

YAMAHA MOTOR CO., LTD.

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Yamaha News

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BIMONTHLY

Power to the World

With nearly 40 years of manufacturing and technological expertise behind them, Yamaha outboards are serving people in over 180 countries around the globe.



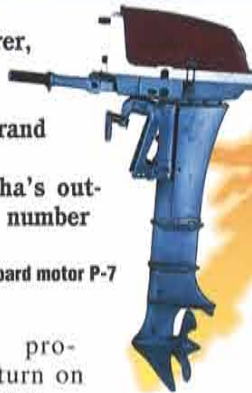
Loved Worldwide for Reliability and Durability

Troll fishing is one of the most popular forms of leisure boating in Finland. This team is using the Yamarin 5800 Big Catch, a cabin boat powered by a 4-stroke Yamaha F100



Not long after its founding in 1955 as a motorcycle manufacturer, Yamaha Motor Co., Ltd. eyed outboard motors as a new field of business based on the company's proven small-engine expertise. Research was begun in 1957 and the first Yamaha brand outboard motor, the "P-7" rolled out of the factory in 1960. A pioneer and market leader for four decades since, Yamaha's outboards are used today in over 180 countries worldwide and the number of model variations has topped 1,400.

Yamaha's first outboard motor P-7



Reliability Forged in the Working Market

With some 11,500 kilometers of shores along the Pacific and the Caribbean, Mexico has one of the longest coastlines in the Americas. And, in this country's outboard market, Yamaha importer IMEMSA boasts an impressive 60% share. Due to the coastal fishery for catches like shrimp, lobster, octopus and sea urchin that thrives up and down Mexico's shores, some 80% of that demand is in the working sector, where Yamaha outboards have established the reputation as a high quality, reliable and durable

product that provides the best return on investment for the user.

"Thanks to our long years of cooperating in government programs that mainly outfit fishermen with boats and outboards in package deals at the beginning of every fishing season, the Yamaha brand won great prestige among the fishermen and strong dealer loyalty," says IMEMSA's General Manager Luis R. Martinez.

In northwest Mexico on the Sea of Cortez is the fishing coast of Sinola, base for a famous shrimp fishing ground worked by some 10,000 fishing boats. This is also

the location of a Yamaha test site where IMEMSA's technical staff and local fishermen work together with YMC engineers on the development and improvement of the Yamaha Enduro models.

This is one more reason Yamaha outboards have won an especially high 85% share here in the demanding work conditions of the local fishing industry.

Durable Products for Daily Transportation Needs

On the other side of the Pacific is a country where outboards play quite a different but equally important role in people's lives.

With some 13,000 islands in the tropical seas of Southeast Asia, Indonesia is the world's largest archipelago nation. On many of the smaller islands where there are no land transport systems, water taxis serve as the people's major means of transportation.

The rivers of South Sumatera are a good example. Here, outboards power not only taxis but also transport boats carrying goods like farm products from up-river



People who live by rivers or the sea rely on taxi boats for daily transportation in Batam, Indonesia



The expansion and renovation of large-scale marinas in Dubai is making the UAE an ideal pleasure-use market in the Gulf region

regions to the urban centers. In this market Yamaha's 40 hp Kerosene Enduro model commands an amazing 95% market share thanks to its solid reputation for durability in commercial uses like these. Director Ronald Lemman of Yamaha's regional distributor, KG Marine adds, "We are using Yamaha 'floating workshops' to reach out to the customer and help ensure smoother operation for our outboards in everyday use."

New Users, Same Good Reputation

The scorching sun and high salinity water of the sea in the Middle East makes this another place where outboard motors must be exceptionally durable and corrosion-resistant. For Al Yousuf L.L.C., an importer of Yamaha outboards for over 20 years in the United Arab Emirates, this is a market in transition, thanks to new types of boats and an emerging pleasure-use market.

Whereas in the past most of the demand was for smaller outboards to power the small wooden boats used in the local fishing industry, today the boats are being made of FRP (many are locally-built Yamaha brand boats) and the motors used are in the 75 to 200 hp class. These

larger models are also popular in the rapidly growing pleasure-use market that was almost non-existent 20 years ago.

But even as this new market grows and the ways the outboards are used change, what remains constant is the reputation of the Yamaha brand and its dominance as the No.1 supplier in the UAE with a 70% share. Assistant Manager Rizwan Ahmed of Al Yousuf's Yamaha Section says, "Our users demand Yamaha outboards. They require the most reliable and durable outboard they can get when they are out on the sea, where it may be the thing their lives depend on."

Meeting Diverse Needs of a Mature Market

Far north of the deserts of the Middle East, nestled between Russia and the Scandinavian Peninsula lies Finland, a country of over 150,000 lakes and pristine forests that cover a large part of its total land area. In this country where one in every ten people is a boat owner, 95% of the demand is in the pleasure-use sector. For the young and old, men and women

alike, boats are a part of life here in Finland, whether they are used for daily transportation or weekend leisure boating. In Finland, Yamaha outboards enjoy a market share of about 40%. Most demand is for the 20 hp and 50 hp models, which are popularly sold as packages with locally built Yamarin boats. People like to use these boats for fishing or for picnicking in the quiet bays that dot the coastline.

"Because the coasts are shallow, the Trim & Tilt function is a very necessary Yamaha feature in the 20 ~ 30 hp category," says Ms. Marita Tuoma of the local Yamaha distributor, Kesco Marine. "And, of course, we also answer the demand for high-power motors for things like trolling with models like the 4-stroke F100."

Of all the messages we got for this article from distributors around the world, the one heard most often concerned the reputation of Yamaha outboards for reliability and durability. Yamaha is dedicated to living up to this reputation and maintaining its leadership in technology, sales and service worldwide, providing a diverse line-up of 2 & 4-stroke models to answer every boating need in a changing world.

Big US Debut for Yamaha's new "HPDI-200"

Yamaha's latest 2-stroke outboard with High Pressure Direct Injection (HPDI) and new four-strokes were introduced to 575 dealers in Yamaha Marine USA's largest ever dealer meeting held on July 6-7 in St. Petersburg, Florida. The all new 2.6-liter V6 two-stroke outboard engine "HPDI-200" achieves great fuel efficiency by means of a high-pressure fuel pump for less waste and greater power output. And it complies with Environmental Protection Agency (EPA) requirements for the year 2006 with its low exhaust emissions. The dealers were enthusiastic about the power, quiet operation and styling of the new motors. Meantime, it was also YMUS's largest press introduction ever, with 28 boating, fishing and technical magazine editors in attendance, receiving product briefings and a chance to run all the new motors.

From Mike Walker of Walker Agency, USA



The new HPDI-200 was warmly received by the dealers and the press

Models to Move the Market

■ Hong Leong Yamaha Division ■ Selangor, Malaysia
 ■ Founded: 1978 ■ Employees: 700

Market Trends in Malaysia

Malaysia is a nation with a multi-racial population of 22 million. It has a land mass of about 329,733 square kilometers located between Thailand in the north and the Indonesian archipelago to the south. Being a developing country it has a strong market demand for individual mobility, which is being effectively met by the motorcycle industry.

The Malaysian motorcycle industry has five major players; Yamaha, three other Japanese makers and one domestic maker. According to 1998 statistics, motorcycles accounted for 51% of the total of 9.1 million motor vehicles. Today, one in five Malaysians owns a motorcycle, the second highest ratio in the world after Taiwan. The under-bone category dominates the motorcycle market at 91% of demand, widely satisfying the utility needs of customers. Another 7% is for street (sports) models and 2% are scooters.

At its peak in 1997, the industry recorded a total of 378,365 units in motorcycle



The all new Y125Z is a 125cc two-stroke under-bone model with a catalyser that meets the Euro-1 emissions standard

sales. But in 1998, this plunged to 230,874 units, a 40% decline due to the economic slowdown triggered by the ASEAN monetary crisis, which affected all players including the Hong Leong Yamaha Division.

The Road to Success

Hong Leong Yamaha's beginnings go back two decades to 1978, when Hong Leong Industries Bhd. and Yamaha Motor Co., Ltd., Japan, signed a franchise agreement with an equity participation of 70% and 30% respectively, to manufacture, assemble and market YAMAHA brand motorcycles. The first unit of the RX100 model rolled off our production line in December 1979. Some 15 years later, in January 1994 the division celebrated the line-off of its one-millionth bike.

Over the years we have launched models like the unique Y110SS in 1991, the first and only model that adopts a dual clutch function; an auto-clutch together with a fully manual lever-operated clutching system. This started a new trend in Malaysia because it offered both the convenience customers needed and also allowed them to use the hand clutch whenever they wanted instant acceleration power.

Again, in 1994, we successfully launched the street bike model TZM150 taking the Malaysian market by storm. Within a year of its introduction, the first ever large-scale group riding event was organized with over 400 TZM150 owners throughout the country participating. This success story marked the beginning of riding tours year after year in this country.

Capitalizing on this, the following year



The new 36-acre HLY Complex was opened in 1997, located in St. Buloh, the state of Selangor

we launched the first American-type cruiser Virago XV535 for Malaysia's "born again" bikers, people who used to ride motorcycles in their younger days but have moved on to other vehicles. This model quickly went up in sales far beyond anyone's expectations. Thus, the biggest Virago owners club was born and subsequently expanded to include owners of the XV250 and XVS650. Today, the club has more than 2,000 members.

Last year, we achieved another first in the industry by introducing the all-new 125cc two-stroke under-bone model equipped with a catalyser that meets the Euro-1 emissions standard. The introduction of the Yamaha Y125Z reinforces our commitment to environmental protection and also complies with Yamaha's global policies.

Building a Solid Market Presence

The Hong Leong Yamaha Division is strategically organized under Hong Leong Industries Bhd. Automotive Division, which is one of the four divisions of Hong Leong Group Malaysia, a Malaysian-based conglomerate. Within the Hong Leong Yamaha Division there are three companies: HL Yamaha Research Centre (HLYR), Hong Leong Yamaha Motor (HLYM) and Hong Leong Yamaha Distributors (HLYD).

In order to sustain its growth policy, in 1997 Hong Leong Yamaha Division centralized all its operating companies at the Hong Leong Yamaha Complex, a 36-acre



The first large-scale group riding event was organized when the TZR150 was introduced in 1994, and riding tours have become very popular in Malaysia since. Here TZR and Virago owners enjoy a tour

site in Sg. Buloh, the state of Selangor. This new landmark was officially declared open by the Honorable Minister of Trade and Industry of Malaysia on July 18, 1997.

Our assembly plant (HLYM) achieved its ISO 9002 accreditation in mid-1995. The manufacturing facilities in this plant include automated robotic welding, a fully automatic electrostatic painting line as well as an electro-plating station. Recently, YMC experts conducted the Quality Assurance systems evaluation on our new manufacturing and assembly capabilities and gave them a high rating. In addition, we have just introduced a comprehensive TPM program.

Today, the Hong Leong Yamaha Division has a work force of about 700 people. The marketing and distribution of the motorcycles is carried out by HLYD. We have eight branch offices strategically located to serve our network of about 220 dealers nationwide. We have also been part of YMC's 3S/YBS program from its inception in 1993.

Currently, HLYD has in its stable four under-bone models ranging from the 4-stroke SRE100 to the 2-stroke Y125Z, five street models ranging from the 2-stroke RXZ 135 to the 4-stroke XVS650 Drag Star plus one 4-stroke scooter model, the YP250 Majesty.

This product mix, coupled with competitive pricing strategy, creates an additional

advantage for Hong Leong Yamaha Division in the export business. Recently, with the close guidance of YMC, we have been exporting to ASEAN countries, South America and Europe. This export list is expected to grow in the near future.



Promoting for the Future

To further add value to its services, HLYD plans a range of promotional activities to satisfy and delight the Yamaha owners, such as racing.

Since the introduction of the Y110SS in 1991, racing has been an integral part of Hong Leong Yamaha's activities, and our Yamaha teams have proved their mettle time and again, winning a reputation as undisputed champions in the under-bone



Racing activities with models like the TZR150 (above) and Y125 (left) are a key part of HLYD's promotions, with competitions like the ASEAN Racing Championships bringing great media exposure

categories. Recently, we have taken our racing activities to the regional level with our participation in the ASEAN Road Racing Championships.

Looking to consolidate our market leadership in the future, HLYD has identified key success factors, and is planning its division-wide strategic direction by focussing on systematic review of our Human Resources development, product development and innovation, customer focus, dealership management, cost effectiveness and productivity and quality improvement. This should enable us to step into the new millennium on the right foot with clear strategic advantage.

From Kirishnamoorthi A.R. of HLYD, Malaysia

WORLD TOPICS

GENERAL

EUROPE

Best mechanics win Japan trip

How do three European motorcycle mechanics find themselves in the pit area at the World Road Racing GP in Japan, watching the state-of-the-art techniques of the Marlboro Yamaha Team's mechanics firsthand? By entering the First European Technician GP, taking a written exam, trouble shooting on a YZF-R1 and FZS600, and then winning! The competition was held in November 1998 by YMENV MC Service & Testing Dept. to crown Europe's best skilled service technicians. Dealer mechanics from eight countries who had won their national heats gathered in the final where David Cote of D'leteren Sport, Belgium, Udo Hertrich of YMG, Germany, and Beat Burkhalter of Hostettler, Switzerland were chosen winners. At Motegi Twin Ring, the trio enjoyed a rundown of the team and factory machines by Yamaha Racing's Lin Jarvis and Geoff Crust, and met Wayne Rainey and factory riders Carlos Checa, Max Biaggi and Shinya Nakano. YMENV organized the competition as part of their mid-term plan and hope that the success of the event will encourage many more distributors to join the next Euro Technician GP in 2000.

From Raymond Coolen of YMENV, The Netherlands



Winning mechanics in the Marlboro Yamaha Team Pit Box watch the World Road Race GP in Japan

RUSSIA

Biking Russia

During a business trip to Irkutsk, Russia, Mr. Yutaka Kakimoto of YMC's OMDO ran into a Swiss pair who were on an adventurous trip on their Yamaha XT600 and XT600 Ténéré, each carrying two spare tires. They were in the middle of a 2.5-month bike tour from their hometown of Zurich, Switzerland, to Vladivostok, Russia.

Leaving in April 1999, Philipp Zingg and his friend Silvia took a route that entered St. Petersburg, Russia, from Helsinki on the way to Moscow. The couple then headed east to Lake Baikal before moving on to their final destination, Vladivostok.



Silvia and Philipp with their XT600 and XT600 Ténéré during their 13,500km Russian adventure

FRANCE

Proactive dealer recognized



Representatives from YMF dealer Moto Mania receive the award from Banque Nationale de Paris for their work in consolidating and creating jobs

Yamaha Motor France (YMF) dealer Moto Mania is the recipient of an important award from a French Bank, Banque Nationale de Paris. Moto Mania, located in Versailles, around 50km from Paris, was recognised as the leader of a project consolidating jobs and creating new jobs. The job consolidation was carried out at an exclusive Yamaha dealership.

From YMF PR Department, France

MOTORCYCLES

U.S.A.

Cruiser of the Year



Mr. Ed Burke, head of MC Product Planning for YMUS with the Bike of the Year trophies

Photo © Derek Brooks of YMUS

Yamaha's American-style bike with the largest-ever mass-production engine, a 1,600cc V-twin, has just received two major awards. The Yamaha XV1600 Road Star, which caused a sensation with its release last October, has been named 1999 Cruiser Bike of the Year by *Cruising Rider* magazine for achievement in motorcycle design and also won the 1999 Cruiser of the Year Award of *Motorcycle Tour & Cruiser*.

From Scott Heath of YMUS, U.S.A.

NEPAL

EYML outfits tour

Escorts Yamaha Motor Ltd. (EYML), Yamaha Motor's Indian joint venture, saw 43 of its RX100 and RX135 motorcycles outfit a tour of Nepal by a group from Japan in May this year. The bikes were provided by one of EYML Nepal's dealers, Morang Auto Works (MAW) which gave its full support to the tour.

The tour is the latest of the annual motorcycle tours sponsored by Mainichi Shinbun, a major Japanese newspaper. The first tour was 10 years



A record number of Japanese adventurers toured Nepal on Yamaha bikes for the experience of a lifetime

ago, and since then the tours have taken Japanese adventurers to places like Thailand, Malaysia and Indonesia.

Supported by Yamaha Motor, the tour attracted a record 50 people, the oldest of whom was a youthful 67 years. The group was joined by 15 support staff including mechanics, interpreters, guides, and a doctor and nurse.

The six-day tour from May 3 to 8 started in Kathmandu and finished 600km later in Dhulikhel. On the way, the bikers visited schools, national parks and safari parks, and dropped into Pokhara. Thanks to the Yamaha motorcycles, the tourers were able to meet many of the local Nepalese, who they found to be modest and kind, and gain the rare opportunity for one to one contact between Japanese and Nepalese people.

From Hirotaka Kameda of YMC, Japan

TURKEY

Beldeyama makes BW's100



Beldeyama President Mr. Subasi with YMC's Mr. Nagayasu on Beldeyama's first BW's100

A year after beginning production of the Yamaha RX115 motorcycle in Turkey in May 1998, Beldeyama A.S. has begun producing BW's100 scooters as well.

A tape-cutting ceremony was held at the Beldeyama Factory attended by YMC Senior Managing Director Mr. Nagayasu, President of Yamaha Motor Europe N.V. (YMENV) Mr. Tanaka and President of the Board of Directors of Beldeyama A.S., Mr. Subasi.

Beldeyama employees and numerous members of the press also witnessed the official launch of the first BW's100 to come off the assembly line.

In the three months since sales commenced, the BW's100 has become the second best selling scooter in Turkey with 300 units sold. Consumers are drawn to its modern look, reliable and powerful engine and off-road suspension.

Beldeyama plans to include more Yamaha models in its product range, and their long range goal is to bring Beldeyama A.S. to the level of a Yamaha Production Centre.

From Osman Lav of Beldeyama, Turkey

CHINA

NYM releases 2nd model

On May 13, a Zhuzhou Nanfang Yamaha Motor Co., Ltd. (NYM) dealer meeting was held in Changsha, Hunan Province. About 240 people from 206 dealerships attended, with Senior Managing Director Mr. Nagayasu representing YMC.

NYM's new model 125cc motorcycle, ZY125-2 Vision was presented after

speeches from NYM Chairman Mr. Tao Guang Meng, Mr. Nagayasu, and President of NYM Mr. Ikuo Murai. A run-down of the new engine was given by Mr. Fuchigami of YMC's CV 1st Engineering Division.

This model, called Ling Ji in Chinese, follows hot on the heels of the best selling scooter Ling Ying as NYM's second offering. Developed especially for the Chinese market, this air-cooled 4-stroke cruising sports bike is available all across China, and is set to storm the Chinese 125cc motorcycle category.

The second day of the dealer meeting saw about 110 dealers take the opportunity get the feel of the new model for themselves. They took a test ride on the ZY125-2 at a Changsha theme park.

From Naoto Horie of YMC, Japan



Dealers get a close look at NYM's new model, the ZY125-2 Vision

MBK's 1 millionth turns to gold

FRANCE

MBK Industrie celebrated production of its one millionth scooter at its factory in Saint-Quentin on June 3, 1999. The factory celebrated the landmark event by gilding a '99 Booster Spirit scooter and placing it in the MBK museum, as the Booster plays an essential role in the production history of MBK scooters. With its big wheels, twin headlights, body bumpers and compact design, the Booster has revolutionized the scooter world since its first model launch in May 1990.

The tape-cutting ceremony for the one millionth unit was attended by the Mayor of Saint-Quentin Mr. André, Chairman of the Picardie Chamber of Commerce & Industry Mr. Renaud, YMC Senior Managing Director Mr. Nagayasu, YMENV President Mr. Tanaka, and YMF President Mr. Olivier. MBK President Mr. Ando said that he



MBK turned a Booster to gold to celebrate the one millionth scooter unit



The tape-cutting ceremony for the one millionth scooter at MBK

was now looking forward to seeing the two millionth unit.

A rally to promote continuing TPM (Total Productive Management) excellence was also held on June 2. MBK was awarded the TPM Award for Excellence in 1994, and is gearing up to take the next step.

From François Drouart of MBK, France

WORLD TOPICS

THE NETHERLANDS

Ride around the world for children

Two people are riding around the world on their 1994 Yamaha XJ900 with EZS sidecar for a good cause. In November 1996, Rob and Dafne de Jong left their home in Rotterdam, Holland, for their "Ride on Worldtour" as part of their "World on a Children's Drawing" project to connect children worldwide by exchanging drawings.

So far the self-sponsored couple have travelled South, Central and North America, and West, Southern and East Africa. They've already collected over 2,500 drawings from children in dozens of countries. "Children learn from each others lives, cultures and countries through their drawings," Dafne explained. "And the thought that their drawing is going to travel in the sidecar of our Yamaha makes them jump up to draw and tell all the other children in the world about their country."

The couple had the sidecar built into their XJ900 by Yamaha dealer and sidecar builder EZS/Motoport in Zelhem, Holland, for which they had to change the front suspension. Their Yamaha has taken them through all kinds of challenging conditions. "After traveling over 120,000km, carrying a heavy load over the worst kind of roads and sandy,

stony and muddy tracks, the machine is going as strong as ever," Dafne said. "We were below sea level in Holland and up nearly 6000 meters in the Andes, in -15°C freezing conditions in Canada, and in nearly 50°C scorching heat in Ghana," Rob added.

The couple are confident their Yamaha will take them all the way around the globe, and have enjoyed the support they've had from Yamaha worldwide. In South Africa, Yamaha Distributors and Linex Yamaha combined to prepare them for the long and sometimes difficult roads to Egypt. In Uganda, they were received by executives of Lonrho Motors Uganda, the sole distributors of Yamaha motorcycles, who serviced their machine. "If you ride a Yamaha, you are never alone!" explained Rob. Rob and Dafne were next headed for Egypt and then on to India, to make a full circle of the northern and southern hemispheres.

From Rob and Dafne de Jong, The Netherlands

AUSTRALIA

Racer records motorcycle history

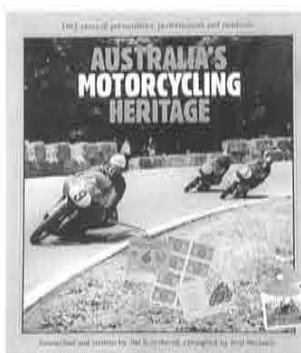
A former successful motorcycle racer has spent more than three years researching and writing a book tracing the history of motorcycling in Australia from 1946 to 1998. In his 352-page *Australia's Motorcycling Heritage*, Jim Scaysbrook includes events, personalities, industry trends, model releases, and over 1000 photographs and illustrations. Despite a motorcycle racing career of more than 30 years and a career in advertising, Jim said the book was his toughest project to date.

The book covers in detail the year-by-year fortunes of the major events such as Bathurst, the Australian TT, Grand Prix and Superbikes, national titles in all classes, and other races. It also contains photographs and appraisals of prominent model releases each year, as well as sales and registration figures for every twelve months.

Born into a motorcycling family, Jim began racing in 1964, quickly rising to the leading ranks in scrambles and dirt track (short circuit) racing in New South Wales. After a season on the tough professional motocross circuit in the USA in 1973, Jim switched to road

racing. In '77 and '78, he teamed with the great Mike Hailwood in the prestigious Castrol Six Hour races and other endurance events. Jim competed in the Isle of Man TT in 1980 riding a TZ500 Yamaha, and today rides a Yamaha XJR1200. He previously owned an FJ1100 for 10 years.

From Jim Scaysbrook, Australia



For further information, contact to jimscaysbrook@ozemail.com.au

ARGENTINA

Instruction & service



Motorcycle riders in Argentina hone their riding techniques at Yamaha riding schools throughout the country

Yamaha Motor Argentina S.A. (YMARG) began holding riding schools for both instructors and users in November 1998 throughout Argentina, in regions such as Tucumán, La Rioja, Córdoba and Santa Fe (Rosario). They have also added value to the courses by providing skilled instructors from Japan and free service for participants' Yamaha bikes.

At the most recent two EMY (Escuelas de Manejo) riding schools in May and June 1999, the instructors were trained by Hidenobu Toh, special instructor for Yamaha Motor's EMY program, and Tomoyoshi Masuda, Yamaha Motocross All Japan Factory Team rider. The Japanese instructors presented the local instructors with their riding



Rob and Dafne de Jong, with their Yamaha XJ900 and sidecar, spent time with the children at the SOS Children's Village in Lilongwe, Malawi, Africa, just one stop on their Ride on Worldtour

instruction diplomas. Course participants included Yamaha dealers, and representatives from government offices such as the City, Police and Traffic Department.

The newly accredited instructors could then pass on the valuable knowledge that they acquired through their own training to general motorcycle users who joined the course for users.

The riding schools have been further enhanced by a service campaign, since September 1997, whereby participants learning riding techniques have also been able to enjoy the added benefit of having their Yamaha machines checked free of charge.

From Maria Alejandra Mozzarelli of YMARG, Argentina

MARINE

AUSTRALIA

WaveRunner event is a hit

The Yamaha WaveRunner was the reason for a fun, family day of water activities on the Gold Coast, Queensland, on May 9, 1999. Yamaha Motor Australia (YMA) put on the inaugural Yamaha Wave Day Event at The Spit, a popular watersports spot away from the surf, in cooperation with Gold Coast WaveRunners, Custom Jet Skis of Brisbane and North Coast Jet Skis of Maroochydore.

Over 100 customers turned up, lining the foreshore with an impressive display of 44 Yamaha watercraft, and the Queensland Water Police showed their support for Personal Water Craft riding by attending the day.

There was a host of activities from ski demonstrations through to a timed slalom course and a tour ride on the Broadwater. Seven-times National



The successful WaveRunner event in Queensland will be followed by marketing activities in other states, targeting the developing Water Vehicle family market in Australia

Stand-up Champion Todd Ross gave his professional tips on riding and Rod Kamp from North Coast Jet Skis gave a brief demonstration on craft troubleshooting. When all the Water Vehicles were being used, there was even volleyball and cricket on the beach.

A huge spit roast lunch provided sustenance before it was back on the water for more activities. The whole family had the opportunity to join in tandem events, and there were plenty of prizes and giveaways at the end of the day. The event was a great success, with plenty of smiles and a high level of event participation, and will be followed by other marketing activities later in the year in other states.

From Matt Kondo of YMA, Australia

POWER PRODUCTS

SWEDEN

SX700R best snowmobile



To the left, Jan Engström, chief editor of *Snowmobile* magazine, hands the award to Thomas Lindh, product manager of Power Products Div., YMS

Of all the models from all the brands that will be marketed in Sweden next season, the Yamaha SX700R has been voted Snowmobile of the Year in Scandinavia 2000. The judges were Scandinavian snowmobile magazines who nominated one model from each brand for the distinction after test riding each and every model during a trip to Canada. One journalist noted: "By listening to demand from the market and with powerful concentration on modern technology, this model is a trendsetter which has made a new standard in its class. Weight, power and balance harmonize almost to perfection. This is a millennium model that gives snowmobile riding a totally different dimension."

The prestigious award was proudly

We are always looking for interesting stories.

Write to Chief Editor T. Sato of the PR Division.

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accepted by Yamaha Motor Sweden's Thomas Lindh at the Snowmobile Show in Sweden in May this year.

From Wera Andersson-Allo of YMS, Sweden

U.S.A.

ATV and YZ dealers meet

To mark the release of the year 2000 ATV line-up, 1,100 of the US's 1,300 ATV and YZ dealers gathered at five locations around the country, including Dallas, Minneapolis, Reno, Hidden Valley and Atlanta. Product releases and test rides of the new models were the main attractions at the dealer meetings held between June 4 and 12.

The itinerary followed a general format of product seminars in the morning and test rides after lunch. Four machines debuting were 4WD and 2WD models each of the fully automatic 400cc New Kodiak and the YMMC-manufactured Big Bear 400. These products were extremely well-received by the dealers, who will have no trouble explaining to potential customers exactly how the machines handle.

From Yasusuke Noto of YMC, Japan



Dealers check out the feeling of the year 2000 model ATVs in the test rides

"Electromagnetic-wave Dark Room" Completed

April saw the completion of the "Yamaha Motor Electromagnetic Environment Experiment Room" in the Toyooka Factory near Yamaha Motor's head offices in Iwata.

The rapid development of electronic technologies in recent years has made our lives much more convenient, but there are also drawbacks to these sophisticated electronic systems in that they produce electromagnetic-wave noise and can be made to malfunction as a result of electromagnetic-wave interference from other sources. As a result, countries around the world have set increasingly strict regulations to prevent such electromagnetic interference.

Research aimed at minimizing the impact of electromagnetic waves generated by Yamaha products and also product susceptibility to interference, which until now had been

conducted separately at the different divisions, will now be consolidated at the new facility.



A scooter is tested in the "Yamaha Motor Electromagnetic Environment Experiment Room"

Jubilo Stage One Champs 3rd Year in a Row!

In an exciting over-time match against Avispa Fukuoka on May 26, Yamaha's home team, Jubilo Iwata, won the first stage of the '99 season of Japan's pro soccer J. League for the third straight year. Overcoming the retirement of the team's play-maker, former Brazil national team captain Dunga, and fighting off the fatigue of a mid-season excursion to the Middle East to win the Asian Club Championship, the Iwata 11 battled on against the odds to clinch the stage-one title with one match still remaining. As in the past two years, this title gives Jubilo the right to compete against the second stage champs for the season title in a two-match series scheduled for December.

Meanwhile, the season's second stage looks to pose an even bigger challenge for

Jubilo Iwata, as a key player in the team's smooth-passing midfield, Hiroshi Nanami, moves to Venezia in Italy's Serie A league.



Jubilo's key player, Nanami, is off to Italy's Serie A League

1st Anniversary for Communication Plaza

A full year has passed since the Communication Plaza opened at Yamaha Motor's home offices on July 1, 1998. During this year, the Plaza has welcomed about 70,000 guests from the worldwide Yamaha group and employee families.

In this inaugural year, visitors to the Plaza have enjoyed special exhibitions including a "General Technology

Exhibition" covering a wide range of Yamaha technologies, a "Yamaha Spirit of Challenge Exhibit" about projects like man-powered boats, solar boats and mileage cars, and a "Drag Star and Yamaha's American History" exhibition.

Along with the active organization of more exhibitions like these, the Plaza will continue to serve its primary role as venue for communication and networking for the entire Yamaha Family.



"Compagnie des Ballets Africains de Guinee," the royal dance company of the Republic of Guinea visited in May

World's First Electro-Hybrid Pacer "Keirin PAS"

A new use has been found for Yamaha's PAS electro-hybrid bicycle technology, and sports lovers around the world may soon see the fleet-wheeled result at next year's Sydney Olympics.

Working at the request of the Cycling Association of Japan, which wanted a new kind of pacer vehicle for bicycle races that would provide an alternative to the motorcycles used as pacers until now, Yamaha engineers set to work developing a hybrid bicycle capable of being ridden by a person of ordinary strength at the speed of world-class "Keirin" sprint racers.

Mounting two electric motors instead of the single motor on conventional PAS bicycles, the Keirin PAS provides a power assist to the pedaling effort of the rider at a 2:1 ratio (as opposed to the PAS's 1:1 ratio) up to a speed of 60 km/hr. In effect, this reduces the pedaling effort necessary at any given speed to about one-third that of a regular bicycle.

The Keirin PAS was used officially for the first time in the opening event of the 1999 Keirin World Cup series in Mexico on May 21. And, based on its performance in the remainder of the serie, it is also scheduled for use at the Sydney Olympics.



The electro-hybrid bicycle "Keirin PAS," shown at the right with bicycle racers

Rapid-installation FRP Pools

To be Used for the World Swimming Championships

**Installed in two weeks! Dismantled in one week!
Easy maintenance, low cost, reusable**

Yamaha Motor Co., Ltd. has been chosen to supply the world's first internationally sanctioned FRP pool for use as the main competition pool when Japan hosts the "9th World Swimming Championships - Fukuoka 2001" in July of 2001.

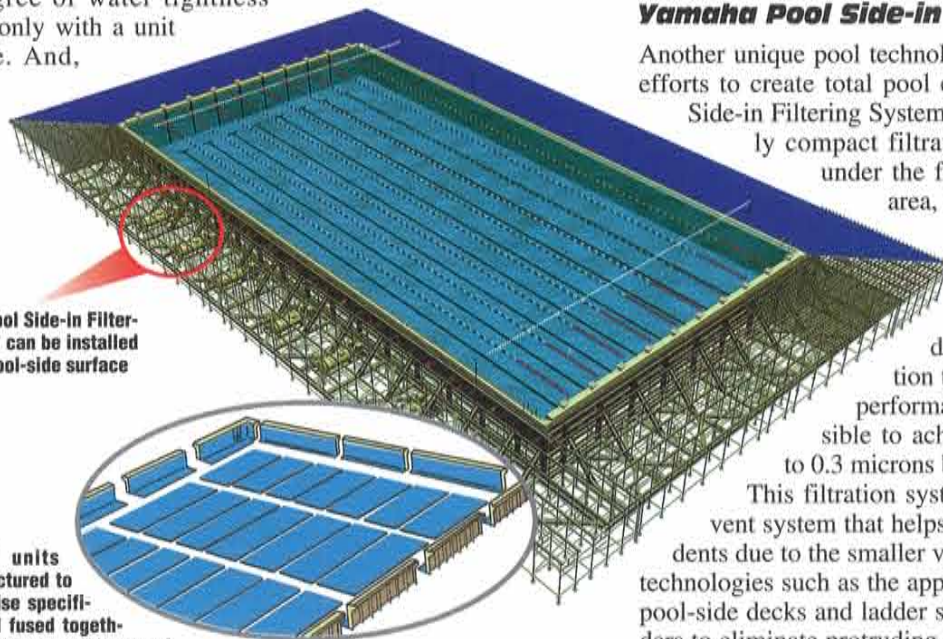
This commission comes as recognition of the accomplishments and advanced FRP technologies of Yamaha Motor, a leading domestic manufacturer of FRP pools since 1974, that has built some 18,500 pools for public and private facilities.

Yamaha Motor's FRP technology has a 40-year history of development, dating back to when Yamaha built Japan's first production FRP boats in 1960.

Creating the ideal FRP for pools

Being a reinforced fiber material in which numerous layers of woven fiberglass are permeated with a strong polyester resin, FRP has the qualities of being resistant to rust, corrosion and cracking and its ability to maintain its initial form over long periods. Yamaha has further tailored FRP to pool use by developing a resin hardening substance that does not react chemically with the medicinal chlorides used in pool water purification, as well as a special pool-use polyester resin. Yamaha has also developed special techniques for formulating the surface structure that combines with these special materials to make a form of FRP that is truly ideal for pools.

What's more, by designing side units that are cast a single "L" shaped units with no seam at the point where the pool's side and surface and bottom surface join, it has been possible to achieve a high degree of water tightness possible only with a unit structure. And,



Yamaha "Pool Side-in Filtering System" can be installed under the pool-side surface

FRP panel units are manufactured to highly precise specifications and fused together with FRP into a seamless pool form at the construction site

Artist's image of the completed main pool for the "9th FINA World Swimming Championships - Fukuoka 2001"



the fact that the weight of FRP is only 25% that of equivalent steel sheeting and only 60% that of aluminum, it can be used widely in facilities subject to weight restrictions.

Quick installation and reusable

Due to the fact that the side panel units, upper blocks and bottom panel units of Yamaha's FRP pools are all manufactured at the factory and are transported to the construction site in a form that can be assembled simply by bolting together parts and fusing the unit sections together with FRP, the entire installation of the pool can be completed in just about two weeks, while dismantling and removal from a site after use requires only one week.

A venue for the holding of the World Swimming Championships must have an indoor 50-meter pool in a facility that seats 10,000 spectators. As the first temporary pool for existing indoor facilities of its kind in the world, the Yamaha FRP pool method offers a way to hold swimming events while keeping the financial burden to a minimum. What's more, thanks to the added advantage that these units can then be assembled again into a pool at another site after the competition is over, this method has become the focus of much attention as an alternative system for the holding of swimming meets.

Yamaha Pool Side-in Filtering System

Another unique pool technology developed as part of Yamaha's efforts to create total pool environments is the Yamaha "Pool Side-in Filtering System." Because this system installs highly compact filtration tank units horizontally in pits under the flooring of the immediate pool-side area, no separate-standing facility is necessary to house the filtration equipment. Also, the high-tech function of the system achieves an extremely high degree of water transparency. In addition to the 5-micron capacity of the high-performance rotating filtering cloth, it is possible to achieve high-precision filtration down to 0.3 microns by means of hollow-fiber filtration.

This filtration system also adopts a multiple drainage vent system that helps prevent drainage vent suction accidents due to the smaller vent sizes. In addition, other Yamaha technologies such as the application of slip-less surfacing on the pool-side decks and ladder steps and measures like inserted ladders to eliminate protruding objects in the pool, ensure optimum accident prevention.

Andrea Bartolini on Top of the Series

'99 Motocross World Championship Series 500cc Class

Having completed the first half of the season, Andrea Bartolini holds a substantial lead in the 500cc Motocross World Championship. Looking back, he had something on his mind at the start of this season's opening race. Because it was the first race after getting injured and losing the second half of last season, Bartolini was not 100% sure about his physical condition. In the French GP, however, the Rinaldi Yamaha Team rider grabbed a podium finish. His teammate Alessandro Puzar won a superb victory on his Yamaha YZ400F in this Grand Prix race.

Bartolini rapidly regained his form to win his first victory of the season in Round 3, the Austria GP. This result put him on top in the point standings. Moreover, the Italian rider won his second victory in his home Grand Prix in Round 4, increasing his lead in the title contest. His bike is the Yamaha YZ400F, equipped with a liquid-cooled, 4-stroke 425cc DOHC 5-valve-single cylinder engine. With its compactness and high power, the YZ400F is highly competitive against the other makers' larger displacement machines competing in the 500 cc World Championship. Bartolini showed his mettle in winning a third victory in the Czech GP. Despite having crashed in Race 2 of Round 6, the German GP, Bartolini has produced consistent performances to make a podium finish in every Grand Prix round so far.



Andrea Bartolini competing in the 500 cc World Championship series on his YZ400F. He now holds a substantial point lead

Yamaha Top Dog on the IJSBA Racing Tour

'99 IJSBA National Tour

The 1999 International Jet Sports Boating Association national tour has been a dogfight from day one, but Yamaha Factory Watercraft Racing continues to prove itself the top dog of the sport as the tour enters its second half.

Leading the Yamaha contingent is Riva Yamaha superstar Dustin Farthing who stands in first place atop the Pro Runabout 785-leaderboard class with a three-round winning streak on his Yamaha WaveRunner GP800.

The most exciting battle of the season so far is in Pro Ski racing where Pro-Tec/Yamaha defending Pro Ski national champion Victor Sheldon is a mere 21 points behind the leader with four races remaining. Greater Yamaha's World and National Champion Tera Crismon continues her domination of the Pro-Am Womens Ski class, winning all four rounds this season. Voted the most admired and feared female racer in the sport, she is also sixth in the men's Pro Ski class.

Meanwhile, Keystone Yamaha's Eric Malone has won the first four rounds of the tour in the Pro Freestyle class, including the first and only perfect 10 score so far this season in round 4.

With four rounds remaining in the season, it's a good bet that Yamaha Racing will continue to stand tall atop the winner's podium.

From Steve Lawler of YMUS



Riva Yamaha superstar Dustin Farthing leads the 1999 Pro Runabout 785 points race