

Yamaha News

BIMONTHLY
No.5

YAMAHA MOTOR CO.,LTD.

SEPTEMBER 1996 ENGLISH

Reign of the new Majesty

With its sporty lines and smooth riding feel, the Yamaha Majesty 250 has rapidly won high praise as a new type of scooter that brings motorcycling into the 21st century.



Majesty: the secret of success



The Majesty's luxurious ride and sporty performance make it ideal not only for around-town mobility but also for long-distance tandem cruising

Ever since its debut in Japan in August 1995, and successive releases across Europe in March 1996, Yamaha's first 250cc scooter, the Majesty 250, has won unprecedented popularity as an entirely new type of "sports sedan." In this issue we seek out the secret of its success in the voices of the users and the developmental background from which it was born.



The Majesty is on a roll, not only on the urban streets of Japan but across Europe as well. Yamaha's modest first-year domestic market sales goal of 6,000 units looks paltry now that more than 12,000 Majesties have been shipped from the factory. The Majesty's fantastic product potential is being proven in Europe as well, where more than 10,000 units have been distributed in just four months since the March press introduction and testride event staged at scenic Taormina, Sicily, marking the official European release. We asked some proud new owners what they liked about their Majesties. "The handling stability and the comfort of the ride are really great," says a 29-

year-old man who has ridden supersport models for years and now commutes to work daily on his new Majesty. "It must be the combination of 12-inch tires and the telescopic front suspension. And with the ø245 front disk brake with two-pot calipers I have no worries about taking it on the expressway."

An American owner who lives in Tokyo and uses his Majesty to ride all over the city, often with his wife in tandem, says, "I'm very impressed with the sleek styling. It has a beauty that reminds me of ancient Greek sculpture. I plan to go back home to the States in two years and you can bet I'm going to take my Majesty with me. The unique design of this bike is sure to turn a lot of heads there too."

Since its release in Italy, Majesty has been featured in numerous motorcycle magazines. The European press release on Sicily in March was attended by motorcycle magazines like Motosprint, Sprint, In Moto, Motociclismo and La Moto as well as the newspapers Gazzetta dello Sport and Corriere dello Sport and a host of international journalists

A clear concept from the start

The Majesty was developed around the concept of a 'prestige commuter that revolutionizes comfort.' Targeting primarily men in their forties returning to motorcycling, Yamaha's designers and engineers sought to make Majesty the pinnacle of comfort in urban mobility.

We spoke to one of the men responsible for planning the Majesty, Mr. Seiya Nakamura of the Product Planning Department. "For over ten years the domestic 250 cc scooter category was dominated by one maker. So, the development of the Majesty represented a big challenge for us. We didn't want to just go after the competition by coming out with a copy of the existing bikes. We wanted to create a 'completely new' 250 cc scooter aimed purely at real user needs, to create a product that would become a mainstay of the scooter category in the stable light-weight (125 ~ 249 cc) motorcycle market," says Nakamura.

In Japan, the average commute takes 64 minutes and covers a one-way distance of 20 km (12.4 mi.). Making the Majesty completely new began with the challenge of making that 20 km as comfortable as possible.

"In order to simulate the actual conditions of commuting by scooter we made many test runs on main roads in the city. This experience gave us a good understanding of its merits and demerits. For example, we verified the fact that it was indeed the fastest way to commute, and that a 250 cc scooter is definitely superior for starting up at traffic lights," continues Nakamura. "On the other hand, there were many hair-raising moments as well, such as having to squeeze past cars parked along the roadside, all of which made the commute a tiring experience."

The people responsible for taking these findings and turning them into actual qualities of 'comfort' in the new product were the engineers of YMC's 4th Engineering Division.

Experienced engineers breathing life into an idea

"In achieving a truly comfortable ride, one of the essential elements is the riding position. To find the perfect configuration for the Majesty's extra-large seat with adjustable backrest, we relied heavily on precise test data of ergonomic factors such as localized pressure to the posterior and rider heart rate as a measure of fatigue accumulation during riding," explains the chassis development team leader Hiroyuki Takahashi, a Yamaha



European tests during the development stage centered around suspension and handling refinements, gathering data from runs on cobblestone streets and other uniquely European conditions



Entering the clay model mock-up stage, representatives of the Manufacturing Division joined in the development process. To ensure side-wind stability, tests were conducted in the wind tunnel, and windscreens angle and shape were checked repeatedly

engineer with 20 years of scooter development experience.

To ensure optimum braking control for maneuvering on narrow roads or squeezing past other vehicles, a hand brake system was chosen. In order to ensure braking capacity equivalent to that of a full-fledged sports bike, the front brake was given the same type of large-diameter disk and two-pot caliper format used on the XJR400, something unprecedented for a scooter.

Mr. Toshimasa Morita, of the engine development team, recalled for us the focus of his team during the early stages of the power unit development. "In order to realize the kind of smooth, elegant acceleration and dynamic cruising speed that the Majesty's development concept called for, we worked on improving power output characteristics in the low-rpm range. In doing so, we ensured not only a comfortable ride with lower vibration levels but also better fuel economy as well."



Yamaha's Italian importer Belgarda distributed photos of celebrities from the sports and entertainment worlds to the major press publications for extra PR effect. Above is the winner of this year's Granada-Dakar Rally, Italy's Edi Orioli

Sporty styling that points to the future

No discussion of the reasons for the Majesty's popularity would be complete, of course, without considering the item that Italian owners cited as "Most liked item" by a large margin in a recent survey: its distinctive styling. In particular, it is the impressive front view reminiscent of a sports bike that has come to symbolize Majesty's unique styling. The body-mounted fairing of the front end, never before seen on a scooter, is a big part of what gives Majesty its overall impression of extra prestige value the first moment you see it.

"It might look at first as if it is purely design oriented, but that is not the case at all. In the process of pursuing our initial conceptual goals it just naturally evolved into this sporty, futuristic shape. The result is a machine that makes a very viable tourer as well. At the Product Planning Department, we have received a variety of letters of appreciation from owners who are using the Majesty now in a number of ways. It is very gratifying and inspires us as we look ahead to future projects," adds Nakamura.

Lately, the Majesty has been met with equally enthusiastic responses in the dynamic Chinese market when it was introduced at the recent motor show. Born of the quest for unmatched riding comfort, the Majesty has clearly opened up a new motoring lifestyle as the commuter that is leading the way into the 21st century.

Renaming the future

■ Yamaha Motor Deutschland GmbH ■ Location: Neuss and Löhne, Germany
 ■ Founded: 1972 ■ Employees: 135

On July 1, 1996, Yamaha Motor's German importer Mitsui Maschinen GmbH (MMG) was renamed Yamaha Motor Deutschland GmbH (YMG) after selling Yamaha brand motorcycles in Germany for twenty-four years under the former name. The change of name was made to make it easier for customers to connect the company name with its brand and to improve advertising and promotional effect. In celebration of YMG's new start, in this issue we will trace back the company's milestones over almost two and a half decades.



The staff of YMG's Neuss office



YMG's Löhne office staff

Growing along with the Olympics

In 1964, the year of the Tokyo Olympics, Yamaha motorcycles made a sensational German debut at IFMA, the renowned motorcycle trade fair in Cologne. The German subsidiary of the mighty Japanese trading company Mitsui & Co., Ltd., called Mitsui GmbH, presented Yamaha's spiffy little two-stroke motorcycles, the YDS-3, YG-1 and YF-1, to the German audience for the very first time and immediately caught the eye of many motorcycle lovers.

Soon, a number of enthusiastic and ambitious motorcycle dealers got together to start a small network with Mitsui GmbH, and succeeded in selling over 200 Yamaha brand motorcycles by 1966. Today, that number has grown to 30,000 units, not including small bikes from 50 to 125 cc. Thanks to a big motorcycle boom at the end of the sixties, sales of Yamaha motorcycles expanded over 200% per year, prompting the launch of Mitsui Maschinen GmbH (MMG) in 1972. It was now eight years after the first Yamaha motorcycle was unveiled at IFMA and also the year that Germany hosted the Olympics in Munich.

MMG, which was founded as a full subsidiary of Mitsui GmbH (now 60% Mitsui GmbH and 40% Yamaha Motor Europe), made distribution and service of Yamaha motorcycles its top priorities, working out of its headquarters first in Meerbusch, then



A Kagami wari (breaking open a sake barrel) ceremony to celebrate YMG's renaming at the party

in 1993 moving to Neuss, near Düsseldorf, the regional capital.

In close cooperation with its technical division that was originally a company called Weihe in Löhne, MMG became such an efficient, successful company in marketing that Yamaha became one of the top motorcycle brands in Germany soon after MMG's foundation.

In 1988, another Olympic year, MMG started to market Yamaha Power Products such as lawn mowers and generators with only 11 staff working hard to build up a strong dealer network. Today, more than 400 dealers sell Yamaha Power Products throughout the united Germany.

It was in 1991 that MMG was also chosen to handle marketing of Yamaha marine products in Germany. Since then, Yamaha

outboards have boasted an average 22% market share. Then, in 1992, the year of the Barcelona Olympics, MMG took on another challenge by introducing MBK-manufactured scooters in a strategic move that would compliment its Yamaha brand bikes and strengthen the company's scooter category.

And now, the renaming came right before the start of the Atlanta Olympics.

Renaming celebrations

A total of 135 employees from both offices in Neuss and Löhne gathered for a gala event to announce and celebrate the launch of the company's new name on the day MMG was officially reborn as Yamaha Motor Deutschland GmbH.

YMG's President Masaaki Kimura and Managing Director Manfred Weihe officially unveiled the new name engraved on a plaque and Mr. Weihe made his commemorative speech to all the employees. The ceremony was followed by a buffet lunch, lottery games, and entertainment by a band helped fill out the party atmosphere. Amid the fun there was also time

1964 IFMA show, where Yamaha motorcycles were introduced for the first time in Germany



YAMAHA kommt nach Deutschland...

und damit für Sie die Chance, eines der besten Motorräder der Welt zu besitzen. YAMAHA ist Spitzen-Qualität - entwickelt und perfektioniert durch die berühmten Rennmaschinen - mit ihrer großen Siegesserie. Wegen der weltweit wachsenden Nachfrage nach YAMAHA-Motorrädern sind wir erst jetzt in der Lage, diese auch in Deutschland einzuführen.

Seit 1947



YAMAHA

The first Yamaha motorcycle ad in Germany (YDS-3)



The first IFMA show under the name of Mitsui Maschinen GmbH in 1972

for reflection, and all the staff reaffirmed their determination to expand business even further in the future based on thorough Customer Satisfaction policies.

In the evening, 80 VIPs from the shareholder companies, related companies, dealers, journalists and representatives of the City of Neuss were invited to the Line Park Hotel near YMG's head office where the public ceremony began with an opening speech by President Kimura. He was followed by commemorative speeches from YMG's Managing Director Weihe, Mr. Yoshida, President of Mitsui & Co., Düsseldorf and Mr. Watanabe, YMG's Senior Managing Director.

The highlight of the evening event was an entertaining program called "dance of the letters" performed by ten dancers holding placards bearing the letters of the new

company name. The idea of the dance was to signify that only the company name was changing, while company structure and organization itself stands unchanged. At the exciting climax, the letters spelling Yamaha Motor Deutschland GmbH appeared dramatically on a back screen before the appreciative audience.

Into the future

Today, 63 staff work in the administration and sales divisions at the headquarters in Neuss, dealing primarily with motorcycles, Power Products and marine products, while 72 experts work in technical customer service, spare parts supply, accessories, adapting models to German market regulations, and technical support at the branch in Löhne in the Hannover area.

It has always been Yamaha's highest aim

to ensure the best in Customer Satisfaction. To achieve this aim, the people at YMG strive to foster quality management and organize user-involved events. The *Yamaha Cup Event* held particularly for 600 cc motorcycle owners is a successful race series now in its 17th year that has given birth to many talented riders. The annual *Yamaha Live* events that give customers the opportunity to see and try a variety of Yamaha products attract more than 200,000 visitors every year.

In a country like Germany where the society is becoming more oriented towards leisure, people's expectations are quite high when it comes to recreational products and having fun. Seeing ourselves as a vital part of this society, YMG's goal is to provide each customer and everyone who is interested in Yamaha products with the right product to enhance the quality of their lives. As the successor to MMG's long history of achievement, YMG will continue to work in close association and cooperation with the dealerships and the end users, to build toward the future and new milestones under the new name.

From Karlheinz Vetter of Yamaha Motor Deutschland GmbH, Germany

WORLD TOPICS

GENERAL

GERMANY

Quick feedback for customer satisfaction



Participants from 10 pilot shops

On May 13, Germany's third pilot shop meeting was held at a hotel within the Hockenheim circuit, attended by representatives from ten pilot shops, YMC and YMENV Service.

They discussed information about new models and counterplans for the present issues brought up by customers such as engine and chassis noise, handling performance, engine starting performance and riding feel. There were some reports that such issues have come to the surface because the customers are beginning to compare motorcycles with cars as market demand increases. YMC presented the dealers a shield as a token of gratitude for such worthy reports. At the lunch, Colin Edwards II, Yamaha Superbike factory rider fresh from a good result in the German round of World Superbike Championship the day before, was invited to give autographs and answer questions.

Yamaha Motor Deutschland GmbH plans to establish five more pilot shops within the year.

From T. Hoffmann of YMG, Germany

CANADA

In partnership with the community

Yamaha Motor Canada Ltd. (YMCA) has been working with the Canadian Mental Health Association (CMHA) as a partner in their vocational rehabilitation program. The CMHA assists members of the community who are trying to reintegrate into the workplace. For several years, the CMHA has placed people at YMCA to work on recycling programs and other similar projects on a part-time basis.

Late last year, two complimentary needs came together. Yamaha employees were looking for more variety than their lunch room vending machines could offer. The CMHA was looking for opportunities to find work for more of the people they were trying to help.

With a little bit of imagination and hard work, the lunch room in the head office was converted to a delicatessen style cafeteria.

This project represents a win-win situation for everyone involved. YMCA employees benefit by having access to a deli style restaurant within the head office. They are able to get a hot entree, soup, fresh sandwiches, salads, fruit, beverages and desserts.



(From left) CMHA Director Steve Lurie, deli staff member Alice Kitt-Wong and YMCA President Tom Mabuchi

This cafe gives the CMHA an environment which provides people with disabilities the opportunity to learn new skills, earn income and build up their self-confidence. YMCA provided the facilities and equipment, the CMHA operates the deli and covers all the operating costs.

Everyone is thrilled with the results! YMCA staff have better quality food service and we are helping people within our community. Now that is a true

win-win situation!

From Peter Hastings of YMCA, Canada

U.K.

The Yamaha F1 GP Barbecue



The journalists saw a different face of the Tyrrell Yamaha drivers

The annual Yamaha Barbecue, organized by YMC on the Thursday just before the start of the British GP, has become a very special date on the F1 calendar.

Now in its fourth year at the beautiful setting of Lady Catherine Morton's Flore Fields estate near the Silverstone circuit, the barbecue has gained a reputation as a fun evening where the press and the Yamaha team alike can enjoy themselves away from the hustle and hype of the circuit.

This year more than 240 people showed up at Flore Fields on Thursday, July 11, including 170 top international and national members of the press and crews from four international TV stations who showed up to combine some work with pleasure.

Right in the midst of the fun and games were the Tyrrell Yamaha F1 team with team owner Ken Tyrrell and of course the men of the hour, drivers Mika Salo and Ukyo Katayama, trying their skills on 50 and 80 cc Yamaha dirt bikes, radio-controlled F1 model cars, table football and the very popular Alpine Racer computerized arcade machines.

The evening was a showcase for the entire Yamaha family with displays of Water Vehicles, motorcycles and more, plus a band performing on Yamaha instruments compliments of Yamaha Kemble Music, Yamaha Corp.'s British importer. More than just a fun evening, the barbecue is an event where a lot of important guests can see, feel and touch the real Yamaha spirit.

MOTORCYCLES

COLOMBIA

Police chose DT125

The Yamaha DT125 was recently chosen once again for use as police bikes in Colombia thanks to its great versatility, power and quality, as well as the thorough service and warranty protection Yamaha offers.

Thirty-two units of the DT125 were delivered to the police in Manizales by Motocentro Yamaha, an official dealership of Yamaha's Colombian distributor, Incolmos.

From Jorge Gomez Gutierrez of Motocentro Yamaha, Colombia



The delivery was announced before a gathering of local citizens

SWEDEN

Free riding course for supersport owners

May 28 was an exciting day for a lot of motorcycle riders in Sweden. On that day everyone who purchased a '96 supersport model had the opportunity to participate in the riding course organized by Yamaha Motor Sweden at Anderstorp Raceway, a road racing track situated in the south of Sweden.

In all, 35 participants showed up on



Participants ready to run

their own new supersport models like the YZF1000 ThunderAce. There was also one lady, Kajsa Olsson, who brought her SZR660. She works, by the way, as a mechanic at one of the largest Yamaha dealers in Sweden.

Depending on their levels of experience and skills, the participants were divided into four groups to learn advanced riding and how to find the right lines through corners on the track. The four instructors were well-known national road racing champions, Jerker Axelson, Lasse Carlbark, Patrik Andersson and Yamaha Motor Sweden's rider Magnus Johansson.

The riding course was successful and the participants were very pleased to get such a special experience and hoped that this kind of activity would continue. As one of the participants said, "If you go on having events like this I will change to a new Yamaha next year."

From Björn Casserborg of Yamaha Motor Sweden AB, Sweden

NIGERIA

RX100 launched



RX100s are displayed for dealers

Yamaha Manufacturing Nigeria Limited recently launched a new quality product, the Yamaha RX100 now being manufactured in India.

The new motorcycle is very close in quality to those manufactured in Japan and can be offered at an attractive price. At the launching ceremony, Mr. Ben Obaseki, General Manager of YMNL addressed dealers on the technical features of this new product. The company's parts manager, a head of corporate planning, and corporate affairs manager were also in attendance. The dealers had an opportunity to test ride the RX100 and experience its performance first hand.

The company also launched a modified version of the Yamaha V80 with

increased stability and a wider-range speedometer.

From Mr. Clem Ifezue of YMNL, Nigeria

SOUTH AFRICA

200,000 kms and still going strong

At its last servicing, Anton Guma's 7-year-old Yamaha motorcycle, an AG175, showed just over 200,000 kms (124,280 mi.) on the odometer and it's still going strong. The motorcycle was purchased from Cyclecraft Yamaha in Durban by L'Etangs Wholesale Chemists for use as a delivery motorcycle and has been ridden by Anton ever since.

Visiting Cyclecraft, Dave Harris of Yamaha Distributors' Technical Department said, "we naturally have a keen interest in the performance of our products and it was a pleasure to meet Anton and to talk with Greg Irvine who manages Cyclecraft Yamaha's workshop."

Greg has started a business, Greg Irvine Enterprises, which monitors fuel and maintenance costs of motorcycles on a monthly basis, and was able to provide some interesting statistics. The bike has had 50 servicings, which amounts to one every 4,000 kms (2,486 mi.) and is currently running at less than 20 cents per kilometer including petrol and maintenance costs.

During the seven years L'Etangs Wholesale Chemists have owned the motorcycle, the cylinder has been rebored twice, the chain and sprocket set have only been replaced once and the crankshaft is still the original.

"This is tremendous performance not only by the motorcycle but also the rider who has maintained it extremely well," says Yamaha's Dave Harris.

From Laura McNeil of Yamaha Distributors, South Africa



Anton Guma (center) received a gratuity from Greg Irvine of Cyclecraft (left), pictured here with Mark Stephens of L'Etangs Wholesale Chemists

WORLD TOPICS

COLOMBIA

Fruitful importer meeting



Commemorative shot of all the participants at the meeting

Over six days from June 11 to 16, the 4th Central and South American importer meeting took place at Hotel Intercontinental in Medellín and Hotel Cartagena Hilton in Cartagena. Among those in attendance were Chairman Hideto Eguchi and his wife, Managing Director Satoshi Watanabe and Hisahiro Okawa of Yamaha Motor Company.

The participants were not only importers for Latin America but also YMC staff and representatives of factories from such distant locations as China, India, Indonesia, Taiwan, France and Spain. They gathered at this big meeting to discuss renovation of marketing strategy, presentation of new models and future plans to keep Yamaha in the lead as a worldwide competitor.

After the opening ceremony they visited Incolmotos and one of their dealers in Medellín and flew over to Cartagena for two days of presentations and test rides. The party then moved on to the resort of Barú island to enjoy fishing and Water Vehicle riding to complete the fruitful and relaxing meeting.

This event was followed a month later by the holding of the 21st International Trade Fair in the country's capital, Bogotá, from July 4 to 14. With exhibitions by 1,400 companies from 33 countries and some 400,000 general visitors and members of the press, this is Colom-

bia's most important industry show.

In the Japanese pavilion, which boasted the largest attendance of any, the Yamaha booth displayed a full line of new models, among which the Royal Star, Drag Star, XT600E and the TT250R were especially popular.

Another popular display was the Yamaha machine ridden by national motocross champion Nicolas Stankov.

From María E. Mendoza of Incolmotos, Colombia

VENEZUELA, COSTA RICA PERU, DOMINICAN REPUBLIC

Taking CCS to heart

In the weeks following the 4th Central and South American Importers Meeting, the four distributors Distribuidora Venemotos, C.A. of Venezuela, Lutz Hnos. Y Cia., Ltda. of Costa Rica, Interamerica de Comercio S.A. of Peru and Santo Domingo Motors of the Dominican Republic held dealer meetings in rapid succession.

At each meeting the distributors communicated to their dealers the business policies introduced at the recent distributor meeting and plans for product-related promotional activities to be conducted aggressively at the dealer level. Particular emphasis was given to presentations of Yamaha's YSP Shop program aimed at raising the level of dealer service and facilities and employee skills as a part of Yamaha's fundamental Customer and Community Satisfaction (CCS) activities.

Other highlights of the meetings were the introductions of new models like the Royal Star and testrides for Yamaha models manufactured at factories outside of Japan. Dealer incentive sales contests for the coming year were also announced.

From Ted Tanaka of YMC, Japan



Distribuidora Venemotos Vice President Sr. Vito Ippolito makes a presentation at the company's dealer meeting

U.S.A.

A new star is born

Yamaha factory team rider Kevin Windham has just won his first AMA Championship. He wrapped up the 125 cc West Coast Supercross Championship in style by winning the final race in Denver, CO.

Windham dominated the Supercross West Division's 125 cc class in 1996, winning six of the eight rounds. A practice crash prior to round 4, forced him to miss that race with a broken collarbone. With his title hopes in jeopardy, Windham returned with a vengeance and continued to put his YZ125 in the winner's circle.

Yamaha Motor Corp., U.S.A. (YMUS) recently signed Kevin Windham to a multi-year contract to race AMA Supercross and National motocross. Windham is in his second year with Yamaha and has been working under the tutelage of former Yamaha factory rider, and five-time National Champion, Bob Hannah. Windham has been touted as the next dominant rider in motocross by the American press. He has a strong work ethic, smooth style, and is well liked by race fans. Kevin will pilot his Yamaha in the 125 West Supercross, 125 Nationals, and selected 250 Supercross races in 1997.

From Terry Beat of YMUS, U.S.A.



Windham won the championship in his first year with the Yamaha factory team

MARINE

NEW ZEALAND

Adventure rides attract Water Vehiclars

On May 16, an intrepid group of eight Yamaha Water Vehicle owners mounted an armada consisting of a WaterBlaster, WaterBlaster II, Wave-

Raider 1100, WaveRaider 701 and four Wave Ventures and ventured out onto the local river. Onlookers were more than a bit surprised when, instead of heading upriver they pointed their craft across the Whakatane Bar and the surf of the open sea beyond.

This was the start of the first adventurous event planned and organized by Yamaha and the local Whakatane dealer, Bill's Marine, with the hopes of attracting personal watercraft fans from all over New Zealand. The original plan was to navigate to an active volcanic island 35 miles (56.5 km) away, but due to the overcast skies, rain and rough sea conditions, the organizers improvised a shorter, but still challenging course to Whale Island seven miles (11.2 km) up the coast.

Thanks to the support crew in a cruiser powered by a 115 hp Yamaha, all eight of the riders successfully completed this exciting inaugural outing. The unanimous response of the participants was, "Can't wait for next year." Bill's Marine plans to oblige with another 'river ride' next southern-hemisphere summer in conjunction with a major game fishing tournament.



Stopping at Whale Island for a well earned rest

From Phillip Noblett of Bill's Marine Ltd., New Zealand

POWER PRODUCTS

CANADA

Joey gets a bear hug

In early November 1995, Joey Veinot was told that he was terminally ill with leukemia, although he had already battled cancer in his young life and apparently won.

His mother Ardith asked him what his one wish would be, and Joey replied simply, "a 4-wheeler."

Since this was impossible for the family because of the financial burdens of Joey's illness, a family friend, Gaelyn MacLeod, approached a local television show "On Your Side" to see if they could help.

Just two weeks after Joey's diagnosis Wayne Eisner of Shore Cycle was contacted and very generously offered to loan a new Big Bear Special Edition to Joey.

He was so delighted that he put more than 400 km (248 mi.) on his dream machine during the first month.

Upon hearing this story, Paul D'entremont of Paul's Marine decided to help purchase the Big Bear for Joey and called the sales manager of Yamaha. This effort was soon rewarded as all the Yamaha Motor Canada dealers in the Maritimes teamed up with Paul and Wayne to buy a very special wish for Joey.

"This is his dream, and we have made his dream come true, so now we are just

waiting for another miracle to go with that dream," said his mother.

That miracle of course was to find a bone marrow match for Joey. Due to the heightened awareness the story's news coverage had generated for the bone marrow registry, this very worthy cause was inundated with people willing to register as potential bone marrow donors. A wonderful seventy-five-year-old distant relative, Bearly Barry, was found to be an exact match and the instrument of the miracle. The operation was a success and we are happy to report that Joey is currently recovering at home.

The gift from YMCA's Maritimes dealers surely helped to provide one of the emotional lifts that is so important to the healing process.

From Andrew Gray of YMCA, Canada



Well recovered, Joey sits smiling on his standing Big Bear

We are always looking for interesting stories. Write to Chief Editor K. Shimizu of the PR Division. Yamaha Motor Co., Ltd. 2500 Shingai, Iwata, Shizuoka 438 Japan.

INDONESIA

First 4-stroke moped in Southeast Asia

Chartering a huge passenger boat anchored in the harbor, a 3S meeting was held in Jakarta, Indonesia on June 5 and 6, where Southeast Asia's first 4-stroke moped, the Yamaha *Crypton* was unveiled.

It was a gala gathering for a total of 1,000 people from main dealerships, sub-dealers, service shops and parts shops all across the country, as well as Mr. Sakuramoto, Director from YMC and importers from the Philippines and Cambodia where there is also keen interest in this new model.

The aim of the meeting was for the dealers to gain a thorough understanding of the *Crypton* together with the overall 2- and 4-stroke motorcycle sales background in Indonesia. As a result, all the participants agreed they came away with renewed confi-



This big luxury liner was chartered for the meeting



The *Crypton's* line-off ceremony at the YIMM

dence for their future business. On the second day, all the participants gathered at the factory of Yamaha Indonesia

Motor Manufacturing (YIMM) for a ceremony to see the first *Crypton* roll off the line. Plans also call for export of this Indonesian made *Crypton* to selected countries by early next year.

From Michifumi Matoba of YMC, Japan

■ Employee becomes a president

In May 1996, YM Machinery, an importer/exporter of used factory machinery and cutting tools, opened its doors for business as the commemorative first company born of Yamaha Motor Company's Yamaha Venture Capital (YVEC) system.

The YVEC is a system to encourage employees in creating and opening their own venture businesses with YMC's support and there have been more than 100 applicants since its launch in July 1995. The many ideas that come from employees are thoroughly examined and judged for business potential by members of the



YM Machinery has just two employees including President Kando and is located in the YMC head office

company's management.

The President of the new company is Mr. Shigeo Kando (37) who has worked for YMC since 1981, and served on the engineering staff of Yamaha's Chinese subsidiary, Jianshe-Yamaha Motorcycle Company Ltd.

for two years since 1993.

During his time in China, Kando noticed the lack of manufacturing machinery in the local parts manufacturers and, on the other hand, the abundance of high quality cutting tools. He has also pioneered use of a personal computer network for the trading of factory machinery.

■ Corporate culture the Yamaha way

For anyone who wants to communicate a better grasp of Yamaha Motor through the media of film and print, three perfect tools have just been released this sum-

mer: '97 Yamaha Calendars, a new corporate movie *Yamaha and You*, and a corporate documentary called *Challenging Creativity*.



1997 Yamaha Calendars

Yamaha Motor's 1997 calendars come in three varieties, *Miles of Smiles*, *Racing - The Yamaha Spirit* and *Wind & Wave - Italy*.

Miles of Smiles uses collage with pictures of children from around the world together with Yamaha motorcycles, ATVs, etc. that expresses dreams Yamaha products fulfill.

Racing - The Yamaha Spirit shows exciting racing scenes from the World GP circuit, dramatic desert heats from the Granada - Dakar Rally and enthralling AMA Supercross, where Yamaha's challenging spirit always lives.

Wind & Wave - Italy marine calendar appeals to marine leisure and sports fans with beautiful scenic pictures of the Mediterranean coasts of West Italy.

■ Powered-up nine aim at Kansai A-league

Yamaha Rugby Football Club is ready for the season after plowing through the pre-season spring open matches with seven out of nine wins, including a victory over Toyota Motor, the title holder of Kansai A-league.

Thanks to the additional power of eight Japanese newcomers and three players from top New Zealand teams, including the All Blacks' Kevin Schuler, the team game planning skills and play judgment have been much enhanced. Compared to last year, the team is more systematized both on offense and defense, creating greater stability in their play overall.

Akira Nakao, a former head coach became team manager this year and Kevin Schuler will also serve as a coach for forwards and backs to strengthen the team's total coaching capability as well.

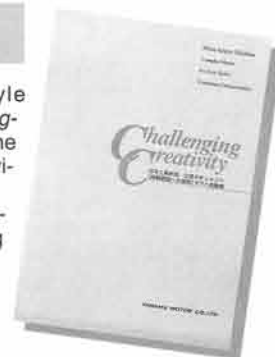


The new team is working to build all-round competitiveness and eliminate weak points

Corporate Documentary Challenging Creativity

The Yamaha group's documentary-style brochure conceived under the theme *Challenging Creativity* introduces specific aspects of the corporate climate and unique business activities currently being undertaken.

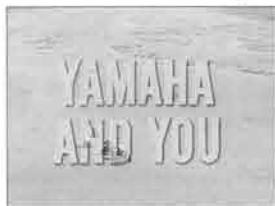
The brochure consists of 41 articles first introduced as a series in one of Japan's leading industrial newspapers from February to April, 1996 and it comes in both Japanese and English. (available from the PR Div.)



Corporate Movie

The corporate movie *Yamaha and You* is the first all-new version in four years. It presents a wide variety of Yamaha products used and loved by people all over the world through users' eyes. It also introduces Yamaha's ongoing technology and manufacturing policies with a simple and easy-to-understand story development.

The 18-minute VHS corporate movie comes in Japanese, English and Chinese versions as of the end of July and additional versions for other languages are planned.



Keep the thoroughbred running

Didier Daumin, Club President

RD500LC Club de France

53 bis rue de la Fosse aux Loups
58000 Nevers, France
Tel: +33 86.61.17.38

The RD500LC Club de France was officially born on the 20th of October 1995, from the common passion of a small gathering of friends, all proud owners of the Yamaha RD500LC. The club's aim is to bring together all the owners of this great racing machine through activities such as publishing a quarterly magazine, manufacturing of specific RD500LC accessories including aluminum and carbon fiber racing parts and creating a data bank that provides information like magazine article excerpts, advertisements and technical sheets.

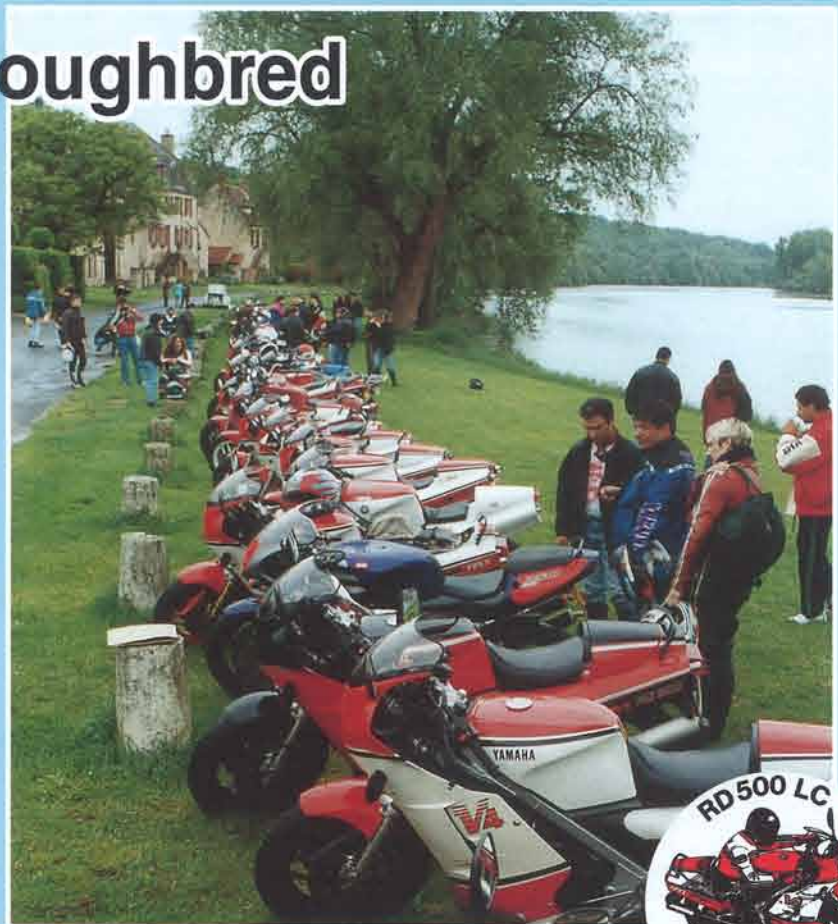
The club magazine introduces not only valuable technical advice and historical facts about the RD500LC and race information but also features member profiles and useful addresses. Of course, organizing meetings is another of our main activities. We have two big get-togethers a year. One is open to all 2-stroke bike lovers regardless of manufacturer while the other is limited to Yamaha RD500LC owners.

Our most recent meeting, held on May 25 and 26, was actually the fourth gathering in as many years organized just for 2-stroke sportsbike aficionados. More than 150 participants enjoyed the opportunity of seeing the RD500LC machines prepared in original specifications. There were

also modified models with aluminum frames manufactured by a French constructor called Sambiasi and a TZR125 frame built by Belgarda that attracted many rebuilders. As our second annual event we will soon organize a meeting at a race track exclusively for RD500LC owners.

Our main goal is to keep this thoroughbred motorcycle alive as a collectors' gem or a model that can be upgraded to the latest standards.

What makes the RD500LC so special is the fact that it is the only 500 cc production sports bike in the world with the 2-stroke V4 format, the same one still used on Yamaha's World GP racing machines. What's more it was a very mature model right from the beginning with an all-aluminum frame.



Two-stroke V4 enthusiasts' favorite wheels, Yamaha RD500LCs



An RD500LC with a Sambiase aluminium frame

Needless to say, it created a big sensation among French racing and sport riding fans when it was introduced at the Paris Motor Show in 1983 in a ceremony that featured the 500 cc class world champion, 'King' Kenny Roberts. There is no denying that it came with a premium price tag, but that didn't stop the hundreds of fans who knew this was the only bike for them. Because it was a limited edition and most dealers got only one bike, aspiring buyers rushed

to get their orders in. In all, some 1,259 enthusiasts purchased a RD500LC before it was retired from production in 1987.

Today, the RD500LC is a classic, and a well prepared machine can still compete with the latest sportbikes. That's why one of the prime goals of the RD500LC Club de France is to help owners keep their bikes in racing condition.

The Club now boasts 110 members and we are always advertising in the leading French motorcycle magazines to attract new members. We also want to establish contact with other clubs like ours around the world.



Founded: October 20, 1995
Members: Approx. 110
Main activities: Publishing a quarterly magazine, creating a machine data bank, meetings, etc.

YZF endures for Suzuka record



Colin Edwards II who rides for the Yamaha World Superbike team this year, scored a brilliant victory in a perfect pair with Noriyuki Haga

On July 28, a Yamaha team emerged victorious in the highly competitive '96 Suzuka 8-hour World Endurance Championship Race for the fourth time, ending a six-year dry spell.

This year marked the 19th holding of the 8-hour at the Suzuka circuit in Japan. In that time it has secured a reputation as the highest-paced endurance race in the world, annually attracting a top field of international and domestic riders.

The winning pair was American Colin Edwards II and Japan's Noriyuki Haga, riding for the Yamaha Racing Team.

In the early going the Honda teams of Tadayuki Okada/Aaron Slight and Takuma Aoki/Carl Fogarty emerged from among the 64 teams to take the lead. Successive falls dropped them out of the running and left the steady-riding Edwards/Haga team in front from lap 103. Once in the lead they continued to pull away from the competition to take the checkered flag in a new Suzuka record of 214 laps, two more than the previous record. At 21 years and 4 months of age, Haga became the youngest winner in the

history of the Suzuka 8-hour.

Edwards says, "The first time I saw Haga ride I thought he had a style very similar to mine, so I asked Yamaha if I could team with him. I think part of the reason we won is that we were so well matched as a pair." Haga also stressed the importance of the combination, saying, "When I heard that Colin had asked to team with me I was surprised, but it turned out to be the right choice. The fact that we are both aggressive riders seems to have been the key to our success."

Also riding on a Yamaha for the first time since they raced Suzuka as a team ten years ago were veterans Christian Sarron and Tadahiko Taira. Racking up laps "as steady as a commuter train" (Technical Manager Jiro Izaki), the pair completed the full 8 hours to finish 24th with 202 laps. This record fell just three laps short of Taira's record when he won the Suzuka 8-hour with Eddie Lawson in 1990.

Riding a twin cylinder TRX850 this time, the pair showed they could hold their



It was Yamaha's fourth win in this coveted sprint endurance race



Christian Sarron/Tadahiko Taira raced strong with the Yamaha TRX850, the only twin engine machine in this 8-hour

own in competition against the 4-cylinder machines. Both Sarron and Taira were out to enjoy the race rather than worry about results. "As far as my original goal of enjoying the race goes, it certainly was a successful outing," said Taira. Sarron was also pleased with the effort, saying, "The atmosphere of the 8-hour is fantastic. I'm really happy to have had this chance to be part of it again."

Another team, backed by the citizens of Yamaha's hometown, the City of Iwata, Shizuoka Prefecture, and the Yamaha-affiliated professional soccer team Jubilo Iwata, turned in its best performance ever, with veteran riders Katsuyoshi Takahashi and Yasunori Kondo finishing 14th overall in their second Suzuka attempt.

All of these new Yamaha dramas unfolded before some 100,000 fans in what has become Japan's biggest summer festival of motor sports.