

Yamaha News

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YAMAHA MOTOR CO.,LTD.

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Circuit of Dreams

Ever since our founding in 1955, Yamaha has made the race circuit our stage, where millions have shared with us the thrill of victory and the agony of defeat.



Our race never ends



Yamaha's four 500 cc riders for 1996, Norifumi Abe (9), Loris Capirossi (65), Jean-Michel Bayle (12) and Kenny Roberts Jr. (10) on their Yamaha YZR500s

It was in 1961, just six years after its first bike was rolled out, that Yamaha took on the ultimate challenge in motorcycle road racing, the World GP. Since then Yamaha has always been at the head of the pack, stretching the limits of performance and technology and chasing its dreams. Thirty four years later we are still at it, developing new technology and contributing to the growth of motor sports.

It's all about 'kando'

"We have a word in Japanese that is at the heart of everything we do at Yamaha, from building great production motorcycles to participating in GP racing," says Toshimitsu Iio, General Manager of Motorcycle Operations.

"The word is *kando* and it means 'the thrill that inspires.' That is what happened here recently when Abe won the Japan GP, riding away from the best riders in the world. That is what our race



Yamaha race activities aim at 'team victory,' 'racing technology' and 'promoting motor sports,' while also fulfilling its corporate goal of 'offering joy and fulfillment to people all over the world'

program is all about; bringing that kind of excitement and inspiration to people everywhere. Since the collapse of the bubble economy here in Japan, times have been tough. But we never even thought about quitting our race program. As long as we build motorcycles we will continue to race. It's at the very heart of our corporate philosophy; it's Yamaha

policy," continued Iio.

This year, four riders are competing on Yamaha factory machines in the 500 cc class of the World GP. Jean Michel Bayle and Kenny Roberts Jr. have moved up this year from the 250 cc class, while Loris Capirossi has come over from Honda, so the three riders besides Abe are new to the YZR500. Before the sea-



Winning requires a concerted team effort by the manager, riders, engineers and mechanics



A solid manager-rider relationship is vital

son, some people were worried about this seeming lack of experience. What's more, this season has 15 factory machines in the 500 cc class, the most ever. "The competition will be hot and we want to get up on the winners' podium as many times as possible. All four of our riders have that capability. As veterans like Michael Doohan and Luca Cadalora move on, I have hopes that the next generation top guns will come from among these four," adds Iio.

The key is acceleration and top speed

Though there was talk last year about the superior handling but inferior speed of our 250 cc machine, Yamaha has a machine development policy that basically says keep what's good about it and work on the weak points.

Commenting about machine development, project leader Kazuyoshi Sano says, "This year we have been working from two angles. The trend in courses recently is away from high-speed courses toward ones where you are racing from one corner to the next, so one of these angles is improving out-of-the-hole acceleration. The second is increasing top speed, because even if the trend is toward more curves there still are straights where top speed is a factor. To address these two needs we changed both the 500 and 250 to a square type engine design. Of course, that alone doesn't make any difference without a lot of reworking of all aspects of the design. The single biggest change was probably in the bore/stroke ratio, but of course, changes were also

made in all the major elements like the cylinders, mufflers and heads. Modifications to the ignition timing also improved acceleration response. Regarding top speed, we continued to work like we did last year on increasing air box and intake performance. The great performances of Abe and Capirossi early this year have probably been aided by these improvements."

On the much talked-about modifications in aerodynamics adopted on this year's YZR250, Sano adds, "A lot of aerodynamics research is going on with F1 cars and we thought, why not with motorcycles too? The improvements work out to 2 ~ 3 km/hr more speed. Although the layout makes it more difficult we want to try to do the same with the 500 cc machine too."

Reviving the GP500 through engine supply

Being the highest displacement class in GP racing, the costs involved for 500 cc competitors are also high. During the mid-eighties, competition drove those costs even higher, to the point that many countries started canceling their national competitions in this class. By 1990 the number of entries in the 500 cc World GP had dropped below 20 and people began to talk about the inevitable death of the class. At that point, Yamaha was the only factory that decided to take action to save the 500 cc class. Taking a hint from F1, Yamaha began supplying engines and spare parts to European



Tetsuya Harada on the newly developed '96 YZR250 with a redesigned rear cowl that improved aerodynamic characteristics

chassis developers. Thanks to the great cooperation of France's ROC and Britain's Harris, who used these engines to produce a total of 14 new machines, the hopes of privateers to compete once again on competitive, affordable machines have been renewed.

Since then Yamaha has continued to supply engines to ROC and Harris each year, including a new up-graded model for 1996. "We began engine supply to save the 500 cc class, and in that sense we consider the program a success. We will continue to supply parts, maintenance and information, but I don't foresee any strengthening of the program in the future. Honda plans to release a production V-twin and I think we can hand the baton to them for the time being," comments Iio. For now, Yamaha will continue developing its V4 and see how the year goes before considering a V-twin.

From the standpoint of promoting motor sports, another thing that can be done is inform more people about our race activities through an active PR program. This is another area the teams are taking a positive stance on.

"We want to do what we can to spark more interest in race activities by getting more information out, including technical stuff, so people can see what actually goes on" sums up Sano.

Playing a vital role in global Yamaha

■ P.T. Yamaha Indonesia Motor Manufacturing ■ Location: Jakarta, Indonesia ■ Founded: 1974 ■ Employees: 3,500
 ■ P.T. Yamaha Motor Kencana Indonesia ■ Location: Jakarta, Indonesia ■ Founded: 1990 ■ Employees: 213
 ■ Yamaha Marine Representative Office ■ Location: Jakarta, Indonesia ■ Founded: 1993 ■ Staff: 4

In 1974, Yamaha Indonesia Motor Manufacturing (YIMM) became the first manufacturing base for Yamaha motorcycles in Southeast Asia. Twenty-two years later the company has grown to become a vital partner in the global Yamaha group as a world-wide motorcycle exporter and supplier of parts to the home factories in Japan. In 1993, the stage broadened to include the sea with new efforts to build a strong Yamaha sales and service network for marine products. To get a firsthand picture of the dynamic Indonesian member of the Yamaha family, we spoke to representatives from Yamaha's subsidiaries in Indonesia.

The world's largest island nation, Indonesia spreads out like a rich string of over 13,000 emerald islands across some 5,000 km (3,107 mi.) of equatorial waters. Equally rich is the variety of its people, with over 300 ethnic groups and languages. A population of about 200 million and a booming economy that topped 8% growth in 1995, make Indonesia one of the economic engines driving the ASEAN nations toward a prosperous 21st century. Motorcycles are the vehicle of choice for many Indonesians and market demand has been soaring since 1990, recording an average 29% growth over the past three years. Hovering just below one million units in 1995, total demand is expected to reach two million by the year 2000.

Southeast Asia's largest production base

At its home plant on the eastern outskirts of the Indonesian capital, Jakarta, P.T. Yamaha Indonesia Motor Manufacturing (YIMM) boasts an annual production of



When a round of the World GP was held for the first time in Indonesia, a meeting was arranged between President Suharto (center) and the two Yamaha teams led by Kenny Roberts and Wayne Rainey

350,000 units of sports motorcycles and mopeds, as well as export motorcycle parts. With some 3,500 employees at work in jobs ranging from assembly to aluminum casting, plastic parts molding, metal pressing, welding and painting, YIMM is able to manufacture in-house approximately 60% of the parts and components used in its motorcycles. YIMM also manufactures and sells Water Purifiers to improve people's lives by providing higher quality water.

Since 1992, YIMM has looked abroad and found export markets for its motorcycles and parts in 25 foreign countries, includ-

ing ASEAN neighbors like the Philippines and Vietnam and such faraway markets as Greece and South America. In 1995 the company exported just under 5,000 motorcycles and this year that number will more than double to a projected 11,000 units. Exports of motorcycle and Golf Car parts go to destinations like the U.S.A., Malaysia, Thailand and Japan.

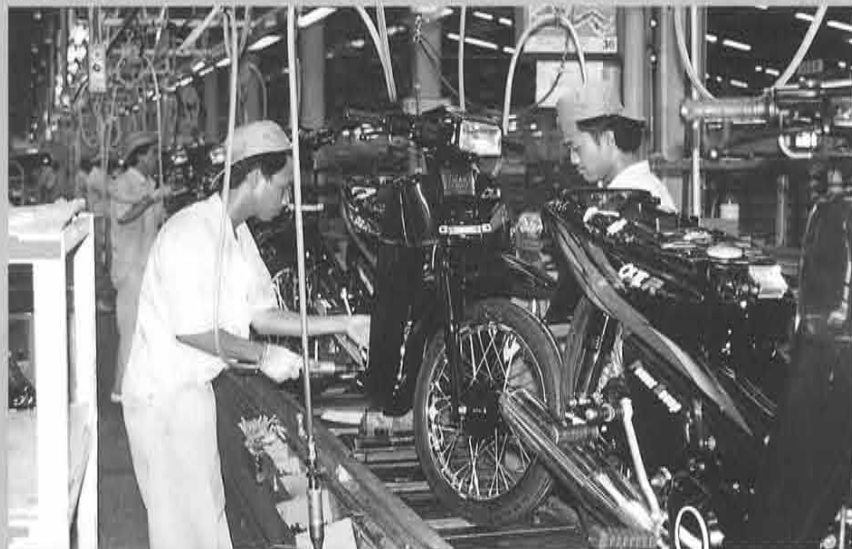
Being competitive in the world market is a full-time job, and YIMM knows the importance not only of constantly improving productivity and quality control but also making the factory a better working environment. In three years, an active TPM (Total Productive Maintenance) program has made great strides, particularly in the manufacturing division. There are other projects like 'Quality Vision' and regular Question & Answer visits by

top management to the workplace that increase employee awareness of quality control issues.

First with a 4-stroke

No matter how good the products are, you won't be No. 1 unless you have the sales capability and the service back-up to win customers and keep them. That's the job of Yamaha Motor Kencana Indonesia (YMKI). Through its 10 representative offices across the country and a network of 27 main dealers and over 470 subdealers, YMKI works to build the image of Yamaha as No.1 in customer

Yamaha Indonesia's main models include the moped type Force 1 and Alfa IIR and the sports motorcycles RX-K and RX-S



The new Crypton released in June is the first underbone frame 4-stroke Yamaha manufactured outside Japan



satisfaction with sales and service activities tailored to the needs of each region. Programs range from establishing Yamaha Centers and Star Shops that combine the '3S' concept of Sales, Service and Spare Parts capability, to touring rural areas with mobile campaigns that introduce new models, and organizing local Yamaha Cup races.

Without a doubt, the biggest event of 1996 for YMKI has been the June debut of Indonesia's first 4-stroke motorcycle, the Yamaha Crypton. This underbone frame model combining great fuel economy and low vibration with sharp acceleration and handling, gives Yamaha a new 2-4 punch that is sure to win over a wide range of new customers.

One of the main events of the image campaign YMKI launched in March to set the stage for the June release was the Yamaha International Motor Show '96. Opening in Jakarta on April 9 and traveling to 10 major cities over the next six

months, the show highlighted the technical features of the Crypton engine while dubbing it the 'Balanced Engine.' From June 5 to 7, dealers gather in Jakarta from all over the country to celebrate the official debut of the Crypton in a gala event on board a cruise ship.

Marketing island by island, need by need

There are few places in the world where people's daily lives are so closely tied to the water as the island nation of Indonesia. Since its founding in 1993, Yamaha Marine Representative Office (YMRO) has taken on the job of keeping Yamaha on top as the unrivaled leader in this dynamic market with its quality line of outboard motors ranging from 2 to 250 hp and the increasingly popular Water Vehicles.

About 75% of all the outboard motors used in Indonesia are for the ubiquitous taxi boats that are the most popular form

At floating workshops like this on Sumatera, outboards can be given service checks without taking them up on land



Most taxi boats are either middle-size 40 hp-powered boats or larger craft sporting one to four 200 hp Yamahas

of transportation in many parts of the country. Another thing that makes this market unique is the predominance of inexpensive kerosene as the fuel of choice. Yamaha has been successful at expanding the outboard market over the years by supplying durable, high performance kerosene models which now constitute about 50% of the total market.

In recent years, economic growth and a budding tourist industry have helped fuel a trend toward new demand for recreational and leisure use outboards. Reflecting this trend, last year saw the holding of Indonesia's first Water Vehicle race. About 30 Yamaha entries proved their unmatched performance and reliability by winning four categories in the marathon and closed circuit competitions.

From T. Inamura and Y. Wakuta (YIMM), Y. Ito (YMKI) and M. Oshio (YMRO)

WORLD TOPICS

GENERAL

U.K.

Power in your wallet

The most recent product that Yamaha Motor (UK) Limited (YMUK) rolled out for their customers in the U.K. was not metal but plastic. It's also a small one but extremely powerful whenever customers want to buy Yamaha products. It is a revolutionary new finance product called "The Yamaha Card" that YMUK has launched in cooperation with HFC Bank.

With this card customers can purchase larger items such as motorcycles, outboards, Water Vehicles and golf cars using a fixed term loan while still having revolving credit capability for items such as accessories, servicing and insurance, which they can choose either to settle each month or spread out the cost over a longer period.

This innovative product combines the ease of a credit card with the purchasing power of a personal loan and is a major step forward in increasing both Yamaha sales and customer loyalty in all sectors of YMUK business in the U.K.

From Mik Yamanaka of YMUK

The Yamaha Card allows customers to budget and take advantage of special financial promotions



CHILE

Celebrating a new start

On June 10, 1996, a grand ceremony was held to celebrate the opening of the new office and retail shop of Yamaimport in Santiago, Chile. The predecessor of Yamaimport was founded in 1975 as the exclusive distributor of Yamaha Motor's motorcycles and Yamaha Corp.'s musical instruments in Chile. Since then, they have succeeded in building a good brand image and strong share in the market.

Among the 300 in attendance were YMC's Managing Director Satoshi Watanabe, Mr. Shinya Sato, President of Yamaha Motor do Brasil and neighboring countries' importers as well as related government officials, customers, dealers and the employees.

The ceremony started at 6:30 in the evening with a speech by President Gianfranco Mauriziano. Then Mr. Watanabe expressed his sincere gratitude to Yamaimport for their outstanding achievements over the past years. After the tape-cutting ceremony, guests enjoyed the orchestra's latin music and dinner served with the typical Chilean cocktail pisco sour.

From Arturo Fasani of Yamaimport, Chile



YMC's Managing Director Watanabe (left) and Mr. Gianfranco Mauriziano, President of Yamaimport

MOTORCYCLES

U.S.A.

Royal Satisfaction

Great expectations are riding on Yamaha's all new entry in the American-type cruiser category for '96, the XVZ1300 Royal Star. Yamaha Motor U.S. Corp. (YMUS) believes they now have the best machine in class and they know that the key to making it a long-run best seller is customer satisfaction. That is

why they back the Royal Star with a 5-year warranty, 24-hour road assistance and user-friendly items like owner's videos and service and customer satisfaction seminars.

To get a clear handle on customer satisfaction since last fall's release, YMUS and YMC recently teamed up to conduct a survey and test rides for riders at the "River Rally Ride" in Nevada as well as visits to eight dealerships. The answer that came back is that the Royal Star and Yamaha's back-up efforts are right on target.

From Y. Morita of YMC, Japan



The staff from YMUS and YMC visit one of the pilot dealers near L.A.

FRANCE

Two big endurance wins

The 1996 Endurance World Championship got off to a thrilling start with the Le Mans 24 Hour Race on April 7. Yamaha had a successful day with its two official teams entered by Yamaha Motor France (YMF). The team of Andrien Morillas, Jean-Marc Deletang and Rachel Nicotte mounted the podium with a brilliant second place performance and the other team of Denis Bonoris, Eric Mahe and Jean-Yves Mounier finished fourth.

The Yamahas were always in the top five throughout the entire race, competing at the front alongside Rymer, Goddard and Gomez on the Suzuki and the Kawasaki of Bontempi, D'Orgeix and Morrison.

With a gap between first and second of only two laps, the riders of Yamaha's first team pushed their YZF750 to its limit not only to try to catch the race leader but also to hold off the concerted challenge of the Honda behind them in



The YZF750 proved its high competitiveness as a superbike machine

the exciting final hour. Meanwhile, in the north of France, YMF's rider Arnaud Demeester won for the second consecutive time in the 21st Enduro du Touquet with the Yamaha YZ250.

The 3-hour Enduro du Touquet is known as the most difficult sand-track motorcycle race in the world, and draws around 300,000 spectators and 700 participants.

Demeester won this race just one week after winning the Enduro des Baines, a similar enduro sand race held in the Bordeaux area.

From PR Department of YMF, France

GERMANY

Promotions with strong partner

Mitsui Maschinen GmbH (MMG) launched two major joint promotions recently with the prestigious German insurance company Auto Direkt. One was joint advertisements with Auto Direkt for which MMG offered five

Jetzt sparen und gewinnen!

5 YAMAHA VIRAGO XV 535 & 250 GEMINT!

Auto Direkt
SICHERHEIT MIT ZWEIFELFREIEM

The Auto Direkt joint promotion ads in the magazine

XV535 Viragos as lottery prizes. The other was a special promotion involving famous national soccer matches called Fußball-Bundesliga held in the Frankfurter Waldstadion soccer stadium from March to May, 1996.

MMG presented Yamaha motorcycles and scooters in the stadium during half-time in cooperation with the Frankfurt dealer Matheis & Klose GmbH.

Auto Direkt also placed ads in the stadium magazine. What's more, spectators had two chances to win a Yamaha BW's SPY in a lottery included in 100,000 Auto Direkt flyers and in a shoot-out at half time. Five persons who were selected from the audience at each match tried one goal kick from the middle line. The overall winner from the final shoot-out was awarded a Yamaha BW's SPY.

The whole event made the half-times at the soccer matches more exciting for all the audience, and in all more than 240,000 spectators enjoyed the event during the seven matches.

From Nicole Papay of MMG, Germany

INDIA

RX reaches world's highest road



The late Mr. Vipin Aggarwal with his favorite Yamaha RX100 at Khardung La

In 1991, a brave and adventurous man, the late Mr. Vipin Aggarwal scaled the world's highest motorable road, "Khardung La" which reaches an elevation of 5,602 meters (18,380 ft.) in Ladakh in the state of Jammu and Kashmir, India, near the Chinese border. He did it on his Yamaha RX100.

Starting from his home in Yamuna, about 300 km (186 mi.) south of Delhi, Vipin took six days to get to the highest point and nine days on the way back. Thanks to the authorized service agents M/S Sudan Automobiles in Jagadhri

who helped Vipin prepare all the necessary parts, he covered this tough route without any problems and later returned all the parts.

Although a kinetic Honda scooter had reached there before and appeared in The Guinness book, the RX100 became the first motorcycle in 100 cc class to make the climb to Khardung La.

From Arun Aggarwal, India

MOROCCO

Events color promotions



Winning the most beautiful motorcycle booth award of the SIAM fair

The '96 calendar of Yamaha Moroccan distributor MIFA is full of events such as sports competitions, fairs and shows. MIFA has already sponsored one big golf competition for the 35th Anniversary of the National Feast of the Throne held in Benslimane on April 13 and 14, and the country's first motocross race held on April 20 during the 1st Spring Festival in Bouskoura near Casablanca. At the sites of both events, MIFA took the opportunity to expose many Yamaha products and the Yamaha G14 Golf Car in particular attracted golf fans gathered for the competition.

Another big event was the 2nd International Car & Motorbike Fair, called SIAM 96 held in Casablanca from May 7 to 12. The Fair site turned out to be three times bigger than last year, boasting 106 exhibitors from 14 countries not only in Europe but Japan, Korea and the U.S.A. The Royal Star was truly a star in the Yamaha booth and the latest TDM850, ThunderCat and ThunderAce were displayed attractively along with ATVs and Water Vehicles to strengthen the Yamaha brand image in this big annual show.

From Adriana Bobos of MIFA, Morocco

WORLD TOPICS

NEPAL

XJ600Ps in Royal escort

Just recently, the new Yamaha XJ600P was added to the motorcycle fleets of the Nepal Police, exclusively for the Royal Carcade and the first such escort was to a National function in Katmandu for His Majesty King Birendra and Queen Aishwarya.

In 1986, Yamaha brand police bikes were chosen for the first time when the Nepal Police acquired the Yamaha XJ650P. Subsequently, another 75 XJ650Ps were added to the fleet to escort vehicles for VIP guests' Carcade to the 3rd SAARC Summit held at Katmandu from November 2 to 4, 1987.

From Deba Jyoti of Bhajuratna Agency (P) Ltd., Nepal



Police on the XJ600Ps escorting Their Majesties

MARINE

AUSTRALIA

Big donation surprise

Yamaha Motor Australia (YMA) makes a donation to a worthy cause each year, and the donation in 1996 was made to the Sport and Leisure for the Handicapped Association, which is based at Maleny, just north of Brisbane. Mr. Graham Plummer, President of the

Association hit upon the idea of providing recreational activities, like fishing, for handicapped children when he encountered a young handicapped lad in a supermarket who took a fishing rod from a shelf and held it close to him. The association approached YMA to purchase a Yamaha Southwind UB22 boat and 90hp outboard motor, for which they hoped to win a government grant. On February 29, the Association invited friends, supporters and local handicapped children to attend the launch of the new vessel.

Minutes before it hit the water, Bill Vivian, concurrent Director of YMA and Manager of YMA Queensland, announced that YMA was donating the boat. This announcement was followed by stunned silence, wide grins, then great applause. "This is amazing," said Mr. Plummer. "It has given us a fantastic start." And the children thoroughly enjoyed a test ride.

From Bill Vivian of YMA, Australia



Bill Vivian (left) handing the boat and motor over to Graham Plummer, President of the Association

GERMANY

Inspecting the '96 WaveRunners

On April 27, Mitsui Maschinen GmbH (MMG) held a big WaveRunner Dealer meeting at Holiday Park, Hassloch, where a total of 109 guests including 12 key dealers and their customers and magazine journalists were invited to test ride Yamaha's Water Vehicles, particularly the entire range of '96 Yamaha WaveRunners. The journalists who attended were not only from marine magazines such as Boote, Wasserski and PS but also motorcycle magazines including Mopped, Motocross Aktuell and Reisemotorrad. They were very impressed by the whole range of the products and the presentation itself, and good press reviews are expected. Water Vehicles are becoming very pop-

ular as a new type of marine sport and the market is growing steadily in Germany, even through prices are rather high and the areas where they can be used are still limited.

From Nicole Papay of MMG, Germany



109 guests enjoyed a valuable opportunity

KUWAIT

Boat show highlights Yamaha leadership

The Kuwait Boat Show, one of the biggest events on the marine event calendar in Kuwait, ran for a highly successful week from March 23 to 29. Organizers and visitors alike agreed that the highlight of the show was the Yamaha booth prepared by local importer Kuwait Developments & Trading (KD&T).

In accordance with Yamaha's leading market share, KD&T was given the largest 754 square meters (901.8 sq. yd.) booth area right at the main visitor entrance which it filled with attractive displays of Yamaha Water Vehicles, outboard motors, sailing dinghies, generators, motorcycles and Golf Cars. Visitors were also treated to free refreshments, Yamaha cap and T-shirt give-aways and exciting videos of Water Vehicle riding and more.

Besides thousands of marine sports fans, the Yamaha booth was visited by dignitaries like their excellencies the Minister of Defense and Minister of Finance. The local TV station also gave the Yamaha booth abundant coverage, adding to the unrivaled exposure the Yamaha product line-up received at the show.

From Mr. M. Afzal of Kuwait Developments & Trading Co., Kuwait



Eight KD&T sales representatives were on hand to receive visitor inquiries at the expansive Yamaha booth

POWER PRODUCTS

GERMANY

ATVs catching on

In the city of Magstadt close to Stuttgart, Germany's very first indoor quad-track named Quad Space was built and the opening event took place on March 30.

The Quad Space has a fun and challenging 300 meter (330 yard) track in the 3,000 square meters (28,200 sq. ft.) indoor hall where ten Yamaha Breeze and one Badger are ready to be rented to customers.

As the successful opening of the quad track shows leisure uses of ATVs are getting popular in Germany, and the market keeps growing.

The Off Road ATV Show held in

Munich from March 27 to 31, was a great success, attracting a total of around 110,000 visitors from all over Germany. In cooperation with some of the key dealers Mitsui Maschinen GmbH presented seven units of ATVs including the Breeze in a 50 square meters (470 sq. ft.) booth. The most popular exhibits were the Warriors and the Kodiacs.

From Karlheinz Vetter of MMG, Germany



A TV cameraman films a reporter on a standing ATV for coverage of the "Quad Space" opening

ZIMBABWE

Donation to Ministry of Health

Recently YMC donated its ETS900 Yamaha generator mounted on the DT125 motorcycle to the Zimbabwe Ministry of Health and a presentation ceremony was held on April 18. The

generator was received by the Deputy Minister of Health and her speech at the ceremony was covered by the local television in the prime time news. There was also a speech by Mr. Rob Kennedy on behalf of Yamaha OMDO.

The generator is now in full use in Ministry projects and the Yamaha Center in Zimbabwe will monitor the condition of the generator regularly to ensure that it is being well maintained.

From C. M. Dixon of Goldschmidt, Zimbabwe



The ETS900 mounted on a Yamaha DT125 motorcycle

We are always looking for interesting stories.
Write to Chief Editor K. Shimizu
of the PR Division
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BRAZIL

F1 makes promotion flash

The Formula One Grand Prix played out over 16 rounds in 14 countries this year, is the absolute pinnacle of motor sports for fans throughout the world. More than 400,000 spectators emerged for the season's opening round in Australia, and in Brazil where F1 is ranked almost as a national sport, the popularity of the Grand Prix and F1 pilots are enormous.

Yamaha's two drivers Mika Salo and Ukyo Katayama proved their popularity when they visited Yamaha Motor do Brasil's factory and one of the biggest shopping centers in Sao Paulo before the Brazilian GP.

It was a great opportunity for YMDB and the F1 team to get together in the name of the Yamaha brand. YMDB invited some 20 members of the TV, radio and magazine press to a conference where the drivers stated their hopes for the weekend's race and discussed some technical points of the Interlagos circuit in front of them.

In conjunction with Kodak, YMDB organized a 45-minute autograph session by Mika and Ukyo next day at one of



The drivers handed out autographed photos to the delighted fans



The F1 heroes' visit to the component factory made an ideal photo opportunity with the latest Yamaha motorcycle

Sao Paulo's biggest shopping malls, the Eldorado Shopping Center, where Yamaha's latest products were also attractively displayed. More than 600 fans gathered at the Center and queued to get autographs of the F1 heroes. The drivers enjoyed this brief relaxing time away from the tense racing scene and the team, and YMDB were more than satisfied with the big response from the public and the press.

From Sidney Levy of YMDB, Brazil

Stronger sales company for a big market

Yamaha's new joint venture motorcycle sales company, Yamaha Motor Argentina S.A. formed earlier this year between YMC, YMDB, Mitsui & Company and the Uruguayan investment company Devlcor, officially began business operations on June 7, 1996.

On this same day, representatives from some 150 sales dealerships across Argentina gathered in Buenos Aires for the company's first dealer meeting.



Yamaha Motor Argentina's President Kawase makes a commemorative speech at the opening ceremony

The new company will share the distribution network of its former distributor Zanella Hnos Cia S.A. and work toward expanding the Argentine motorcycle market by supplying quality Yamaha motorcycles imported not only from Japan but also from Yamaha production bases in Brazil, India and China. Although the recent financial crisis in Argentina held down motorcycle demand in this major South American market in 1995, it is expected to grow significantly over the next few years.

1997 Yamaha calendars are ready!

1997 Yamaha calendars will be ready for order from July 1 to 31 and order sheets will be sent to each distributor soon. There are three attractive varieties; the Corporate Image Calendar 'The Art of Emotion,' the Racing Calendar 'Racing — The Yamaha Spirit' and the Marine Calendar 'Wind & Wave — Italy,' all with beautiful or inspiring pictures of Yamaha's wide range of products and activities. Please make the most of them as a powerful tool for dealer and user communication.

GP riders and press visit Yamaha home

Right after the Japanese round of the World GP, YMC hosted a 2-day tour to Yamaha's head office and other facilities for the Yamaha GP riders and overseas press. The tour took them to the Main Factory where motorcycles are assembled, and to the Fukuroi Test Course where both riders and press were excited to see the RD56, Yamaha's first factory machine ever to win the World GP, and another old victory machine, the RA31. Everyone enjoyed a day of marine sports at Yamaha Marina Hamana-ko and a visit to the Yamaha football team's Júbilo

Iwata Stadium, where the meeting of World Cup star 'Toto' Schillaci and Loris Capirossi made for a great photo opportunity.

In all, press from 10 magazines including U.K.'s Motorcycle News and Italy's Moto Sprint and one TV station (Dorna) plus some independent photographers joined the tour with its unique opportunity to get exclusive interviews and shooting time with Yamaha's two GP500 riders Jean-Michel Bayle and Loris Capirossi.

Yamahas line-off at new Chinese factory

On June 6, 1996, the first scooter came off the line at the new factory of Zhuzhou Nanfang Yamaha Motor Co., Ltd., the joint venture company formed two and a half years ago between Yamaha Motor Co., Ltd. and its Chinese technical



The production goal for the 'Future' for the first year is 20,000 units, to be expanded to 60,000 by the year of 1998

partner South Motive Power & Machinery Complex in Zhuzhou City, Hunan Province.

Attending the ceremony to celebrate this memorable first model were some 130 guests including top executives from the companies involved, the Governor of Hunan Province and other government

dignitaries. Attending on behalf of the joint venture parent companies were representative Wu Shen Duo of South Motive Power & Machinery Complex and President Hasegawa of YMC.

Yamaha's third motorcycle joint venture to go into operation in China, the new company employs 450 people in the manufacture of a 4-stroke 125 cc scooter bearing the name "Yamaha Future" and will also engage in comprehensive business operations including parts sales and after-sale service operations.



Jean-Michel Bayle and Loris Capirossi (right) saw the final inspection of the Drag Star in the Yamaha Main Factory

FROM THE PUBLISHER

With the Atlanta Olympics scheduled to start in late July, someone like me who loves to watch sports can hardly wait. I'm especially looking forward to the soccer in which Japan will be competing for the first time since 1968. Just a few days ago the FIFA decided to have the 2002 World Cup hosted jointly by Japan and Korea, so I hope our team can show the world some good soccer.

— Miki

XV Virago Club Netherlands

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A club member astride his parked Virago accepts his prize for most appealing bike at the '95 Virago Weekend

Something a little country is big in!

Clara Kroes, Chairman

At the end of 1994 three Virago enthusiasts, Clara Kroes, Robert Elbersen and Koen Kuster, decided the time was ripe to start a Dutch Virago Owners Club. With the help of Yamaha Motor Netherlands BV, a notice was mailed out to all the owners who had purchased a Virago since 1991. Thanks to this mailing, together with free publicity in several Dutch motorbike magazines, more than 800 Virago fans had become club members by the end of 1995.

The members of the Dutch Virago Club range in age from 19 to 70 years young and about 20% of them are females. The most popular Virago type within the club is the XV750 (410 owners), followed by the XV535 (182 owners) and XV1100 (115 owners). Clara Kroes, chairman of the Club, is a proud owner of the Virago XV535 while the club secretary, Koen Kuster rides a Virago 750 and Robert Elbersen, treasurer of the club owns a Virago 1100. Why the Virago? The reason, all members agree, is a combination of smart design, easy maintenance and great cost performance. You simply get a lot of quality for the price.

Club members receive four Virago Magazines and enjoy six national tours a year plus a big annual Virago Weekend event. Besides these nationwide activities, the six regional coordinators are also active, organizing technical seminars and Meet & Rides at the local level with the help of enthusiastic members. In summertime, a Virago tour takes place almost every weekend. This year's schedule includes our six big regional tours which gather anywhere from 100 to 150 riders and take



The board of the Virago Club Netherlands: (from left) Robert Elbersen, Clara Kroes and Koen Kuster at a regional café in Maarn

us to places all around the country. The latest tour, organized by the Zuid-Holland/Zeeland regional chapter, took us through the famous tulip fields where the different colours of the tulips in bloom were truly spectacular even for us Dutch. We also got a guided tour to the tulip museum in Lisse where all 40 participants learned a lot about the economic importance of the tulip as well.

An upcoming tour in the Groningen/Friesland region will feature a ride around Holland's large inland lake, the IJsselmeer. We also have our first evening tour coming up in the neighborhood of Amsterdam where we will

meet for a meal and then ride out to the seaside for coffee at sunset. Capping off the season in September will be our national Virago Weekend, our big annual event with BBQ, all kinds of festivities, camping and touring.

This year, the Virago Club Netherlands gave it's activities an international tinge. When the Dutch club was contacted by the Danish and English Virago Owners Clubs we got together and organized an International Tri-Rally, from 31 May to 2 June in Diekirch, Luxembourg. The idea of this event was to have a splendid time while sharing each other's interests and it certainly became a weekend to remember!

In January 1996 the Dutch club also wrote letters to the American and Canadian Virago Owners Club. So don't be surprised if you find us having an intercontinental meeting next year!

Founded: October 1994
Members: Over 800
Main activities: Publishing four Virago Magazines a year, six national tours throughout the year and yearly Virago Weekend

Looking at our country from the sea

A Yamaha-provided 11.2-meter (36.7 ft.) yacht named 'Umimaru' is making a circumnavigation of Japan as a part of events to celebrate the launch of Japan's 14th national holiday, 'Umi no hi' (Sea Day) on July 20. Umimaru sailed out of the newly opened Yokohama Bay-side Marina on May 11 to make calls at 23 major ports around Japan on a 70-day cruise covering a total distance of 7,408 km (4,000 mi.), before returning to Yokohama one day before July 20.

The theme of the circumnavigation is 'See from the sea-Japan' and the original idea came from Mr. Makoto Nanba, skipper of Japan's '95 America's Cup challenge boat, Nippon. Mr. Nanba said, "Although Japan is a country of islands surrounded by sea, people who live here have very few opportunities to see our own country from the sea. I think we all should know how beautiful the landscape of Japan is and why some parts of today's sea have become so dirty. It is a great chance for people to experience and recognize the importance of our sea."



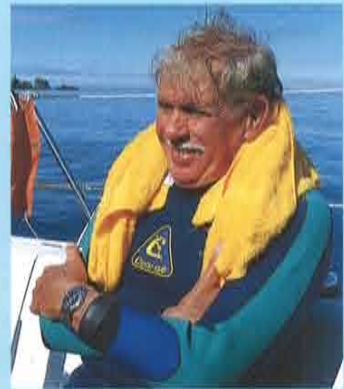
A pier of the new Yokohama Bay-side Marina was the site for the departure ceremony which gathered the sponsors, crew families, many yachting fans and journalists from TV, radio and newspapers



Yamaha supports this event by lending a Yamaha Marine Club yacht as 'Umimaru'

As Umimaru sails on, 16 celebrated guests ranging from a nature conservation activist to a famous mountaineer will be invited on board to discuss various subjects connected to their own specialties and to analyze Japan from their unique points of view.

Among the special guests has been the French Oceanographer Jacques Mayol, a renowned diver who holds the world's first unaided diving depth record of over 100 meters (327 ft.). He was also the model for the movie 'Grand Blue,' the story about his life and his love for dolphins. Mr. Mayol joins the Umimaru on two legs of



Jacques Mayol joins this circumnavigation on two legs. His message was, "Be gentle to the ocean like a dolphin."

its journey, once when the yacht cruises around Japan's north island Hokkaido and the other off Karatsu on the southern island, Kyushu. This is the place where Mr. Mayol once dived when he was a child and met dolphins for the first time. It will be his first return in 60 years to this memorable place. Mr. Mayol sent us a message after his first dives in Hokkaido, where the water temperature was only 7°C (46 F).

"It was like a forest. The ocean looked clean but may yet be polluted. There is no industry on the planet that causes no pollution to the sea and the oceans are being used as a garbage can. Watch the wild animals, they show the way to respect nature. In the ocean, it is the way of dolphins to never pollute their environment. If you pollute your environment, you'll die."

New Zealand's Ambassador to Japan, Mr. Maarten Wevers, will be on board from July 2 to 4 and sail from Yakushima, the island well known for its 2,000 year-old Japanese cedars, to Beppu, the sister city of Rotorua, NZ. As a representative of the country presently holding the America's Cup, he will talk about the Kiwi marine lifestyle, where the sea and yachting are integral parts of people's lives.