

YAMAHA MOTOR CO., LTD.

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# Yamaha News

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BIMONTHLY

## Fun Runs in the Family

They say the family that plays together stays together and in the USA today more and more families are discovering the joys of offroad riding, together.



# Offroad Market On Track for Growth

The primary use of offroad motorcycles in America today is in a family environment



In the United States, offroad motorcycling is fast becoming a family affair, as more and more families discover the fun and excitement of riding together in the world beyond where the roads end.

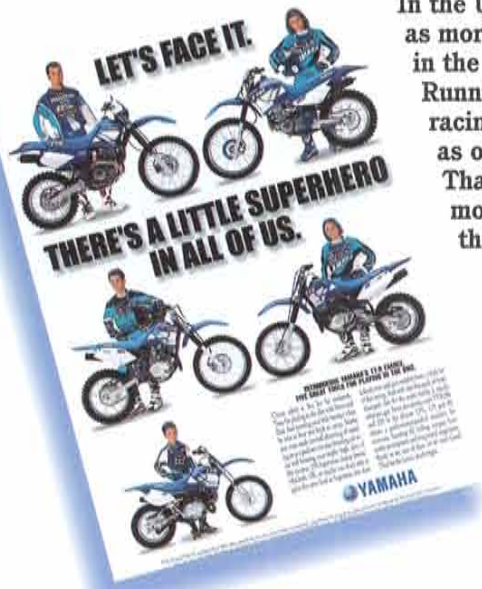
Running parallel to this trend is a growth in the popularity of Supercross and motocross racing, as well as a new "freeride movement." This new sport that stresses jumping skills as opposed to speed, has been put in the spotlight by many top US television networks. That's why many youngsters with parents who are also rediscovering the joys of motorcycling in the great outdoors may be getting a minibike like the new Yamaha TT-R90 as a holiday gift.

The primary use of offroad motorcycles in America today takes place in a family environment in approved riding areas such as forest trails or the open desert.

Amateur motocross racing is also booming, and one of the most popular classes at amateur races across the country is the shaft-drive class, where the starting gates are often packed from one end to the other with youngsters on blue Yamaha PW50's. This is one of the most exciting races to watch, and the parents often put on a show as good as their kids!

"Clear proof of this trend in family offroad riding can be found in sales of Yamaha's PW50 and PW80, the smallest models in the offroad breed, which are headed for an incredible sales increase of over 50% this year, up from a big 27% increase last year!

These sales speak clearly of the health and growth of the offroad market, because they portend an increase in sales amongst the larger models," says Terry Beal, Assistant Manager, Motorsports Marketing of Yamaha Motor Corp., USA (YMUS).



Jeremy McGrath and the riders, all sporting blue hair for the national advertisement, with their blue TTRs



Winning the big titles in the US's AMA Supercross and this year's World Motocross Championships has made a huge impact on potential customers

Now little Jeremy McGrath wanna-bes can start their offroad career with their families



### New products spark new growth

A number of factors have combined to bring about the new US boom in offroad riding, and one of them has been groundbreaking products. Among these are the new breed of Yamaha 4-stroke motocrossers that debuted in 1997 and have since won big titles. This arrival of the 4-strokes has caused an expansion of the offroad market that until now belonged completely to the 2-strokes. The result has been an overall growth of over 30% from just a year ago!

"The release of Yamaha's revolutionary YZ400F four-stroke had a huge impact on the growth of the offroad market. What's more, the word of the four-stroke rekindled the fire in many baby boomers who had stopped riding for several years. These surges of adults visiting their local Yamaha dealership in turn aided in the sales of playbikes," says Mr. Beal.

### High expectations for the new Yamahas

YMUS presently offers offroad riders 13 different models to choose from and this surge of new products from Yamaha continues to impress both the media and the users. Introduced to the US market in 1999, the TT-R225 and TT-R250 have added to Yamaha's line-up versatile four-stroke power and electric starters. For 2000, Yamaha unveiled three additional TTRs to the public, the TT-R90, TT-R125, and the large-wheel TT-R125L.

### Praise from the Press

Two nationwide magazines, *Cycle World* and *Dirt Bike*, concluded in their Shoot-Out tests that the TT-R250 was a superior machine to other four-stroke 250s. Another leading publication, *Motocross*

*Action*, exclaimed about the TT-R125, "Yamaha's new 125cc four-stroke, five-speed YZ400-look-alike is destined to be the play bike of the next decade!" Stories concerning the TT-R125s should appear in the US magazines by January.

Meanwhile, Mike Peetz, sales manager at North County Yamaha (Escondido, California), one of Yamaha's largest off-road dealerships, says, "The TT-R125s expected at our dealership in December are already sold-out." He is excited by the response to the bike and the type of customers that have placed deposits, new customers. "The sales are first-time buyers with an equal mix of women and children that have seen the TT-Rs on Yamaha's website or in offroad magazines," said Mr. Peetz.

### Marketing with a family touch

Introduced to the media in November 1998, the TTR225 and TTR250 were a hit in the Anza Borrego desert located in California, the site of the 1st Annual Yamaha Family Day. YMUS introduced its new line of family motorcycles to the media and their family members over a fun-filled three days of riding on some of the finest terrain in Southern California. It was Yamaha's intent to target not only first time buyers but women as well. A national advertisement for the TTRs featured Jeremy McGrath, 6-time AMA Supercross champion, on a TT-R250 and five girls and boys on other Yamaha TT-Rs. Jeremy and the riders are depicted standing behind their blue TTRs all sporting blue hair. The ad claims, "There is a little superhero in all of us."

### Big things to come for 2000

The introduction of the new TT-R90, TT-R125, and TT-R125L will occur in mid-December at the Second Annual Yamaha Family Day. Journalists will be encouraged to bring their children and spouses to ride off-road motorcycles to highlight the family theme of these models. The riding area features both a smooth closed course motocross track and also a wide open trail system. In addition, YMUS will invite several aftermarket "hop-up" companies to a separate introduction in an effort to have the TT-Rs, and especially the TT-R125, photographed in their respective advertisements.

"In the states there is a growing market for fast minicycles and additional aftermarket accessories will further aid our marketing goals in the sale of these popular models," adds Mr. Beal.

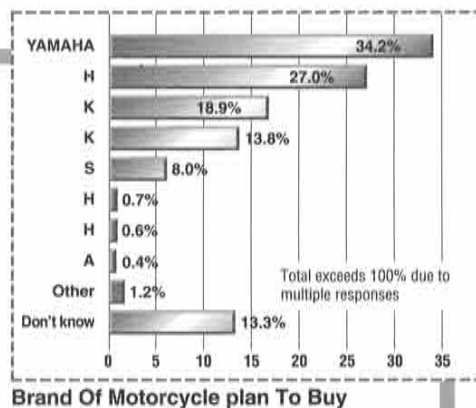
### What the customers say

With growth in offroad motorcycles running in the double digits again this year, the offroad motorcycling magazine *Dirt Rider* decided to poll its readers about the bikes they own and the bikes they plan to buy.

The results were very encouraging for the industry. While more than half of the 1,500 respondents randomly selected for the survey already own a motocross bike, six out of ten of these *Dirt Rider* readers said that they planned to buy a new MX bike in the next twelve months, while another 30% are looking to get an enduro model.

When these same readers were asked what brand of bike they plan to buy, Yamaha was the most often cited brand, with a more than 7% lead over the next most popular make.

Also, despite the growing popularity of the YZ400F and the other 4-strokes, some 59.9% said they planned to buy another 2-stroke.



Brand Of Motorcycle plan To Buy

# The Challenge of a Dynamic Market

■ Belgarda S.p.a. ■ Gerno di Lesmo (Monza), Italy ■ Founded: 1980 ■ Employees: 190

## The Italian Motorcycle Market

In 1999, the Italian motorcycle market is having a very good year. After substantial sales increases in 1998, the industry was expecting another strong season, and we at Belgarda S.p.a. are pleased to verify that the results have been the strongest ever. Driving this boom in sales is especially strong demand in the over 50 cc scooter sector due to recent changes in laws affecting scooter users and government subsidies for low-emission scooter purchasers. As a result, while overall motorcycle sales increased 17% over the previous year, sales of over 50 cc scooters shot up 71%, even as 50 cc sales decreased for a variety of reasons.

Sparking this incredible growth has been the adoption, in principle, of the new "Euro 1" emissions standards since last January, which basically dictates that motorcycles and scooters, as vehicles operating constantly in the centers of major cities, need a catalyzer to reduce pollution.

As a result, all sales of scooters without catalyzers was stopped. Another factor is that the Italian government offered special discounts to customers buying Euro 1 compliant scooters by giving subsidies to dealers to balance prices and keep them lower.

Many customers waited for this program to go into effect, which meant that few models were sold between January and May. Then, after the government program started they rushed out to buy mainly vehicles with catalyzers. Non-catalytic scooters that dealers had in stock could also be transformed into catalytic vehicles with special kits made available. With the new subsidized prices, many users who might previously have bought a 50 cc scooter, which doesn't require registration, decided to invest in the now competitively priced larger-displacement scooters of the 100, 150 or 250 cc classes with their better performance, tandem riding capability and big load-carrying capacity.

Another reason why most adults stopped



The Belgarda office building

buying 50 cc scooters is that the Italian government was planning to require all riders, not just those under 18, to wear a helmet when riding a 50 cc scooter. Now that law is about to go into effect.

The result has been a phenomenal 800% increase in sales of over-50 cc scooters since 1995! And, we at Belgarda are proud that the best selling model for the past two years in this exciting category, which now constitutes 70% of the market, is the Yamaha Majesty 250, with its futuristic styling, outstanding performance and unequalled riding comfort.

## Meeting the needs of the market

Belgarda S.p.a. was established as a private company in 1980 to distribute Yamaha motorcycles in Italy. In 1985, Belgarda also began importing MBK scooters. Meanwhile, as of 1993, Belgarda became a fully-owned subsidiary of Yamaha Motor Co., Ltd. And, in 1996, the company expanded its operations to include the import of marine engines and the manufacturing of Yamaha motorcycles.

The Belgarda of today has about 190 employees and Mr. Shinichiro Uchimura serves as the company's president.

Belgarda deals in a full range of products including Yamaha motorcycles, scooters, ATVs, power products, golf cars, marine engines, original accessories and spare parts, BYE helmets and MBK scooters. What's more, Belgarda is also the proud manufacturer of the Yamaha TT600R and TT600E models.

Under the present organization, Belgarda has seen its sales grow from 300 billion Italian lire in 1992 to expected sales of



A scooter like the Why shown here perfectly fits in the vision of daily city life



The Aerox R Max Biaggi 50cc is a replica of the YZR500 works machine which Mr. Biaggi rides in the World Championships!

The Majesty has become the best seller in Italy and has already sold nearly 50,000 units in Italy since '96

The Slider is a new kind of scooter with plenty of riding fun



about 854 billion lire for 1999. Meanwhile, as a motorcycle manufacturer, Belgarda has produced about 56,000 units between 1986 and 1999.

The Company is structured in numerous Divisions including PTW (Yamaha and MBK Departments), our Production, Technical, Spare Parts and Accessories divisions, and our Marine, EDP (Electronic Data Processing), Administration, Logistic divisions.

### Majesty leads a winning lineup

At Belgarda we presently offer our customers here in Italy a wide selection of quality models, ranging from the best-selling Yamaha Majesty 250 cc and 125 cc version luxury-performance scooters to the immensely popular supersport YZF-R1 and YZF-R6, the adventure tourer TDM850 and the increasingly popular American-style bikes of the Star series, including the Drag Star 650, the Drag Star Classic 650 and the

Drag Star 1100. Other popular standards in the Italian market are the Cygnus 125, the BW's 100, the Fazer 600 and Belgarda's own TT600R.

These models are brought to the customers by our sales network of 176 dealers and 787 sub-dealers. And, at Belgarda we offer an extra third year of warranty and a special three-year insurance policy to each customer. We also try to make sure that all our dealers have a unit of the top-selling Majesty 250 available for customers test rides.

What makes the Majesty so popular that Italian customers have made it the top-selling scooter in Italy for two years in a row? We think it is a combination of reason and emotion. People chose the Majesty not only for the practical reasons of owning a vehicle that is easy to ride and maintain, not subject to traffic jams, big and powerful enough to carry a tandem passenger and with plenty of storage space for shopping or business needs. They also chose it for the purely emotional satisfaction of owning a fashionable prestige machine that is young in spirit but also offers unsurpassed riding comfort and performance around town or on the expressway. And, there is also the competitive price, well below that of a small car.

What kinds of people buy a Majesty? They range from former motorcyclists who want to get back on two wheels again to car drivers who want to avoid traffic jams and owners of smaller scooters who want to move up to the

pleasures of a maxi-scooter, with its greater performance, functionality and comfort.

At Belgarda we anticipate continued growth in the Italian motorcycle market and we are determined to meet the challenges of this dynamic market with dynamic marketing of top quality products that truly meet the needs of the users. And we will continue to take these products to the people at events like the big motor shows in Milano and other cities, as well as our own unique user-oriented programs like our annual Yamaha Fest that drew more than 3,000 Yamaha fans to the Misano circuit this year.

In Italy, the future looks bright, if you are on two wheels.

*From Andrea Cittadini of Belgarda S.p.a., Italy*



The Yamaha Fest customer event drew over 3,000 people at the Misano circuit

# WORLD TOPICS

GENERAL

FRANCE

## TPM gets local perspective

On September 27 and 28, MBK Industrie S.A. held the 1st Occidental Total Productive Management (TPM) Joint Meeting, involving 12 companies from nine countries. Until last year, the meeting was held annually in Japan, but will now be held every three years in Japan, and in the intervening years it will be divided between three regions, starting with this year's meeting in France.

The joint meetings in the past addressed TPM reports from various factories, but the meetings were held in Japan, far away from the factories being analyzed. To give participants a closer perspective, YMC Senior Managing Director Mr. Nagayasu and Assistant Senior General Manager of Motorcycle Operations, Mr. Oshio, evaluated the TPM operations of the host factory, MBK. The aim is to have participants get more specific ideas for TPM activities that are more pertinent to their own situations.

On the first day, MBK reported on their TPM activities, with examples of activities from each work area including press and welding, painting and production lines. There were also reports from the project team working on improving logistics, from domestic sales, and on the improvements in efficiency made by purchasing operations.



A commemorative shot in front of the TPM monument at MBK

On the second day, there were presentations from YMT (Taiwan), YMES (Spain), Belgarda (Italy) and YMMC (United States) about their TPM activities and results. These presentations and the evaluation of MBK's activities made for healthy debate and exchange of constructive comments.

From Shigeo Onishi of YMC



Evaluating the TPM activities of the welding section

TAIWAN

## Relief for earthquake disaster



Giving instructions on how to use the Yamaha generators

On September 21, 1999, a major earthquake struck central Taiwan. In an effort to do what they could for the relief effort, Yamaha Taiwan (YMT) and YMC donated 50 Yamaha generators and 30 Yamaha scooters.

Shortly after the earthquake hit, YMT realized that motorcycles would be more effective in terms of access and maneuverability in the various relief activities than any other vehicle, and handed over the 30 scooters to the government.

Furthermore, YMT staff made contributions from their own pockets, and also gave tents, sleeping bags, mineral water and other basic necessities to aid those unfortunate enough to be affected by the disaster.

From Shigefumi Sunada of YMT

INDONESIA

## YIMM turns 25



The ceremony was made especially colorful by batik-clad guests!

On September 2, 1999, YIMM (P.T. Yamaha Indonesia Motor Manufacturing) celebrated 25 years of operation with YMC President Mr. Hasegawa and other guests at a hotel in Jakarta.

The ceremony was made all the more colorful by batik-clad guests and a pyramid-shaped mountain of yellow rice which everyone ate to encourage health and growth, which is part of an Indonesian custom called "Tupan".

YIMM is a vital manufacturing base for the Yamaha Motor Group, and is Yamaha's biggest in Asia. At present, its operations revolve around a 4-stroke moped which is exported to 20 countries around the world. Also, it is expected that YIMM's operations will further expand due to its excellent QCD (Quality Control Department) to become a frontrunner in Asia.

From Kazunori Uekawa of YMC, Japan

MOTORCYCLES

EGYPT

## 500 bikes for Egyptian police

The Yamaha importer in Egypt, Egyptian International Motors (EIM) has delivered 500 FZ750 models to the Egyptian Home Office for use by the Egyptian police. EIM has for three years provided after-sales service including regular inspections of bikes they have supplied and parts supply, held regular Yamaha Riding Schools (YRS) in conjunction with OMDO (Yamaha Motor's Overseas Market

Development Operations) and provided other value-added services. Amid tough competition from European and other Japanese manufacturers, these steady activities have been recognised, and have helped to bring about this latest sizeable order.

The 500 units are for use in the capital, Cairo at this point, but will in turn be distributed to other regions. They will be used for traffic control, patrols, guarding VIPs and other tasks by the national police force.

The FZ750 has been viewed with much anticipation by Egypt's motorcycle police, and with the durability of its engine and its adaptability, it is also highly regarded by police mechanics.

*From Nobuyuki Takahira of YMC, Japan*



Some of the 500 new Egyptian police bikes - all Yamaha FZ750s

## TURKEY

### Turkish champion for Balkan Cup

A 2nd place finish in the final race of the 1999 Balkan Cup in Bucharest, Romania assured Turkish star Suleyman Memnun and his Yamaha R6 of



Turkish star Suleyman Memnun, the 1999 Balkan Cup Champion, on his R6

the championship.

Suleyman, a Yamaha-Castrol Team rider, had been leading the contest with 54 points after the 3rd round in Serres, Greece on September 19, ahead of riders from Bulgaria, Romania and Yugoslavia.

The Yamaha-Castrol Team arrived in Bucharest on Friday night, to be met by Mr. Olariu, General Secretary of the Romanian Motorcycle Federation, and practiced on a Saturday. Heavy fog on Sunday morning delayed the race program for two hours, but cleared in time for another practice session before the race.

The Super Bikes and Super Sports raced together, and even though the Super Bikes started in front of the Super Sports, Suleyman's time was better than most. He was geared up to win, even though he only needed a 4th place finish to get the title.

Suleyman was pacing himself throughout the race, as he was running on very soft tires, when four laps before the finish he was cut off. He managed to stay on the bike, but found himself 7 seconds behind the leader. Suleyman still finished 2nd to become the 1999 Balkan Cup Champion on his R6.

*From Osman Lav of Beldeyama, Turkey*

## SWITZERLAND

### Investment for the Next Millennium

In order to optimise the services provided to our sales partners and customers, Hostettler has completed a programme of renovation and new building to usher in the third millennium. Investments of more than US\$10 million will benefit the numerous Hostettler companies, their customers, business partners and staff equally. The renovated area of the project is approximately 12,100 m<sup>2</sup>. Thanks to the new generous dimensions of the facilities it is now possible for the first time to present the entire range of Yamaha and MBK products, the latest IXS motorcycle wear and the many diverse accessories from leading manufacturers in an appropriate ambience. In addition, the education and training facilities, which have been fitted with the latest presentation equipment, provide the best possible infrastructure for



Hostettler's new building and new showroom displayed with Yamaha bikes and scooters

conducting courses for our business partners and staff.

*From Peter Manzanaras of Hostettler ag, Switzerland*

## GERMANY

### Y125 stunt bikes

Two Yamaha bikes starred in a Batman stunt show at Warner Bros. Movie World, a popular theme park in Bötrop-Kirchhellen, Germany. The park attracts two million visitors each year, and includes film sets of Warner Bros. movies in their original size. One popular show is the Batman and Robin show held three times daily, which is where the YZ125s showed off their power and versatility.

*From Karlheinz Vetter of YMG, Germany*



The stunt bikes of choice in the Batman stunt show at Germany's Warner Bros. Movie World are two YZ125s

# WORLD TOPICS

## CHILE

### **YRS effective sales tool**

It has been two years since Hidenobu Toh came to Chile to train instructors for the Yamaha Riding School (YRS) for Yamaimport Ltda., Yamaha's official importer in Chile. The goal of the project is to expand the motorcycle market, particularly in the cities, where motorcycles were considered a luxury and dangerous. Despite this obstacle, Yamaimport put together an action plan for YRS, and implemented it first in areas where motorcycle sales were lowest.

Over one year in 1988, a free YRS was held every three weeks as it made its way around the region with five scooters, a Yamaha EMY tent, catalogues, payment plans, POP materials, an instructor/guide from Yamaimport, and a local instructor supplied by the distributors.

The distributors in each region promoted the event, arranging the location and participants beforehand, and luckily there were no serious accidents throughout the year.

The original goal of YRS has been met, and what is most inspiring is that the distributors have managed to sell scooters and other models to people who previously had no interest in bikes.



**YRS became one of the most successful customer-oriented events ever held in Chile**

In early 1999, Yamaimport began a campaign to promote the use of motorcycles in business. To make their mail-outs more interesting and competitive, they produced a service pack containing information on YRS, a guide to preventive maintenance, and a motorcycle price list, all with corporate branding in the corporate colors. This campaign has also proved to be a success; new customers have been gained, and Yamaha has an edge over competitors. Furthermore, all the various efforts to sell Yamaha motorcycles in Chile are boosted by the effective sales tool that is YRS.

*From Sergio Tamayo N. of Yamaimport Ltda., Chile*

## VIETNAM

### **Line-off in Vietnam**



**The press conference was made on Sept. 21**



**YMVN's new factory in Hanoi**

Yamaha Motor Vietnam Co., Ltd. (YMVN) produced its first unit on October 7, 1999 - the 4-stroke 102cc sports model Sirius. The mass production of motorcycles in this manufacturing and sales joint venture of YMC has been 18 months in the making. Since the Vietnamese government issued approval for its establishment, preparations have included construction of the factory, product design and development, trial production and formation of a sales network. The new factory, in the

Soc Son District of Hanoi, employs 200 people, and in addition to its engine and chassis assembly lines, is equipped with welding and painting facilities.

YMVN's starting capital of US\$24.25 million has been invested by YMC (46%), Vietnam Forest Corporation (VINAFOR), a public company under the Vietnamese Ministry of Agriculture and Rural Development (8%), Co Do Mechanical Factory, a subsidiary of VINAFOR (22%), and Hong Leong Industries Berhad, an investor in YMC's Malaysian motorcycle manufacturing joint venture HLYM (24%).

Plans call for 3,000 units of the Sirius to be produced by the end of 1999, and 20,000 units in the year 2,000. Long term, YMVN will manufacture various models with a total production of 250,000 units after 10 years.

Total ownership of motorcycles in Vietnam is about 4.5 million units. Reflecting the relatively healthy condition of the Vietnamese economy, 300,000 new motorcycles were sold in 1998, and the trend is toward increasing sales.

## GERMANY

### **4th Sports Riding Course**

The Sports Riding Course established by Yamaha Motor Germany (YMG) in 1996 was held this year on September 13 and 14 at the Hockenheim GP Circuit. In 1996 and 1997, about 80 riders experienced maximum speeds on this international circuit on their FZR600R and 1000R, YZF600R, 750R and 1000R bikes. In 1998, participants increased to 140 with the addition of R1 riders and by word of mouth. In 1999, the third year saw an increase in R1 and R6 riders for a total of 210 people riding in the 30°C heat of mid-September.

The mornings on both days were taken up with groups of 5 or 6 riders being led around the circuit by a Marshall to learn the track. At this point, riders must not overtake the Marshall, as the idea of the exercise is to match your own skills with those of the rest of the group, so there is no need to get speeds up and there are relatively few accidents.

In the afternoon, the 210 riders were divided into two groups, the Fast Group and the Middle/Slow Group, and had 30 minutes of free riding time for each group.





Riders of Yamaha sports and supersports models participated in a sports rider course at the Hockenheim circuit

Hockenheim is the longest GP circuit in the world, with one lap at 7km, and 800 to 1,000km were covered over the two days.

The German super sports bike specialty magazine PS and Germany's Dunlop contributed to the event, and it was covered in PS.

From Karlheinz Vetter of YMG, Germany

#### POWER PRODUCTS

U.S.A.

## Snowmobile of the Year

Confirming Yamaha's position as a technology innovator, Yamaha's advanced SRX 700 snowmobile edged out the competition to win *SnowGoer* magazine's coveted "Snowmobile of the Year" award. *SnowGoer*, a leading U.S. snowmobile publication wrote, "If the SRX 700 from Yamaha were a boxer, it would be one of the greatest champions ever...when the trail opens up onto a lake, POW! The knockout punch is delivered with acceleration so hard it will roll up your sleeves and tear out your arm hair." In addition to



The SRX 700 is known as the perfect blend of power and handling, and now *SnowGoer* magazine's "Snowmobile of the Year"

"Snowmobile of the Year", two other Yamaha snowmobiles—Yamaha's SX 700 R and Mountain Max 700—captured "Top Ten" awards. "Yamaha is extremely pleased with receiving these awards," said Mike Doughty, Yamaha U.S. Snowmobile Product Manager, "it proves that our efforts are on the right track."

The awards were presented based on Yamaha's industry-exclusive engineering like electronic exhaust Power Valves, powder metal forged pistons, all-new advanced ignition system and the industry's brightest headlight. Also noted were Yamaha's "leading ride quality, excellent ergonomics and major fun factor."

Yamaha's extensive research and development along with in-depth consumer and market studies have yielded a new generation of category-leading snowmobiles. *SnowGoer* also credited Yamaha for advancing the sport of snowmobiling by repeatedly developing successful new technology. "Winning this award acknowledges Yamaha's commitment to engineering class leading products," said Doughty.

From Bob Starr of YMUS, U.S.A.

#### THE NETHERLANDS

## Golf cars for airport

On July 1, the first six Yamaha Golf Cars were delivered to KLM at Amsterdam's Schiphol Airport. After one year of negotiations, Yamaha supplied the first batch in close cooperation with Dutch company Oxland.

In order to fulfill the strict technical requirements for vehicles used at the

We are always looking for interesting stories.

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

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airport, significant changes had to be made to the Yamaha G-19E Golf Car. Oxland took care of the technical changes which consisted of the installation of a complete new set of special batteries, a kill switch, 8km/h speed governing, hourmeter, integrated battery charger and several other special features.

There are currently 25 different brands of golf cars in use at the airport, and in the next two years, 16 will be replaced with a YAMAHA.

Look for the Yamaha Golf Cars next time you're visiting Amsterdam - within two years when you see a golf car at the airport, there is a 90% chance it will be a Yamaha.

From Dunya Cancuk of YMENV, The Netherlands



Yamaha golf cars with special technical modifications welcome you at Amsterdam's Schiphol Airport

## In memory of Dave Bean

We would like to take this opportunity to remember Mr. Dave Bean, who passed away on September 15, 1999 at the age of 55. Dave was a contract rider for YMENV, and contributed to the development of Yamaha motorcycles over a span of 22 years.

When the large 4-stroke motorcycles were first introduced into the European market, there was a lot of uncertainty, but Dave gave his best support to Yamaha, and did the testing on the new Yamaha bikes.

From the development of the XS1100 in 1977 until this year, Dave gave his valuable advice as a contract rider, and we appreciate that over the years Dave played a role in putting Yamaha at the top of the European market.

We remember Dave as a warm and friendly person who loved motorcycles, and he will be sorely missed.

From Takafumi Fujimori of YMC, Japan



## New lightweight 4-stroke is Heavy on Performance

In November, Yamaha released the new "F115A" as the company's first 4-stroke outboard with fuel injection. Another thing that makes with new model so revolutionary is how extremely compact and lightweight it is for a 115 hp 4-stroke outboard. The adoption of Yamaha's "4-stroke fuel injection" system with various sensors to monitor running conditions of the engine and convey that data to a microcomputer (ECU), has given this model high performance while at the same time strengthening its 4-stroke advantages of low fuel consumption, cleaner exhaust and quieter running.

Achieving approximately 50% better fuel economy than a 2-stroke outboard of the same class, the F115A also clears the exhaust emissions standards set for the year 2006 by the U.S. Environmental Protection Agency (EPA) by large margins.

Until now, the basic structural requirements of a 4-stroke engine have made the kind of compact design people want in an outboard very difficult. The F115A was designed with a compact 16-valve DOHC engine that boasts smallest-in-class displacement for a 115 hp 4-stroke at just 1,741 cc. What's more, an idle speed controller and special idling noise reduction system help give this model unrivaled quietness.



The F115A is a lightest-in-class 4-stroke combining high levels of performance and environment friendliness

## JW series draws visitor attention

From Oct. 13th to 15th, the 26th International Home Care & Rehabilitation Exhibition was held at the Tokyo Big Sight exhibition center. This year 542 companies (430 domestic, 112 overseas) from 16 countries participated, and the world's latest in home care and rehabilitation equipment for the independence and care of the elderly and disabled persons were displayed.

At the Yamaha Booth, three models of the JW series electric power-assist unit for wheelchairs were displayed, and the visitors had a chance to ride the JW-equipped wheelchairs up and down a slope to see how the electric power-assist units are useful in various conditions.



The JW series electric power-assist unit for wheelchairs was demonstrated during the introduction performance

## The 6th Yamaha Club Meeting

On September 25, the 6th Yamaha Club Meeting was held at the Communication Plaza of Yamaha Motor's headquarters in Iwata City.

Now in its sixth year, this event is planned and organized by Yamaha motorcycle owners clubs and Yamaha fan clubs from around Japan.



This sixth year of the meeting was blessed with fair skies, and about 190 members from 16 clubs took part

This year's meeting drew about 190 members from 16 clubs. After a tour of the Plaza, where everyone appreciated displays of renowned old models and photographs of Yamaha's history, an opening ceremony was held and an appreciation plaque was presented to the Yamaha Club Meeting by the Japan Guide Dog Association which receives donations from the Y.E.S.S. Nice Ride Fund for the training of guide dogs. This was followed by a well received talk and slide show on "The Appeal of the Suzuka 8-hour Endurance Race," by the well-known motor journalist Toshihiro Wakayama. The customary raffle and charity auction gave out, a large number of articles such as memorabilia autographed by professional riders and other collectibles.

The next day a friendship miniature golf competition was held at the Yamaha resort Tsumagoi, followed by a buffet lunch during which the members relaxed and discussed club activities.

## Burkina Faso Export Bureau Chief Visits YMC

On Nov. 2, the Executive Director of the National Office For Foreign Trade (ONAC) of the West African nation of Burkina Faso, Mr. Sekou Ba, and four associates visited Yamaha Motor's home offices in Iwata.

After a tour of the Communication Plaza in the morning, Mr. Ba and his entourage met with Adviser Watanabe and Director Kajikawa and expressed their hopes that Yamaha will continue to support the CKD motorcycle factory in Burkina Faso which commands a 90% share of the total motorcycle market with some 6,000 CKD/CBU units of primarily the V80 (Mate) model shipped annually from YMC.

That afternoon the guests enjoyed a tour of the 1st Iwata factory, observing the assembly and strict quality control processes with deep interest.



Mr. Ba and his associates visited the 1st Iwata factory

# Technology that Touches the Rider's Heart

## The 33rd Tokyo Motor Show



The show visitors could touch and get a feel for the bike of their choice



The concept model "MT-01" drew special attention from show visitors at the Yamaha Booth

**F**or the 33rd Tokyo Motor Show held at the Makuhari Messe exhibition center from Oct. 23 to Nov. 3, Yamaha mounted its booth under the theme "Your Possibilities Awaken."

Through displays of a wide variety of models the booth introduced the Yamaha technological ideal of "Man - Machine Sensuality," which to Yamaha means "technology that touches the heart of the rider."

Embodying this ideal on the central main stage stood the concept model "MT-01." Developed around the theme of pulse in all its aspects from the pulse produced by engine combustion to the rhythm of the torque fluctuation and even the exhaust sound and the beating of the rider's heart, this model drew special attention from show visitors.

The booth was further divided into four zones. In the "Exciting" zone, which expresses performance that exceeds the rider's expectations and the joy of operating a machine of that quality, visitors saw the further evolved new version of the flag-



At the Eco-Zone the "ECCY" electric scooter and the "Hybrid Commuter" are displayed

ship YZF-R1 and the other models of the "R" series along with models like the 4-stroke motocrosser "YZ426F" and the "TT-R125/90" models designed to let the whole family get the taste of off-road riding.

In the "Cool" corner, the theme was that special exhilaration that lies in a dimension beyond performance. Here, models like the "V-STAR Eleven Classic" and other models of the Star series, the TW200 and the YB-1 Four were displayed.

In the "Discover" corner, where the theme was the feeling of discovery that comes from encountering a completely new type of vehicle, visitors saw the new "Majesty" and "Vino" scooters and the growing line of PAS electro-hybrid bicycles. There was also an Eco-Zone That gave visitors a look at Yamaha's newest environment-friendly technologies. On display as a special exhibition model here was the "ECCY" electric scooter that makes use of technologies gained from the PAS bicycles, such as an energy-intense battery, highly efficient small-sized motor and Yamaha's unique control technologies and achieves riding performance approaching that of an internal combustion engine-powered scooter. Another special exhibition model was the new "Hybrid Commuter," a clean-running vehicle powered by an electric motor along with a super-small, low fuel consumption 4-stroke internal combustion engine exclusively for the generation of electricity to run the electric motor while the vehicle is moving.

# GP Season Ends in Podium Rush for Yamaha

## World Road Racing 500cc Class

On Oct. 10 at the Welkom circuit in South Africa, Max Biaggi (Marlboro Yamaha Racing Team) scored his long-awaited first win of the season in the 500cc class of the 14th round of the World GP. Biaggi ran a perfect race the way he likes to, leading from start to finish while holding off determined challenges from behind. The win was his third ever in the GP500.

Not to be outdone, another Yamaha Ace, Norick Abe (Antena 3 Yamaha D'Antin) won the next round of the series, the Brazilian GP at Autodrome Nelson Piquet in Jacarepapau, in his first GP500 win since 1996. Leading from lap 11, Norick withstood a last-lap battle with Biaggi and one other rider in what has been called the race of the year.

Yamaha ended the 1999 season with a flourish as three YZR500-equipped riders finished in the top four spots. Marlboro Yamaha Racing Team's Biaggi just barely came up short in an epic battle for first, while Norick Abe came home in third followed by Biaggi's teammate Carlos Checa in fourth.

This brilliant late season surge gives Yamaha second place in the constructor's championship with eight podium places in the last five races.



On Oct. 10 at the Welkom circuit in South Africa, Max Biaggi scored his long-awaited first win of the season in the 500cc class of the World GP

# Two big Titles for Yamaha in Japan

## '99 All Japan Superbike and All Japan 250cc

Wataru Yoshikawa surprised himself in winning his second All Japan Superbike championship title in the last round on Nov. 7. The 1994 champ had gone into this '99 season thinking of it as a year of preparation for the 2000 season. As chief rider for the development team working

on the new YZF-R7, he expected it to take at least a year for the new machine to be worked into a winning racer. But after a 3rd place finish in the third round and a win in the fourth, he and the YZF-R7 performed with awesome consistency, finishing in the top three seven races in a row, with another win in round seven. Going into the final round with a 15-point lead, a 5th place finish was all he needed to win the season title and give the YZF-R7 an impressive championship in its debut year!

Meanwhile, in the road race 250cc class of the All Japan Championships, Naoki Matsudo (BP Yamaha Racing Team) emerged the winner from a close title race on his YZR250. After winning five of the first six rounds, Matsudo crashed in round seven, totaling his race machine. But he recovered with 2nd-place finishes in the last two rounds to grab his first national title.



Wataru Yoshikawa (left) and Naoki Matsudo (right) with Yamaha Racing Team Manager Hiroyuki Kawasaki at center



Yoshikawa's second title in the All Japan Superbike series also gave the YZF-R7 its first championship in its debut year