking on the challenge of the next Whitbread.

No sailor can be acknowledged to be among the world's best until they have mastered the mighty Whitbread race.



Whitbread Round the World Yacht Race 1993-94 Finalized Television Coverage

Australia - ABC

Regular reports - particularly in build-up to Fremantle arrival. Live Fremantle start on Nov. 13 and potential for on-going coverage.

New Zealand - TVNZ

Regular reports leading up to the race, then a daily 5-minute update and weekly highlights. Live coverage of all starts and of NZ/UK arrivals.

UK - Meridian/LSN

3 x one-hour network specials on live start from 1:10 to 2:10 p.m., September 25, same time on Jan. 2 for summary from Fremantle and at end of Race. Plus 35 x half-hour weekly programmes from Sept. 18 with break at Christmas.

Uruguay - Canal 4

Regular reports ahead of Race plus all starts live and one-hour programmes on each leg.

USA - ESPN

2 x one-hour shows on history (aired on August 3) and finals (Jan. 95). 7 x half-hour shows on pre-view and each leg. Live start from Fort Lauderdale on May 21, '94.

Through the five host broadcasters all starts will be available as a live signal and live finishes are planned for Auckland, Southampton and possibly Fremantle.

DBS (Direct Broadcast Satellite)

Sweden - SVT1

SVT1 is preparing their own 15+ programme package including live start.

Canada and Mexico - ESPN

Showing ESPN shown on TSN and Multi Deportes respectively.

Eurosport

Package of regular programmes including live start and News Updates is agreed and waiting for contract. First programmes and History and Preview (one our each) then live start from 14:00-15:00 European time.

Asia

ESPN programmes on Asia-Sat. Deal agreed with Star who will screen 15 shows beginning with race history on October 3. Sponsor being sought for opening and closing sequences.

Japan - TV Tokyo

8 plus x 90 minute shows planned with live feed for start.

Switzerland

Contract for live start and regular programming with TSR (French) for signature. Non-exclusive so enables extensive news access by all other stations and being co-ordinated by Dominique Curchod on WRTV behalf.

In addition, television coverage contracts are now being finalized in other countries around the world - from Europe and Scandinavia to South America and Asia. It looks like the world's media is warming up for possibly the most exciting Whitbread yet. We'll keep you posted as to what coverage you can expect in your region as finalized contracts come in.

WORLD TOPICS

THE NETHERLANDS

Completion of new European headquarters

New Yamaha complex

On July 6th, 1993 Yamaha Motor Europe NV celebrated the Grand Opening of the new European Yamaha complex, constructed recently at Schiphol-Rijk in Haarlemmermeer, close to Amsterdam's airport in the Netherlands. The super complex covers a total of 70,000m² (82,000 sq.yd.) and consists of three buildings; the European head office, European distribution center and a service center facility. It is expected to play a vital role in answering the market needs of an increasingly unified Europe with improvements in all areas from product development and marketing to after sales service.

The event, attended by more than 250 distinguished guests, not only celebrated the opening of YMENV and Yamaha Motor Nederland's new head office building, but also the 25th anniversary of Yamaha Motor Europe in the Netherlands and the official opening of Yamaha Motor Distribution B.V., the new central European distribution center, which commenced operation in January this year.

Guests included senior managers from Yamaha's worldwide network as well as European distributors and business relations. Top level representatives from Dutch industry, community and government were also present,



(from front left) European head office, distribution center and service center, currently under construction (completion date December 1993)



YMENV's new head office building also serves as the new headquarters for Yamaha Motor Nederland B.V. and Yamaha Motor International Finance B.V.



With a Kagami Wari (breaking open the sake barrel) ceremony YMC President Eguchi offers a toast for good health and successful business.

including the Dutch Minister of Foreign Trade, Mrs. Van Rooy, the Japanese Ambassador to the Netherlands, Mr. Arima and the Deputy Mayor of Haarlemmermeer, Mr. Auer.

The opening speech was given by the host of the day, Mr. Hasegawa, the Chairman of YMENV. A dynamic corporate video and a short documentary about the construction of the complex were also shown to the guests and were followed by the highlight of the event, a futuristic sound and laser spectacular climaxing with images of the finished facilities. After the ceremony the guests were given guided tours of the total complex including the impressive materials handling systems at YMD.

First ever European Distributors Commercial Congress

The opening of the new YMENV headquarters also paved the way for the inaugural Yamaha European Distributors Commercial Congress. Traditionally distributor meetings have been held separately, according to product category. But this year YMENV took advantage of the assembly of representatives at the opening of their new complex and Yamaha's European distributors met for the two days following the event.

Topics covered the changing European business environment and recent YMD developments, as well as more detailed discussions on products which took place in individual working groups.

The Congress proved a highly successful and unique opportunity for the European Yamaha distributors to meet together.

Commitment to environment and community

Yamaha Europe's environmental programme and global commitment to Customer and Community Satisfaction (CCS) has also taken a major step forward with the opening of the new Yamaha European headquarters.

Paper, cardboard, plastic cups and light chemical waste from the new complex are now separated for recycling or environmentally safe disposal. In addition Mr. Hasegawa made a special donation of fifty thousand Dutch Guilders

(US\$26,700) to the municipality of Haarlemmermeer, in which the new headquarters are located. The donation will be used to fund local environmental studies.

By Liu Jarvis of YMENV, the Netherlands

TAIWAN

YMT production tops 2,000,000 mark

With production running well ahead of planned schedules, Yamaha Motor Taiwan's scooter/motorcycle factory rolled out its two-millionth unit earlier this year. This outstanding achievement comes in only the 6th year since YMT began production of Yamaha scooters and motorcycles in Taiwan. To have built up such an industry in so short a time is a testament to the efforts not only of the YMT staff, but also of the nationwide network of dealers working with the customers day to day.

In recent years YMT's scooters have been steadily winning a reputation with customers overseas as well as at home. And to satisfy the expectations of its increasingly international customers, YMT is bent on ever higher levels of product quality.

What does the future hold for YMT as it works toward the next big goal of 3 million units in



YMT's President, Mr. Y. Takeda, YMC Managing Director, Mr. H. Nagayasu (first and second from left) and YMT's Chairman, Mr. Warren Hsieh (fourth from left) with other executives at the ceremony held on April 23

two and half years? The challenges will be many. Like work on the development of a new environment-conscious engine and grappling with the problem of rising costs as Taiwan's standard of living climbs. But spirits are high at YMT and the future looks bright.

From Mr. Dow Chien Kuo of YMT, Taiwan

COLOMBIA

20th anniversary dealer meeting

Celebrating the 20th anniversary of the business partnership between Yamaha and Colombian marine importer Eduardoño, a grand dealer meeting titled AMIGO DEL AGUA (Friend of the water) was held from May 26 to 28 at Santa Marta's beautiful resort hotel by the Caribbean Sea in Northern Colombia. Dealers from 53 of the country's marine dealerships gathered for a 3-day schedule that



The meeting helped strengthen teamwork between Yamaha, Eduardoño and its dealers

included an introduction of new '94 outboards and Water Vehicle models, a seminar on shop design, signs and shop name/logo marks, a seminar on computer organization of sales, stock control and accounting activities, etc. A slide show of Eduardoño's 20 years with Yamaha was also presented to celebrate this memorable anniversary.

Thanks to the devotion of Eduardoño and its dealers to the CCS (Customer and Community Satisfaction) policy promoted by YMC, Yamaha's market share in Colombia is now growing year by year to over 60%.

BRAZIL

Friendship tour on the Ténéré XT600

With the cooperation of Yamaha Motor do Brasil Ltda., an adventurous couple of the Korean-born rider, Joon Young Chang and his Brazilian wife Maria Cristina Marques da Silva are now part way through a friendship tour across South and North America on their Brazilian-made Yamaha Ténéré XT600.

On November 6, 1992, Joon and Maria left their home town Maringá in Paraná Province, Brazil, and as of now they have visited Brazil's sister cities in Paraguay, Argentina, Chile, Peru, Ecuador, Colombia, Panama, Costa Rica and Honduras. After Guatemala, they will trav-



Joon and Maria visit Canella S.A., one of Yamaha dealer shops in Guatemala

el up into North America, visiting Mexico and the U.S.A. before reaching their final destination, Canada, by the end of this year.

The couple will film their whole adventurous trip by video camera, and thousands of photos and video tapes will be sent back to a Brazilian TV network where they will be compiled into a special programme. Through these videos a large Brazilian audience will be able to enjoy the same experiences as Joon and Maria, and deepen their understanding of the neighboring countries they may have never seen.

(As of June 8)

U.S.A.

Yamaha & Toyota - Keeping in touch

Yamaha dealers in the U.S. can look forward to bigger exposure for Yamaha Marine products says Dave Bolton, Marketing Division Manager of Yamaha Motor Corp., U.S.A., thanks to joint marketing efforts with Toyota Motor Sales U.S.A. In the latest example Yamaha outboards are featured in the August issue of Toyota's newsletter *In Touch* mailed to



Yamaha 25 hp outboard on a Toyota pickup truck

630,000 of its customers to promote the company's trucks. To help illustrate various lifestyles people can enjoy with Toyota's T100 and 4Runner trucks, the front and back covers of this eight-page color newsletter feature the trucks towing a Ranger bass boat outfitted with a Yamaha ProV 200 outboard motor.

This issue of *In Touch* is only the latest development in the close relationship between Yamaha and Toyota in the U.S. that will give both companies products important exposure outside their normal consumer base and help create new customers for our dealers. Yamaha outboards are also featured in the 1993 Toyota catalog and a Toyota 4Runner is included in Yamaha's new 1994 model catalog.

"We were very selective in choosing a marketing partner in the marine industry," said Jay Spencer, U.S. national truck sales development manager for Toyota. "We were looking for a company with what American boaters are using and Yamaha was the perfect choice."

From Dave Bolton of YMUS, U.S.A.

ITALY

The TZ125 premieres at San Marino GP



King Kenny back on the track

On July 16, 1993 the all new Yamaha TZ125 won high acclaim when it was unveiled to more than 70 international journalists during the San Marino Road Racing World Championship' Grand Prix at the Mugello circuit in Italy. It was the TZ125's first appearance since its recent success in the 125 cc class of the All Japan Championships.

The TZ125's state-of-the-art specifications impressed not only journalists but also racing team managers and GP riders. Their big interest and high expectations predict a successful future for the new production racer.

Another big event at the San Marino GP was a special comeback ride by former Yamaha World Champion "King" Kenny Roberts - lapping the Mugello circuit as a part of a promotion for the Yamaha TZR125 R Red Rocket, a special limited edition produced by Yamaha's Italian importer, Belgarda. Despite the brevity of his comeback, many fans were surprised and thrilled to taste a revival of the days when Kenny ruled the world's racing circuits.

From Roberto Martini of Skills, Italy

WORLD TOPICS

CANADA

Making big waves with Beachfest

Canadian outdoor enthusiasts got a real treat this summer when Yamaha Motor Canada hosted its first ever Beachfest. Held on the pristine shores of one of Canada's most popular lakes, thousands of people enjoyed the chance to try a Yamaha watercraft or ATV, with all proceeds going to a local hospital.



The participants enjoy demonstrations

Besides trying out the Yamaha machines there were many attractions such as free taste tests, music, giveaways, beach volleyball and a sandcastle contest for the kids. For those who wanted to just enjoy the sights and sounds of Beachfest, lazing about on the beach was certainly welcomed.

Afterwards, the Yamaha Marine Ski team put Yamaha outboards and watercrafts through a series of skillful maneuvers, delighting the thousands of Beachfest participants.

By Steve Manweiler of YMCA, Canada

MYANMAR

First police bike training course

At the request of Myanmar's newly established Yamaha importer, KABS-Myanmar Co. Ltd., Mr. K. Iwao of Southeast Asia Sales Div. of YMC visited Myanmar as an instructor to hold a training course for motorcycle police in Yangon, formerly Rangoon, over the four days from June 3 to 6.

He instructed policemen in the proper use and daily inspection techniques primarily for the XJ600PE police bike which YMC donated a unit of at the occasion of the opening of KABS' showroom recently outside of Yangon. Instruction also included proper riding techniques in various situations.



Training before a cheering crowd

The men of the motorcycle squad, ranging in age from 25 to 55, are one of the elite units in the Myanmar police. And, when part of the training exercises were staged at one of the main intersections of downtown Yangon, a crowd of some 5,000 spectators soon gathered.

FINLAND

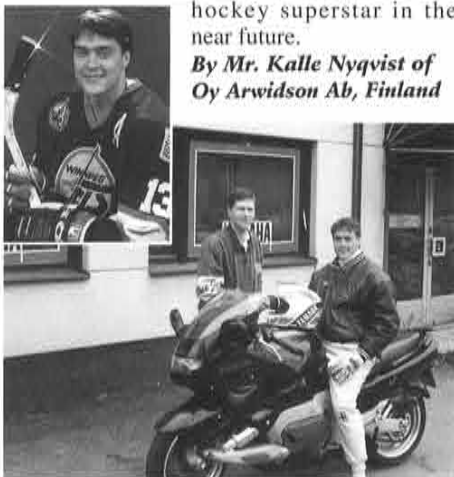
Hockey hot shot gets a GTS1000

Yamaha motorcycle distributor in Finland, Oy Arwidson Ab, has made an agreement with Finnish ice hockey star Teemu Selänne (23) to lend him a Yamaha GTS1000 motorcycle for the summer of 1993.

Now playing in the Canadian National Hockey League, Teemu Selänne was chosen to the all-star team and also named best rookie for the 1992-93 season. Teemu recently finished his first season with the Winnipeg Jets, where he was top scorer as well as "Rookie-of-the-Year."

Teemu is now one of the most famous persons in Finland and will surely be recognized as a hockey superstar in the near future.

By Mr. Kalle Nyqvist of Oy Arwidson Ab, Finland



Teemu Selänne (right) and Mr. Kalle Nyqvist, Product Manager Motorcycles of Oy Arwidson

PORTUGAL

Every station a stage!

Thanks to a unique campaign by Yamaha's Portuguese importer, YMPL, motorcycle lovers and potential customers in the interior regions of Portugal got a rare chance to take a firsthand look at the newest Yamaha models.

For 16 days from June 20 to July 5, YMPL

rented three freight cars from the national railroad and toured the towns of Guarda, Covilhã, Fundão, Castelo Branco and Abrantes in the rural interior of the country, where the motorcycle sales network is thin, with an attractive display of Yamahas.

Because the cars were rented they could not be painted or altered in any way. But YMPL's team solved that problem by covering the cars with giant removable stickers. Each of the five two-day exhibits were preceded by local radio and newspaper announcements that brought such a good response that according to one report, "all the young people in the town showed up!"

By K. Otsuka of YMPL, Portugal



The display cars parked right at the platform in Covilhã station

Just briefly

• The 1st African Summit was held on September 26 to 30 in Casablanca, Morocco, gathering all African importers of all Yamaha products. Watch for details in our next issue.

• Whitbread Round the World race started in Southampton, England on September 25.

• The Paris Show was held from September 24 to October 3 and from Yamaha new FZR600R and FZR1000 were unveiled.

• The former motocross 250 cc World Champion Donny Schmit finished in 3rd place this year.

• Fabrizio Pirovano won the Italian Championship in the Superbike class on his new Yamaha YZF750SP for the second year in a row.

• Siam Yamaha, Yamaha's Thai importer, organized its annual Yamaha Fair event in Khon-Kaen on July 10-11 in cooperation with one of its local dealers.

• On June 14, the EC Ministerial Council decided to present a bill to the EC parliament that would set the maximum net engine power for motorcycles at either 74kw (100ps) or 94kw (125ps usable for 5 years at the longest). But passage of the bill is uncertain as there are still grounds for discussion.

• Yamaha Motor France celebrated its 1,000,000th customer, Philip Aamul, by presenting him with a check for the value of a XJ600 Diversion.

TWO MONTHS AHEAD October & November

[Abbreviations]

MC represents motorcycles and scooters

MRN represents all kinds of marine products

PP represents power products like generators, lawn mowers and multi-purpose engines.

AFRICA

S. Africa • Pretoria • S.A. Motocross Championships Final Round • Oct 2 / **Nigeria** • Lagos, Kaduna, Enugu • Dealer Meeting • PP • Oct 4, 6, 8 / **S. Africa** • Durban • Dealer Conference • MC, MRN • Oct 14-15 / **S. Africa** • Johannesburg • S.A. RR Championships Final Round • Oct 30 / **Burkina Faso** • Ouagadougou • Newspaper Advertisement • MC • Nov

CENTRAL & SOUTH AMERICA

Argentina • Buenos Aires • Caravana • MC • Oct 1-Nov 30 / **Argentina** • Buenos Aires • Expo-Moto • MC • Oct 9-17 / **Venezuela** • Dealers Japan Trip • all products • Oct 10-17 / **Uruguay** • Punta del Este • Start of the 2nd leg of the Whitbread race • Nov 13 / **Brazil** • Brasilia • Dealer Meeting • MC • Nov 20-27 / **Brazil** • São Paulo • Salão De Motos Two Wheelers Show • Nov 20-28

ASIA

Thailand • Kamphrengphet, Burirum, etc. • Mini Rally • MC • Oct 2-Nov 28 / **Indonesia** • Jakarta, Medan, etc. • Indonesia Yamaha Cup Races • MC • Oct 3-Nov 28 / **Japan** • Tokyo Motor

Show • MC • Oct 23-Nov 5 / **Japan** • Suzuka • FI Japanese GP • Oct 24 / **Japan** • Iwata • Y.S.T.S. for Southeast Asian Dealers • MC • Oct 26-Nov 3 / **Indonesia** • Jakarta • Drawing for the Yamaha Exciting Force 1 Quiz • MC • Oct 28

PACIFIC

Australia • Tuncurry NSW • Oyster Festival • MRN • Oct 2-4 / **Australia** • Sydney • Australian International Motor Show • MC • Oct 8-17 / **Australia** • Sydney • Australian RR Championship Final Round • Oct 30-31 / **New Zealand** • Auckland • '94 Dealer Conference • MC • Oct 30-31 / **New Zealand** • Service Training Schools • MC • Nov 1-12 / **Australia** • Tasmania • Tasboat Expo '93 • MRN • Nov 5-7 / **Australia** • Adelaide • FI Australian GP • Nov 7 / **Australia** • Nelson's Boat Show • MRN • Nov 19-21 / **New Zealand** • Kaitiaki • Adventure Ride • MC • Nov 27-28

NORTH AMERICA

Canada • Orillia • Ontario Regional Dealer Show • all products • Oct 5-7 / **USA** • Alabama • S.E.O.P.A. • MRN • Oct 6-10 / **USA** • Georgia • Team Trail Tournament • MRN • Oct 13-17 / **Canada** • Vancouver, etc. • YZ Customer Tests • mid to end of Oct / **USA** • Lake Halasu AZ • Personal Watercraft World Championships • Oct 19-24 / **USA** • South Dakota • Governor's Cup • MRN • Oct 19-24 / **USA** • Fort Lauderdale International Boat Show • MRN • Oct 28-Nov 1 / **Mexico** • Mexico City • Central & South America's Parts Managers Seminar • Nov 4-5 / **Canada** • St. John's Nfld • Marine '93 Show • Nov 4-6 / **Mexico** • Autódromo Hermanos Rodríguez Circuit • Superbike World Championship Final Round • Nov 7 / **USA** • Orlando FL • Dealer Meeting • MRN, MC • Nov 20-23 /

USA • Las Vegas • MRAA Boat Show • MRN • Nov 29-Dec 1

EUROPE

France • Toulon • Pronautica Boat Show • MRN • Sept 30-Oct 3 / **Spain** • JOG Cup (7 races) • MC • Sept-Nov / **Germany** • Friedrichshafen • Interboot-International Watersports Exhibition & Introduction of ME420 DTI Inboard Diesel • MRN • Sept 25-Oct 3 / **UK** • Donington Park • Superbike World Championship Round 12 • Oct 3 / **Spain** • Barcelona • YZ '94 Press Introduction • MC • Oct 14-16 / **UK** • Brands Hatch near London • British Championship RR Final Round • Oct 16-17 / **Italy** • Genova • Genoa International Boat Show • MRN • Oct 16-24 / **Italy** • Milan • Dealer Meeting • MC • Oct 17 / **Portugal** • Estoril • Superbike World Championship Round 13 • Oct 17 / **Italy** • Milan show • Oct 18-24 / **UK** • Esher, London • British Marine Trade Exhibition • Oct 19-21 / **UK** • Birmingham Show • MC • Oct 19-24 / **Italy** • Milan • Bike Fun Show • Oct 22-24 / **Germany** • Hamburg • Hanseboot & EMTEC • MRN • Oct 23-31 / **France & Portugal** • Dealer's Japan trip • MC • Oct 23 - Nov 1 / **UK** • Birmingham • International Motorcycle Show • Oct 25-31 / **Germany** • Areal Show Cologne • PP • Oct 27-30 / **Holland** • Amsterdam • RAI Show • MC • Oct 27-31 / **Germany** • Berlin • International Boat Show • MRN • Nov 13-21 / **Holland** • Amsterdam • Marine Equipment Trade Show (METS) • Nov 16-18 / **Denmark** • Dealer Meeting • MC • Nov 17 / **Spain** • Barcelona • Dealer Meeting • PP • Nov 17-18 / **Spain** • Jerez • FZR600R/FZR1000 Introduction in Europe • Nov 22-30 / **Germany** • Dealer's Amsterdam Trip • PP • Nov 27-28 / **Spain** • Barcelona International Boat Show • MRN • Nov 27-Dec 5

YMC TOPICS

First Latin America big four meeting

From July 1 to 5, marketing executives from Latin America's four largest Yamaha distributors, Yamaha Motor de Mexico, S.A. de C.V., Colombia's Incolmotos S.A., Yamaha Motor Do Brasil Ltda. and Argentina's Zanella Hnos. y cía gathered at YMC for the first Latin American Marketing Meeting.

With the gradual opening of markets in Latin America since 1989, Yamaha scooters like the Axis 90, Jog and Mint have sparked a boom in the scooter market, which now accounts for about 30% of all two-wheeler sales. This has resulted in an overall jump in motorcycle sales, with smaller models and utility models like the DT125 &

175 and the RX100 & 135 leading demand in the other 70% of the market.

At the meeting, representatives from the big four reported on market conditions and sales projections for their respective markets, while YMC department reps reported on new product developments primarily in the scooter sector and marketing policies. In sub-meetings broken down by country and department there were active discussions and exchange of opinions on short-term marketing policies, etc., ensuring quick response to the changes in this rapidly growing market.

After three days of conferences, the meeting adjourned to Eastern Japan to enjoy the action at the All Japan Road Race Championships at the Yamaha's Sugo circuit. The participants' full schedule also included test rides of '94 new models and visits to YSP (Yamaha Sports Plaza) shops.



Products introduction before test rides



The COGITO II (bottom) fights it out in the final race

Strong wins in the Dream Ship Contest

In the 3rd Dream Ship Design Contest held at "Tokyo Bay Boat Heiwajima" speedboat racing arena on August 10, a Yamaha employee team named COGITO II won the Man-powered Speed Boat Class for the second year in a row, extending their own record to 30.21 seconds for a 200m (219 yd.) straight course.

Another Yamaha team, PHOENIX III, the winner of the first year's competition finished in 2nd place, demonstrating Yamaha's overwhelming strength in front of 30,680 spectators with their 3rd consecutive victory in the class.

The Man-powered Speed Boat Class is competed by hand-made boats powered without machinery. This year 30 boats qualified for the final race by winning competitive local contests.

Mr. Yanagihara, the leader of the GOGITO II commented on the winning boat: "In order to minimize the weight, our boat was made with duralumin and carbon fiber. It weighs only about 35kg (77 lb.). We also tried hard to design it to run with the least friction possible."

Just briefly

•**Yoshiaki Kato** riding the Yamaha TZ125 won the '93 125 cc All Japan Road Racing Championship and brought a memorable victory for Yamaha in its first year competing in this class in ten years.

•One of the most prestigious four stroke endurance races in the world, the **Suzuka 8-Hour Endurance Championship Race** was held from July 23 to 25 in Japan. The Yamaha SATY Racing Team of Kenny Roberts Jr. and Katsuyoshi Takahashi finished 8th.

Keep an eye on F4 racing

Formula 4 can be regarded as the F3000 of boat racing and is the most popular form of boat competition in Europe, with more than 300 drivers competing in this class. The F4 class uses 850cc standard engines with very few modifications and races take place on lakes and rivers. The world championship is contested by 22 drivers, who must be over the age of 16.

F4 racing is very popular in Germany and Mitsui Maschinen GmbH, Yamaha's German importer, sponsors Holger Loth (24), who is now in second place in the German Formula 4 championship series. This year's series which consists of 13 races at sites both in Germany and the Netherlands is held from May 8 to

September 19. Loth is also an MMG marine dealer living in Hannover and is a semi-professional driver, who has just started up in this class. Let's wish this promising driver the best of luck.

(As of Aug. 17)

By Karlheinz Vetter of MMG, Germany



Loth (center) and his boat during the series

In Finland more than 40 active licensed drivers compete in the F4 class. The latest race was held on July 31 at Lomakouhero in central Finland where hundreds of spectators gathered to enjoy the race. The winner was Sami Pennanen who drove a Yamaha engine-

equipped boat supplied by Finnish Yamaha outboard importer KESKO. In addition to Pennanen's boat, the Yamaha 70C outboard played a big role by powering nine out of the ten top finishers.

(As of Aug. 8)

By Mark Hyotylainen of KESKO, Finland



Pennanen races his winning boat, Yamaha- Yamarin

Slashing Round Britain record

On Friday 25th June 1993 a Yamaha diesel sterndrive powered rigid inflatable boat (R.I.B.) left Southampton to try and beat the record for the fastest circumnavigation of the British coastline. "Team Brownridge" in a 29' Rapier powered by the Yamaha ME420STI 240HP sterndrive consisted of policemen and women from the English Royal Family Protection Squad and members of the Diplomatic Protection Force. The existing record stood at just over 90 hours and was set by a team of Royal Marines in 1988.

The voyage began in ideal conditions with a flat sea and little wind. But by the third leg the situation had changed. After passing the Kyle of Lochalsh in Scotland the navigation system failed and one of the R.I.B.'s flexible fuel tanks burst. The weather turned bad and the team was forced to cope with force 7 winds and 8 m (27 ft.) waves. A rogue wave then

swamped the boat and left only half the engine above water. But thanks to an automatic bailing system, the water was emptied out and the team arrived safely at the next port, only two hours behind schedule. After a final refuelling at Ramsgate on the east coast the team raced back to Southampton. Slashing a massive 27 hours off the previous record, the team



The 29' Rapier powered by the Yamaha ME420STI

arrived in Southampton only 63 hours and 32 minutes after they had left.

Congratulations to the Brownridge Team, the Rapier 29' R.I.B. and the Yamaha ME420STI diesel sterndrive. As one of the Brownridge team members commented; "The Yamaha never missed a beat, it gave us everything we wanted and proved to be totally reliable."

By David Pougher of MMS, U.K.

Yamaha dominates British PW Racing

After a small beginning in the 1991 Jet Pilot organization, Yamaha Water Vehicles now dominate the British Personal Watercraft racing scene.

In 1991 Kawasaki controlled the European Personal Watercraft racing and Yamaha riders were not permitted to compete. Yamaha Superjets consequently raced only in the Jet Pilot Series. Numbers were few but in 1992 Yamaha riders won six out of seven rounds of the series and more riders started using Yamaha machines.

At the end of 1992 leading Personal Watercraft makers, Yamaha, Kawasaki, Seadoo and Polaris, formed the Personal Watercraft Association (PWA) and by April 1993 Yamaha became a strong competitor in the Personal Watercraft open class racing series. Yamaha dominated the series which finished on August 1. Superjet rider Jonothan Rolfe took the honours as British Champion in the Expert Solo Class and other Superjet riders also took the Novice Solo Class by storm. Tim



British Champion Jonothan Rolfe on his Superjet

Wilkinson won the class and was followed in by Chris Featherstone, Paul Boyle and Peter Chard who finished second, third and fourth consecutively, all riding Yamaha Superjets. The Expert Sports Class was won by Yamaha Wave Blaster rider, Keven Hutchins, who finished over 40 points ahead of other competitors and Cathy O'Neill, another Superjet rider took second place in the Expert Ladies Class. Jon, Kevin, Cathy and Shaun Mullinex who took 2nd in the Expert Sports Class, have qualified for the Personal Watercraft World Championships to be held at Haversu in Arizona, U.S.A. from the 19th to the 24th of October this year.

By Fred Aspin of MMS, U.K.

Yamaha Motor France bids farewell to Paris-Dakar

The history of Yamaha's participation in the Paris-Dakar Rally is one of the greatest stories in modern motorcycle competition. This courageous 13-year challenge across the desert wilds of Africa gave birth to a whole new type of motorcycle, the Yamaha Ténéré first released in 1983 and later the Super Ténéré in 1987, and also a

new type of hero epitomized by Yamaha Motor France's Stéphane Peterhansel, winner of three straight Paris-Dakars from '91 to '93.

Regulation changes for the next Paris-Dakar which will eliminate the prototype class in the motorcycle division in favor of a "Super Production" class have made YMF decide to bid farewell to this grand rally. For Yamaha the Paris Dakar has always been a proving ground for new technologies, but that aspect will be lost in the new class which will rely on modified production models developed three years earlier. Although these rule changes are intended to reduce costs, a laudible cause, YMF feels that race organizers have chosen the wrong manner to achieve their goal.

From Jean-Claude Olivier of YMF, France

*Belgarda Yamaha Racing Division in Italy has also decided not to participate in the Paris-Dakar Rally from next year.

Class winner in first Nevada Rally

Motorcycle Desert Racing - the super sport only a few can endure - has made its debut in the U.S.A. The very first motorcycles-only "Nevada Rally" took place from Aug. 22 to 28, this year. The challenge brought together a top-notch field of 64 competitors including some of the world's top rally specialists from Australia, Austria, Britain, France, Germany, Israel, Italy, Japan, Spain and the U.S.A.

For seven days the hot international field raced over a 6-leg course starting and finishing in Las Vegas with 2,000 tough miles (3,200 km) in between. Of the 47 finishers it was French enduro champ Alain Olivier who took over the lead on his Kawasaki 600 in the late stages and

went on to be crowned victor of the 1993 Nevada Rally. American desert specialist Charles Halcomb on his KTM 620 finished second and third place went to Italian Angelo Cavandoli riding against the bigger bikes on a WR250 for Belgarda Yamaha. This finish also gave Cavandoli the 250 cc class victory. With the success of this 1993 Nevada Rally it looks like another big event has been added to the international motorcycle racing calendar!



This may be the last shot of Peterhansel in his Paris-Dakar career



Italy's Cavandoli on his Yamaha WR250

New Yamaha heroes racing to stardom

An Indonesian crosser with high achievements - Frans Tanujaya

Franz Tanujaya (23), a rider for Team Yamaha, is one of the best young crossers in both Grasstrack* and Motocross, which have become very popular in Indonesia recently. Tanujaya has already won the '91 and '92 National Motocross Championships and finished 2nd in the Castrol Singapore Seroe '92 and 3rd in the Indonesia Round of the Supercross Pan Pacific '92. In this year's National Championship Series he is putting pressure on the leader from 2nd position on his YZ125, and is of course aiming for another triumph. (As of Aug 13)

By Bachtiar of YMKI, Indonesia

*Grasstrack uses production motorcycles such as Mopeds, Sport and Trail models.



NZ rider keeps Yamaha flag flying - Shayne King

What can you say about Kiwi Shayne King (22), the dynamic young Motocross and Supercross rider who has kept the Yamaha flag flying for the past six years.

Shayne started riding at an early age with strong backup from his father, who was also a top NZ Motocross rider. However, this perfect environment was not only the secret of his successful career. It is his intensity, dedication and desire to get to the top that have made him reigning National Motocross Champion in both the 125cc and glamour Pro 250cc classes. Now he is also competing in selected World 125cc Championship races in Europe and aiming to compete in the World 250cc Championship next year.

By Wallis Dumper of Moller Yamaha, New Zealand



U.K.'s hot new winner - James Whitham

Mitsui Machinery Sales (U.K.) Ltd. supports one of Britain's most exciting 750 cc riders, James Whitham, winner of eleven out of fourteen races in the British TT/Superbike Championship so far this season. With a total of 265 points and only two more races to go, 26 year old Whitham cannot be caught and has now won his first British

Championship for Yamaha. When Whitham started racing with the Fast Orange Yamaha team at the beginning of this year, he was already full of confidence for the season with his YZF750SP. Whitham says the bike suits his aggressive style perfectly. (As of Sept 1) *From Jeff Turner of MMS, U.K.*



New French hope in 250 motocross - Frederic Bolley

In his first year in the highly competitive 250 Motocross World Championship 19 year old Frederic Bolley is already among the front runners. In 1986, at age 12, he won his first French National Championship and, in both '91 and '92 Frederic showed very progressive results on his YZ125 in the 125 World Championship. This year, he made a big step up to the 250 World Championship and completed the season with 14th position placing as high as 3rd at the Finnish GP. In November, Bolley takes on the famous Paris Supercross in front of his home crowd.

By Lin Jarvis of YMENV, the Netherlands



J. League: Bringing power back to the people

Ten teams making up J. League



A model of the future
Yamaha Iwata Soccer Stadium

When the founders of J. League sat down to organize Japan's first professional soccer league, they did some things that were completely unheard-of — in the world of Japanese sport, anyway! They specified that each club franchise be set up as a pyramid, with the professional J. League team at the top and less experienced teams below, an idea which is based on the European club system used in leagues such as Germany's Bundesliga. This pyramid would be supported by Junior teams divided into three age groups - 18 and under, 15 and under and 12 and under, thus making it possible to develop talent from the junior ranks right through to the professional level. The revolution did not stop there. They also demanded that each club has its own home stadium with night lighting and a seating capacity of over 15,000, and that the franchise be run as a cooperative venture between the club, the local government and the citizens of the club's home town. In other words, they brought to Japanese sport for the first time the concept of the "hometown team." Although this concept is nothing

new in sports like American baseball and football, it is something new for Japan. Let us explain why. Tokyo is the political and economic center of Japan. The first Tokugawa Shogun moved the seat of central government from Kyoto to Edo, called Tokyo today in 1603, and for some 260 years the Edo Shoguns continued to politically and militarily dominate over the feudal lords to whom the samurai of each locality owed their allegiance. This Pax Tokugawa was brought to an end 125 years ago by a rebellion of lower-ranking samurai who took the Emperor as their symbol, moved the throne from its 1,000-year home in Kyoto to the eastern capital, Tokyo, and set about the work of changing Japan from a feudal society into a modern nation. Under this strong new government, power was quickly centralized and Tokyo become the powerhouse of Japan, as it remains to this day.

The decentralization of power to the localities is today a political issue, and has been for some time, but the actual transfer of power is yet to take place. Now it looks like the sporting world is moving ahead of the politicians in their own game, and J. League is bring-

ing power back home to the people.

J. League is made up of ten teams based in the ten cities shown on the map at left. Ironically, due to the lack of space and high land prices in Tokyo, no team can afford a home stadium in Japan's capital.

Now, from Yamaha's hometown Iwata, a city of 86,000 inhabitants located 250 km (153 miles) west of Tokyo, comes Yamaha FC Júbilo Iwata. For Júbilo Iwata to meet the requirements of a J. League franchise team, it has had to construct a stadium and build up its club system. And, with the help of the local community, they

have succeeded in enlisting over 8,000 citizens as supporters. If the team wins a J. League franchise next year this local support is sure to grow.

On September 5, Júbilo Iwata finished its season in J1 league, the sub-league of J. League, in the 2nd place with a record of 14 wins and 4 losses. The people here at Yamaha and our hometown, Iwata, are now waiting anxiously for the meeting of J. League's Board of Directors in November, where it will be officially decided if Júbilo Iwata has a place in one of the two expansion berths for next year's J. League.

By M. Toyama, YMC, Japan

RUGBY

Trying for the Best

When a group of Yamaha employees formed the Yamaha Rugby Football Club (YRFC) in 1984, it had only 15 members including some with no rugby background or experience. Starting from the lowest league, the club soon moved up to the top league in its district in 1988 and gained official status as a Yamaha Rugby Team. This entitled it to a yearly budget, administrative assistance and a practice field and facilities of its own from Yamaha Motor Co., Ltd. Now, with YMC's full backing, the team has 39 members from all branches of the company including factory workers, design engineers and test riders to sales and PR department staff. The diversity of the members means there is plenty of creative input when the team is working on its game plans. And when everything comes together during a game and colleagues from the workplace and families come out to cheer them on, they are sharing in something that is valuable not only to themselves but to the company as a whole.

Right now, YRFC is competing in B Kansai League, Japan's second national league, and their aim of course is to move up to A Kansai League. The season kicked off on September 11, and the Yamaha rugby players are facing up to the challenge to test themselves against the best.



SCOREBOARD

| Yamaha Football Club | | | |
|-----------------------------------|--|----|---------|
| Aug. 16: vs Tokyo Gas | | | 1 : 0 |
| Aug. 22: vs Toshiba | | | 3 : 2 |
| Aug. 25: vs Kyoto Sanga | | | 2 : 1 |
| Aug. 28: vs Kashiwa Reysol | | PK | 4 : 3 |
| Sept. 1: vs Otsuka Pharmaceutical | | | 1 : 2 |
| Sept. 5: vs Belmare Hiratsuka | | | 0 : 1 |
| Yamaha Rugby Football Club | | | |
| Sept. 11 vs Kyoto City Office | | | 29 : 17 |

Yamaha Owners Club

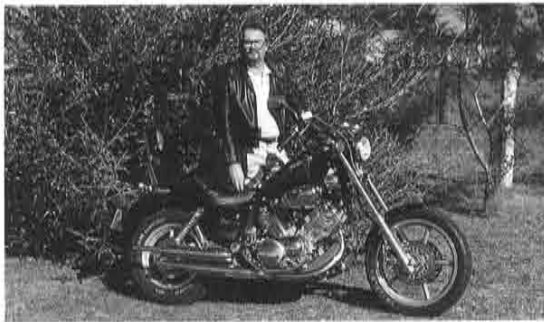
SERIAL 2

Virago Motorcycle Club of Queensland Inc.

Lyndsay Fleming TEL: 61-74-969772
Lot 9 View Court, Glasshouse Mountains, QLD. 4518 AUSTRALIA



A line-up of Viragos before a ride



Club President Lyndsay and his Virago



Warning sign in Kakadu National Park



Des at Ayers Rock

We are a fun crowd, friendly and open

by Lyndsay Fleming, Club President

In March 1992, two blokes by the names of Lyndsay and Des met for the first time at a local motorcycle club meeting in Queensland, Australia, and it so happened that they had both just become proud owners of the latest model XV1100 Virago. After a couple of rides together, they decided to try to contact other Virago owners. By placing notices in the windows of Yamaha dealers, by word of mouth, and by talking to other Virago riders they met on their travels, contact was steadily made. After a few months, a small group of members had been formed, and all shared a love of motorcycles, barbecues, and light touring around Southeast Queensland.

We now have 20 members in our group of all ages and occupations, including several keen women riders. Our club is a small one at the moment, but our aim with the assistance of Yamaha dealers is to increase membership in the Southeast Queensland area. The club has become incorporated, and our registered name is Virago Motorcycle Club of Queensland Inc. But we still call ourselves Club Virago for short. We are a fun crowd, friendly and open and all love to enjoy good riding, great bikes and companionship.

Our original member Des, riding his new XV1100, decided in October last year, to try out his pride and joy on a marathon trip through arid Central Australia.

Leaving Caboolture near Brisbane, on 7th October, he headed into the outback, reaching Longreach, in Western Queensland, 900 km (559 mi.) away on the first day. Travelling farther west into Central Australia, he arrived in Alice Springs in the Northern Territory three

days later. After spending three days in Alice Springs and the Ayers Rock area, now called Uluru, he left for crocodile country and beautiful Kakadu National Park in the northern part of Australia. From Kakadu, Des rode on to Darwin, Australia's northernmost city, and after a brief stay he headed for home.....3,000km (1,864 mi.) away.

Des was impressed by the comfort and performance of his XV1100 throughout the trip and fuel efficiency was also impressive, even though petrol often had to be carried as some service stations were over 300 km (186 mi.) apart.

There were no problems with the motorcycle over the 20-day trip with total distance of 12,000 km (7,456 mi.), although two new tires were well due once home. And as for this, he survived. Not bad for a rider 55 years young!

Our club meets once a month at a small country pub in the morning and, after a great lunch, we generally go for a ride. Our main ride is the weekend following the meeting. We travel all over Southeast Queensland, riding between 100 km (62 mi.) and 500 km (311 mi.) in a day, mainly around the Sunshine Coast and Darling Downs areas. Legal speed limits are adhered to, and correct riding practices are encouraged. We also print club T shirts for our members.

Beginners are always welcome in our club as are riders of any Virago motorcycle.

We hope to grow in the years to come and to see clubs organised in other Australian States. As we get bigger we look forward to helping Yamaha dealers by giving displays and answering questions from potential buyers about the Virago machine – in our view the best V Twin on the road.

(As of July 22)

Report from MEXICO



Moving ahead to a Mexican beat



In this issue we introduce special reports from the young Mexican company Yamaha Motor de Mexico S.A. de C.V. (YMMEX) and from Industria Mexicana de Equipo Marino S.A. de C.V. (IMEMSA) which celebrates its 20th anniversary this year.

YMMEX was officially formed in October 1991 to import Yamaha motorcycles, ATVs, and golf cars and presently has 43 employees handling some 40 dealerships. In the marine sector, IMEMSA started importing marine products and manufacturing FRP boats under a joint venture agreement with YMC back in May 1973. Presently the company has 48 employees.

The contributors for YMMEX are (from right) Ms. Mónica Esqueda and Ms. Denisse Escobedo, with Mr. Mario Perez for IMEMSA.

BOLD STEPS IN A NEW MARKET

Mexico boasts cities of great variety, from the beautiful beach resorts like Acapulco and Cancún to the colonial cities of Guanajuato and Puebla and the famous archeological sites of Teotihuacan and Tulum.

Mexicans are a warm-hearted people who enjoy dancing and singing and, particularly at festive times, you can hear the rhythmic music of the "Mariachis" wherever you go. The country's delicious food and drinks have that special Mexican flavour, and include "mole poblano", "tacos", "chilaquiles" and tequila.

The motorcycle market in Mexico was really established only five years ago and is still in its early stages. Even in the city, there are many people who have never ridden a motorcycle, so providing basic information and deepening understanding of correct motorcycle use are urgent jobs at this stage.

In order to offer people more opportunities to try motorcycles first-hand, YMMEX started a special promotional program called the Test Ride Support System in April of this year. This system is designed to help dealers hold test ride events more often and more effectively with YMMEX's support in making advertising kits, questionnaires and other event tools. Thanks to this helpful program, nearly 30 test ride events for such scooters as Axis, new JOG and Mint, and PW50, PW80 and sometimes YFM80 motorcycles are being organized monthly by our dealers, and the number is increasing steadily.

Another of YMMEX's exciting promotional activities is an In-factory Motorcycle Exhibition that visits local

factories during employee lunch breaks. This is how YMMEX encourages more working people to use motorcycles for commuting.

In Mexico City, the world's most populous city, with its heavy traffic, motorcycles can be useful commuter vehicles that offer an alternative to the crowded local bus and subway systems.

YMMEX has already won the second largest market share in just two years, and more and more Yamaha motorcycles can be seen on the streets everyday. YMMEX will continue its efforts to help more people discover just how very much they can get out of Yamaha motorcycles!

STEADY GROWTH ON A SOLID BASE

IMEMSA's twenty years of business in Mexico have also been 20 years of contribution to Mexico's growing coastal fishery industry. That is part of the reason that Yamaha outboards command a 60% market share in the industry, and along with IMEMSA's fishing boats, have kept that top position for many years now.

Some 90% of the outboards sold in Mexico are for fishery or transport use. A good example is the shrimp fishing grounds in the state of Sinaloa where 90% of the 10,000 outboards in use are Yamahas and local fishermen place special trust in the Yamaha Enduro series.

In the sixth year since the introduction of Yamaha Water Vehicles in Mexico, demand is steadily increasing in places like Mexico's Caribbean paradise, Cancún, and the world famous resort of Acapulco.

With the Mexican Government's aggressive program of tourist development of the country's over 10,000 miles of beauti-

ful Pacific and Caribbean coastline, there are numerous new resorts being built today.

This will certainly lead to growth in demand for Yamaha Water Vehicles and other marine products in the near future.

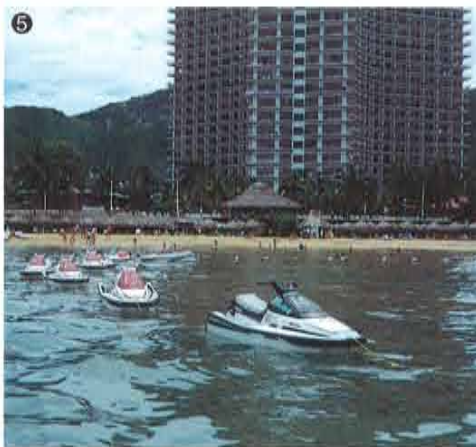
True to its "Customer First" policy, IMEMSA has set up six regional offices from which its staff can work closely with the local fishery cooperatives and federations to meet diverse user needs when and where they arise.

Meanwhile, in order to further strengthen user trust in Yamaha products, IMEMSA organizes training courses at local dealerships and fishery schools. And, of course, their after-sale service program is another top priority that gets full attention.

IMEMSA has also been a prominent participant in the annual "International Fishery Fair", sponsored by the Mexican Government the past two years for the purpose of stimulating industry development. With visitors coming from neighboring Latin American countries, this fair is an excellent venue for promoting Yamaha products.

Last June, Mexico City was the site of a show that brought all the products bearing the Yamaha name together in one place for the first time anywhere in world. This Yamaha Show featured a full range of marine products from IMEMSA, motorcycles and golf cars, etc., from YMMEX, as well as a line of Yamaha musical instruments from Yamaha de Mexico.

The future looks bright in Mexico's newly opened market, and we are sure to see Yamaha products bringing joy and fulfillment to more and more people on the beautiful seas, in the mountains and in the great cities of Mexico.



1 Mariachis playing at the '93 Dealers Convention
2 A test ride event held in Mexico City
3 IMEMSA-made Yamaha boats outfitted with Yamaha outboards
4 IMEMSA-made boat in a parade at the Fiesta in Alvarado
5 Yamaha Water Vehicles for tourist use in beautiful Acapulco Bay
6 Mexican Fishery Minister, Mr. Guillermo Jimenez Morales (center with striped tie) stops by the IMEMSA booth at the '93 International Fishery Fair
7 A Yamaha outboard motor helps this fisherman catch shrimp in Sinaloa





VIP-Very Important Product!

Dressed in full ceremonial attire, eleven members of the Sri Lankan Army create an impressive sight on their new Yamaha FZ750Ps at the Military Police Headquarters. Yamaha's Sri Lankan importer, Associated Motorways Ltd. recently won a bid to supply the Sri Lankan Army with these police bikes. The top-of-the line Yamahas will be primarily used Government VIP escort and other ceremonial duties in Sri Lanka, making this perhaps the most prestigious bid of many the importer has won so far.

FROM THE PUBLISHER

I would like to thank the many readers who wrote to us with comments about the new format of Yamaha News. We got a lot of very positive responses to our new style and contents, and we intend to heed your advice to help us make Yamaha News even better. So, we look forward to receiving more letters from you.

One thing that really struck me about the letters we have received is that so many readers wanted to know more about YMC as a company. Starting with our next issue we will respond to these requests by expanding our YMC information section.

As I promised in our last issue, we are sending the "Yamaha Round the World" poster to those who applied.

Jean Hanna (USA), A. K. Roy (India), J. Enrique Ríos (Colombia), Sergio Álvaro (Spain), Dave Sievwright (South Africa), Vicki Celli (USA), Guillermo Palacio V.

(Colombia), Hensley Y.H. Tan (Singapore), Susanne Cilliers (USA), Antonio Azevedo (Brazil), Richard Dinan (New Caledonia), Saleem Ullah Sharif (Pakistan), Don K. Patton (USA), Truong Vinh Tuong (Vietnam), Bernardo Pérez R. (Colombia) and S. A. Techman (South Africa).

For our next giveaway, we will present our "Images of Yamaha" calendar '94 to 100 readers. To be eligible for the drawing, write to us telling us what your connection with Yamaha is. Send a fax or mail with your name and address by the end of November. A list of the winners will appear in our first issue in '94.

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