

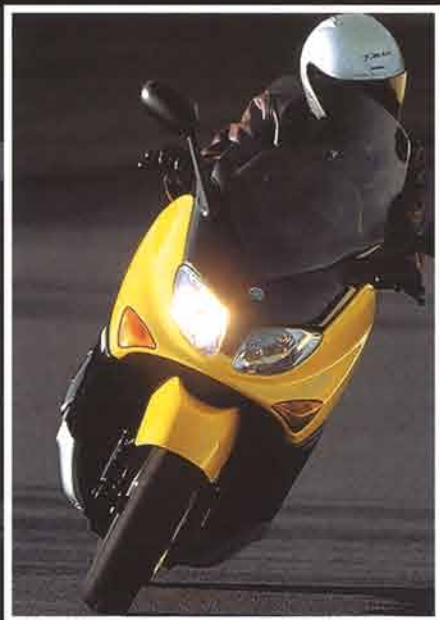
Yamaha News

No. 4
BIMONTHLY

It's A Whole New World!

The brand new Yamaha XP500 TMAX is the largest and fastest scooter ever built, combining outstanding motorcycle performance with scooter convenience to offer you a new world of fun and freedom

Transformation



TOWN

Take-off

Trust

Travel

TOUR

Twin

Time

Time

Transport

“The moment you pull away, you’re riding in a whole new world”

The world’s most advanced maxi scooter, the 500cc TMAX makes its debut.



The TMAX’s launch took place in Napoli, Italy.

On July 6 in Napoli, Italy and July 7 in Iwata, Japan, the all new European market model “sports commuter” TMAX was launched in consecutive press events. This revolutionary model is powered by a newly developed 500cc liquid-cooled, 4-stroke, twin-cylinder engine with horizontally-opposed reciprocating balancer, mounted on a diamond-type frame. With outstanding running performance at expressway speeds, stable handling comparable to a full-fledged motorcycle and an exciting and extremely comfortable ride, the TMAX rewrites the book on what a scooter can be, offering a whole new world of riding enjoyment. For this issue of Yamaha News we sat down with Senior Engineer and Project Leader for the TMAX, Mr. Toshiyuki Suzuki, to hear about the development of this extraordinary model and some memorable behind-the-scene stories.



The Maxi Scooter Market that Produced the Majesty

The European motorcycle market (over 126cc) has shown strong growth in the last few years, with annual demand climbing from 430,000 units in 1994 to 800,000 units last year. An important factor in this growth has been the Yamaha “Majesty 250” released in 1996. Its attractive futuristic styling, comfortable ride and sports-like performance, have made the Majesty a best seller in Italy and other European markets, winning nearly a 1/3 share of the 250cc and maxi scooter market. And, with a model revision last year, the Majesty maintains its lead. Still, the market has continued to call for models with increased high-speed touring performance and even more enjoyable and comfortable tandem riding potential. It happened that some four years ago the idea of future a large-displacement scooter had come out of a brainstorming session for young employees at Yamaha Motor Co., Ltd. in Japan (YMC), and at about the same time, a call came from Yamaha Motor Europe NV (YMENV) for a larger scooter-type commuter better suited to the high-speed traffic thoroughfares of Europe like Germany’s Autobahn.

“At the time we dubbed this the New European Commuter concept, and eventually it led to the start of a development project in 1997,” recalls Mr. Toshiyuki Suzuki, the project’s leader.



Starting Project : Obsessing about the Riding Experience

Mr. Suzuki has been involved primarily in motorcycle chassis design since joining YMC in 1974, and what has characterized many of the models he has worked on—Yamaha’s pioneering 4-stroke models of the “XS” and

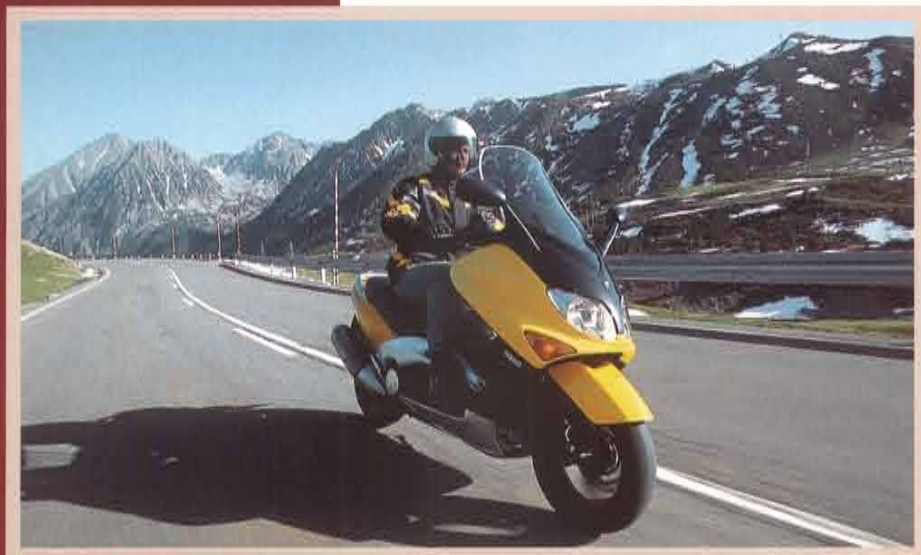
“GX” series and the 2-stroke supersport model “TZR250” and the “R1-Z”—is that they were models where the running and handling performance was the critical element.

Among his big successes had been the “YSR50,” a hit model that eventually sold 40,000 units as a racer replica offering an exciting ride that belied the machine’s small 50cc displacement.”

It was this kind of obsession with the riding experience a machine could offer that also became an important factor when the development team began to hash out their priorities for the new model. It was decided that their primary goal would be a machine with “performance to excite the sports-minded user” that created “a whole new world” of riding fun, while still giving sufficient importance to its functions as an everyday urban commuter.

But the team realized from the start that this would be a difficult task if they took the Majesty as their base model. The new concept called for a whole new structural design. As the first step, Mr. Suzuki and his team headed for Europe to survey the market using the Majesty and other maxi class scooters in the actual road and traffic conditions of Europe’s principle markets. “For two weeks we rode the Italian autostrada and the German autobahn and around the city streets of Rome.... What impressed us most in Europe was the 250cc engine’s lack of power for passing cars and trucks running at 100~120 km/h on expressways. It made us painfully aware of the need for a stronger running scooter,” recalls Mr. Suzuki.

Also, in interviews with local riders Mr. Suzuki learned about another problem involving riding position that he never would have been aware of in Japan. The Majesty was originally developed primarily for the Japanese market, which meant that the seat height was set rather low. For many Europeans with their larger builds this resulted in riding position with a rather cramped knee bend. It was clear that there was a need to develop a position that was a more comfortable and suited for sports type riding.



The TMAX fits perfectly in the scenes from the city to countryside touring on the expressway.



Innovative thinking leads to a breakthrough

After returning to Japan, the team set to work with the latest computer-aided design analysis technologies to translate what they had learned in Europe into specific design plans. In order to maintain the important functional qualities of a scooter, it was decided that a full step-through leg space was essential. Also, for the sake of convenience,

Take a look under the skin of the TMAX. It looks just like a supersport model, featuring diamond type tubular frame, swinging arm, large diameter front and rear disc brakes with the new parallel twin cylinder engine as its power unit.

helmet storage space was also deemed a necessity. What's more, to further improve riding comfort, the team undertook a review of what the tolerable vibration level should be.

"In the case of motorcycles, a certain level of vibration is often desirable as a factor that gives "flavor" or "pulse" to the riding experience. But we decided that in the case of a scooter, vibration should be reduced to the lowest level possible."

Another major problem that Mr. Suzuki and his team tackled was the limitations in handling stability for the high speed in conventional scooters adapting a rear unit swing mechanism. The conventional wisdom in scooter design at the time was to think of the engine and wheel as one unit and use the link in part to cut vibration.

Throwing out the conventional approach, Mr. Suzuki and his team decided to attempt a design the separated the motion of the engine from that of the wheel completely by mounting the engine directly on the frame with rigid mounts, as is done with a motorcycle. But, simply doing that would give the scooter a vibration level equivalent to that of a motorcycle, which could spoil its comfort as a scooter. Finally, the solution the team arrived at was to develop a new engine with a horizontally-opposed reciprocating balancer. Mr. Suzuki recalls, "The breakthrough came when we decided why not get rid of the vibration in the engine itself. But the decision to go with a twin cylinder 500cc engine brought the vibration problem to the forefront again, so we began investigating the possibilities of different engine layouts."

The adoption of the new engine design also offered advantages in other areas. For example, the fact that it had a lower engine height made room for storage space above the engine. Also, it made it possible for the designers to optimize the front-rear weight distribution.

"In contrast to the Majesty, which has a front wheel weight ratio of 38%, we were able to achieve a front 47% to rear 53% balance on our prototype. This is virtually the same ratio as a sports type motorcycle and it guaranteed a high level of handling performance."

In order to handle the power from the big-displacement 500cc engine, a compact, rubber-belt Continuously Variable Transmission (CVT) system was adopted. Drive force is conveyed to the rear unit by means of a two-step linked silent-type chain built into the rear arm. In addition to being maintenance-free, this unit also contributed to overall compactness.

In order to realize the design goal of a scooter with a sports type chassis and because engine vibration was low enough to eliminate the need for rubber mounts, it was decided to adopt a diamond-type tubular frame with rigid engine mounts. This made it possible to keep the overall weight of the frame itself to the same level as the Majesty's.

What's more, unlike a conventional scooter, the front fork was given a motorcycle-type structure where the tops of the inner tubes are held by the handlebar crown. And, for

a lower center of gravity and improved mass concentration, the same type of low mono-type suspension as the Road Star XV1600 was adopted, with its front end attached directly to the front end of the engine and the rear end attached directly to the rear arm. Furthermore, computer-aided design analysis technology contributed to the design of new 14-inch front and rear wheels that contributed to increased handling stability. And, as a measure to further improve the concentration of weight, the fuel tank was repositioned toward the center of the chassis.

Meanwhile, the exterior styling featured dual headlights for a sleek, sharp image and a wide array of appointments designed to emphasize a feeling of sprite sportiness. And, since tandem touring on high-speed roads on the weekends is popular in Europe, the size and shape of the rear seat was redesigned and a special easy-to-grasp aluminum grabbar added.



TMAX Opens Up a Whole New World

At a certain point in the development process Mr. Suzuki and his team wanted to test the model in the actual European road environment in order to build in specifically targeted performance levels. Traveling to Europe in the autumn of 1998, they performed extensive tests with the cooperation of Belgarda. Then again this year, the final prototype was taken to Italy and Germany for yet another round of tests, to verify that their target levels had been reached.

Throughout the project, Mr. Suzuki had held fast to his vision of creating a ride that offers "a different world" from conventional scooters.

"You just have to try it. The moment you turn the accelerator, take your foot from the ground and pull away, you are sure to feel that difference," enthuses Mr. Suzuki. "For one thing, there is none of the instability, the initial wobbliness or rear-end lift that you associate with conventional scooters when starting out. Secondly, there is the acceleration. This model covers 0 to 100 km/h in just 7.5 seconds, which is about half the time it takes the Majesty. Thirdly, there is the cornering performance. You can cut the lines you want and feel that you are in complete control. By the way, the potential banking angle is a full 50 degrees, which is equivalent to a supersport motorcycle. The test riders were able to bank it so far they came close to scraping the main stand!" said Mr. Suzuki with a laugh.

When European importers gathered in May to test ride the 2001 models, Mr. Suzuki was told by one person that he had experienced the same type of excitement (Kando) that he had when the YZF-R1 first debuted in '98. "When I heard that I knew all our work had been on target," said Mr. Suzuki.

In Europe, the target customers will range from present scooter owners and mid-class motorcycle owners to people looking to a two-wheeler for the first time or returning former riders. To all these people, the TMAX is sure to offer a strong allure and the promise of real riding fun. Someday soon you, too, may have a chance to experience its "whole new world."



33 liters of under-seat storage can hold a full-face helmet or B4 size brief case for business use. TMAX even has a mobile phone pocket and charger!



The rear suspension incorporates a pull-type horizontal shock absorber, located under the engine to keep the center of gravity low.



TMAX's early design drawings.



Mr. Toshiyuki Suzuki, project leader for the TMAX talks about the development.



The Challenge of Marketing to Revitalize the Market

■ Yamaha Motor Marketing Japan Co., Ltd. (YMMJ) ■ Founded: 1998 ■ Location: Hamamatsu City, Shizuoka Pref. ■ Employees: 1,100

Yamaha Motor Marketing Japan (YMMJ) was founded in April of 1998 by uniting the five existing domestic Yamaha sales companies with the marketing functions of Yamaha Motor Company (YMC) to create a single company handling comprehensive sales, after-service and parts sales for Yamaha motorcycles, marine products, PAS bicycles and the other product lines. YMMJ is led by Mr. Hiroshi Ukon, the company's President. The main purpose in creating YMMJ was to increase competitiveness in the domestic market under a stronger management structure with clear accountability and decision-making rights in a way that would (1) strengthen the product planning function and (2) reduce the number of managerial levels and eliminate the existing regional orientation of the former

sales companies to enable quicker decision making. A third major objective was to transform the working methods of the sales representatives through the introduction of office automation technologies and the like in order to improve the quality of their dealer support.

Keeping business style in step with the times

In the Japanese motorcycle market there is a unique, regionally-based retail system in which independent retailers who are strongly established in their own locality handle products from all four of the leading Japanese makers, and often bicycles as well. Under this system, the focus of sales efforts until now has been how to establish a strong personal relationship with the owners of these retail shops and get them to recommend Yamaha products to their customers. Also, getting them to increase the exposure Yamaha products by displaying them prominently in the shop was the primary way to differentiate Yamaha from the competitors and boost sales.

However, it became clear that these types of sales efforts were making

it increasingly difficult to stay in touch with the real needs of the customers. So, the decision was made last year to change the focus of our marketing efforts under the slogan "Strengthen retailing by turning our attention more to the individual customer." Practically speaking, this meant keeping running data about what models are sold in what colors at the shops to what kinds of people, and then, based on this data, have YMMJ make various marketing suggestions. At first, some of the retailers asked why they should have to provide us with information about their customers, but in time they began to understand the logic behind this approach. Now, almost all the retailers willingly provide us with customer information. What's more, by in turn providing the retail shops with "sales trend predictions" in data form, Yamaha became able to develop its marketing efforts one step ahead of the other makers.

At the same time, YMMJ devoted considerable time to building the expertise of its sales representatives in using customer data effectively. Besides learning how to make high-level business suggestions based on the data, we also worked to strengthen our partnership with the retail shops by holding seminars on subjects like learning to look at sales promotion activities from the eyes of the users and understanding what the users look for in a retail shop.

Success fueled by a unique product line

Motorcycle demand in Japan has been falling steadily since 1993 when it dipped under the 1.3 million unit mark, compared to the 3.2 million unit peak of 1982. The breakdown by displacement class is presently 620,000 units for 50cc and under, 105,000 for 125cc and under, 51,000 for 250cc and under and 59,000 for bikes over 250cc. Amid this severe decrease in both overall demand and ownership, Yamaha has been performing strongly in recent years, increasing its domestic share from 29.9% in 1995 to 32.3% last year. This growth is due mainly to the strong sales of bikes in the over-125cc to 250cc range.

A trend toward individual customizing of primarily American-style bikes is being seen in many countries today, but in Japan a com-



Testride events and riding classes are one of the keys to promoting motorcycling.





Here is one of Yamaha's dealers in Japan that now uses personal computers and the Internet in their business.

pletely different trend has hit the market. The cause of this trend and the No.1 seller in this class is the Yamaha "TW200," a model that has caught the imagination of the customers with its distinctive extra-fat tires and slim fuel tank and a simple design that is perfect for customizing. Fueling the TW200's popularity and strong sales--140% against the previous year--are factors like (1) its affordable price, (2) the large assortment of customizing parts and (3) its use in a popular TV series. Many customers actually spend more on customizing parts than on the bike itself--sure proof that fashion is an important aspect of today's motorcycle market.

Another big contributor to Yamaha's success in this class is the No.2 seller, the big scooter "Majesty 250" launched five years ago and renewed with a major model change last year. Also designed as a base model for customizing, the Majesty satisfies a wide range of customers as an appealing answer to needs ranging from commuting and around-town use to touring. Despite new entries in this category this year from the other makers, the Majesty with its ample storage space, comfort, easy riding and styling continues to lead competition. Meanwhile, another area of growth in the present Japanese market thanks to a change in licensing laws four years ago is the over 400cc big bike class, where annual demand is now approaching 60,000 units. Here too, timely introduction of models that truly meet the needs of the users has led to successes like the new XJR1300 launched by Yamaha this March.

New user groups and strong promotions

In Japan, the steadily climbing average age of motorcycle users now stands at 41.1 years. Within this trend, the TW200 and Majesty 250 we just mentioned are cases of models effectively targeted at the needs of different age groups, young riders in the case of the TW200 and older riders with the Majesty. As the times change, so do people's attitudes

about motorcycles. Today many see their bikes as a means of self-expression, or even a fashion statement. And, there is greater recognition today of motorcycles as vehicles that can enrich people's lifestyles.

As for promotional activities to appeal to today's customers, there is a greater stress on "communication" and "information supply" aimed at bringing riders together. Social service programs are also part of our demand-creating activities, like our "Nice Ride" donation program that since 1989 has been raising money to provide guide dogs for the visually handicapped with donation boxes at dealerships and events.

YMMJ also works to promote the sport of off-road riding by organizing riding schools and race events, while on-road riding is promoted through events that let owners experience runs on race circuits around the country. And, since the founding of YMMJ, this expanding range of events for both road-legal and competition model owners have been given the advantage of a unified organizational image that helps the events become established more easily.

The present and future of in-shop programs

Recently, YMMJ's dealer support activities have come to center around data-based information supply aimed at improving sales pre-

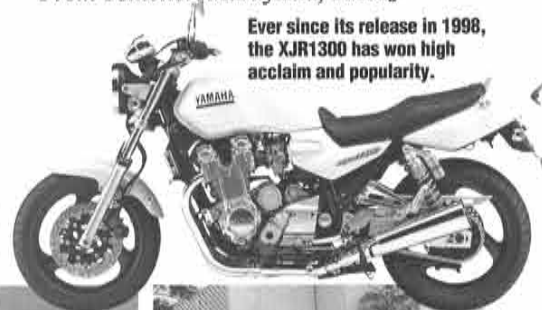
dictions and aiding in planned sales programs, but it is still a system that depends greatly on the individual strength of the sales representatives and lacking in organizational back-up. And, with increasing dealer loads per sales representative that mean even less frequent dealership visits, the important thing is speedy and accurate communication of information.

To help achieve this, a new system has been adopted as of this August by which YMMJ shipped out directly to the dealers once a month all the materials the sales reps had until now been delivering by hand. So now, all the dealers get the same information at the same time. The Internet is also serving as an effective tool for dispersing information systematically in a way that frees the sales reps to focus more of their time on market analysis and solving the problems of individual dealers.

With the high level of cellular phone use in Japan today, the day is not far off when all stock verification, product delivery schedule verification and ordering of PR tools can be done by mobile computer. Also, a system will soon be in place which sends dealer-sales information directly into the YMMJ database where it will be a vital business resource for helping Yamaha and the dealers "meet the needs of individual customers," while also giving our sales reps the means to provide dealers with effective sales analysis advice.

Our goal at YMMJ is to hear our customers say they are glad they chose Yamaha. Of course, this is true not only for motorcycles but for the Yamaha marine and PAS product lines and for Yamaha service as well, and in future issues we hope to introduce our activities in these area as well.

From Tomonori Maruyama, YMMJ



Ever since its release in 1998, the XJR1300 has won high acclaim and popularity.



The Majesty captured the imagination not only of younger riders but also returning riders who enjoyed motorcycling in their youth.



The TW200 became Japan's best-selling bike and a part of the fashion statement of many young people.

WORLD TOPICS

GENERAL

NETHERLANDS

Savings help others

Yamaha Motor Europe N.V. (YMENV) has used the savings of not sending out corporate Christmas cards to make donations to two good causes.

In May this year, YMENV president Mr. Hiroshi Tanaka presented donations to the Royal Dutch Guide-dog Fund, an institution that trains guide dogs and LET Foundation.

Representative of the Guide-dog Fund explained to YMENV staff the enormous effort that must go into training a dog to be a guide for a blind person. A well-trained dog can be a guide for eight years, after which time the dog "retires", and the person must get used to a new dog. Unfortunately, there is a waiting list of people



Esther Vergeer, a top ranking tennis player, and the guide dog training institution each receive a donation from YMENV.

who require these dogs.

The LET Foundation was also a recipient of a donation. LET stands for Laat Esther Tennissen (Let Esther Play Tennis) after Esther Vergeer who plays tennis from her wheelchair. Esther has been playing for many years and is in the top ranks of tennis-playing disabled persons. Her goal is to compete in the next Paralympics, the Olympic games for the disabled, in Sydney. Training and transport alone take up a lot of time, so Esther is occupied with her sport full time at a top level. With this donation, Esther has more training opportunities, and we are looking forward to following Esther's performance. Good luck Esther!

From Bert Appeldoorn of YMENV, The Netherlands

VIETNAM

Kindergarten donated

Yamaha Motor Vietnam Co., Ltd. (YMVN), Yamaha Motor Co., Ltd.'s new motorcycle manufacturing and sales joint venture, held a grand opening ceremony on December 3, 1999, when it announced that it would be donating a new kindergarten facility to the local community of the Soc Son District of Hanoi where the company is located. On World Children's Day, June 1, 2000, a ceremony was held to officially hand over the new facility to the local authorities.

At the donation ceremony, YMVN's President, Mr. Takahiko Takeda addressed the distinguished guests, including many local government officials from Soc Son District. He said that his company wishes not only to "touch people's hearts" through its products, but also to be a good corporate citizen that contributes to the local community.

Before a tape-cutting ceremony by various representatives, the Soc Son District People's Committee Vice President Nguyen Van Lam delivered an acceptance speech, saying that



A new kindergarten complete with a Yamaha swimming pool.



the education of children is important not only to the local community but to society as a whole. He also noted the lack of kindergarten facilities like the one being donated, and expressed his gratitude to YMC and YMVN.

The facility, Binh An Kindergarten, is a one-story brick building in grounds with an area of 1,200 sq. meters and a total floor space of 260 sq. meters with its three classrooms. It also features a Yamaha-built FRP swimming pool.

Eighty kindergarteners have already been admitted and classes started on June 2.

From Gen Horibe of YMVN, Vietnam

MOTORCYCLES

MADAGASCAR

Yamaha rides for nature

The Yamaha distributor in Madagascar, Socimex, organised a Riding School for the World Wide Fund for Nature (WWF) International on March 18, 2000.

WWF is an international non-government organisation whose activities include environment protection over all Madagascar territory. WWF's staff rode a competitor's

FRANCE

Big Classics Meet Relives Motor Legends

Over the two days of May 20 and 21, France's Circuit de Linas-Montlhéry was the site of the "Coupes Moto Legende" organized by France's leading classic motor magazine, *La Vie de la Moto*. The largest classic motorcycle meeting ever held in Europe, with some 30,000 people gathered not only from France but many from Britain, Germany, Switzerland and other countries as well.



Yamaha Motor France was a partner and big presence at the meet with its large tent displaying the history of Yamaha in France, and as organizer of a number of events including a memorial tribute to Patrick Pons, the popular Yamaha racing ace who is still remembered fondly by so many today.

Hundreds of Yamaha owners rode or trailed their vintage DTs, RDs and XTs to the meet, and most of them got a chance to ride on the famous Linas-Montlhéry Circuit. In all, some 1,548 riders took part in the demonstration runs, on bikes ranging from a 1939 Motobecane moped to the TZ750 raced by Patrick Pons in the World Championships. Guests also thrilled to see former world champions like Giacomo Agostini and Phil Read, now in their 60s, race each other on the circuit just like in the old days.

Yamaha Motor Europe NV's Lady Beumer was



thrilled to be a guest participant in the vintage bike awards contest and even more thrilled when

his 1964 Yamaha YDS-2 won the prize for "Best Japanese Motorcycle."

At the awards ceremony he was "parked between a French Koehler-Escoffier V-twin from 1926 and an old unrestored Peugeot V-twin from 1912! So you can imagine my Japanese sports bike felt very proud with its three tuning forks shining in the sun! Next year I will go back with a truck full of Yamaha bikes! This was "KANDO" in its true meaning," Mr. Beumer enthused.

From Claudine Maffiolo, YMF, France and Lady Beumer of YMENV, Netherland

Mr. Beumer and YDS-2





Yamaha bikes and Riding School are utilised by the World Wide Fund for Nature in Madagascar.

125cc motorcycles, but found they were not powerful enough for the job. Socimex got in touch with them, and advised them that the AG200 and XT225 would be most suitable to their needs, along with the Riding School. The Riding School covered the daily care and maintenance of bikes, riding skills, driving methods, riding posture, and other topics. Throughout, WWF noted Socimex's business initiative and focus on customer service.

The Riding School was initiated in Madagascar in 1997 with Socimex monitor Mr. Patrick, who at the time was the Madagascar motocross champion (and who now rides a YZ400F). Mr. Patrick was trained in the Riding School by Yamaha specialist Mr. Toh. It is held every Saturday depending on customer demand.

The aim of the Riding School is to inform people that the market leader of two wheels, Socimex, doesn't only sell high quality Yamaha products, but also provides packaging with value added services. Socimex continues the Riding School program to patronize new customers, as well as servicing the WWF.

From Kwan Kai Lion of Socimex, Madagascar

MALAYSIA

Kunming dealer trip

The annual dealers' event, the Top 50 Motorcycle Dealers Tour & Award Presentation 2000, was held in Kunming, China from May 15-19, 2000 by Hong Leong Industries. Fifty of the best performing dealers of the year were invited to the capital of Yunnan Province, Kunming, known as the City of Eternal Spring, where they visited historical temples and traditional villages, and shared their success stories.

HONG LEONG YAMAHA DISTRIBUTORS



Dealers enjoyed their visit to the historical temples.



The highlight of the event was an award presentation dinner on May 17, with guests including Hong Leong Industries' Group Managing Director Mr. Ron K.C. Lim, and Hong Leong Corporation's Yamaha Group Manager Mr. Hoeboon Meng from Singapore.

Hong Leong Industries' Yamaha Division Chief Operations Officer Mr. Ng Choong Hai opened the event with a welcoming speech, followed by a traditional Chinese dance show. There was much discussion on the 4-stroke market, and Yamaha's new model, and the importance of CSI.

Representatives of each of the 50 dealers received their awards one by one, and had photographs taken with Hong Leong management. The festivities continued into the night, as dealers thought of ways to ensure they make the Top 50 next year too.

From Eiji Tada of YMC, Japan.

U.S.A.

New Factory Race Shop



Yamaha's factory motocross and road race teams met the press at the new Yamaha Factory Race Shop in May.

Yamaha Motor Corp., USA (YMUS) established in Cypress, California, in 1979, recently opened its doors to the motorcycle press, unveiling the Yamaha Factory Race Shop, an area that houses the most highly sought-after motorcycle technology. The facility was recently completely remodelled to feature over 7,400 sq. feet of highly advanced tooling, engineering and parts.

On Friday, May 19, 2000, journalists were invited to tour the Factory Race Shop and meet Yamaha's Motocross and Road Race Teams. They had the opportunity to photograph equipment, race bikes and factory parts, and to interview the racers, managers, and also mechanics from Yamaha of Troy and Chaparral Yamaha. Members of the press were not the only ones to meet Yamaha racers David Vuillemin, Jimmy Button, Ernesto Fonseca, Justin Buckalew, Casey Johnson, Stephane Roncada, Jeremy McGrath and Jamie Hacking; over 300 Yamaha employees met the team in the Yamaha cafeteria where they autographed posters.

From Terry Beal of YMUS, U.S.A

OWNERS CLUB UPDATE

NORWAY



YMCCN

Founded in September 1999, the Yamaha MC Club Norway (YMCCN) is a nation-wide club for anyone who owns, rides or just dreams about a Yamaha motorcycle. It is divided into two chapters - Chapter East covers Oslo, Akershus, Buskerud, Ostfold, Hedmark and Oppland, and Chapter South covers Telemark, OstAgder and VestAgder. The chapters are further divided into racing and touring groups to ensure each member is offered something to suit their particular needs.

The club brings together over 300 Yamaha enthusiasts and new members keep coming. From June 9 -11 this year YMCCN organized the successful first Nordic Yamaha Bike Meet, an exciting weekend event for Yamaha riders from Sweden, Denmark, Finland, Iceland and Norway at the Vaaler race track. The weekend schedule included a Riding School, touring in some of Norway's most beautiful countryside and a social program with live music and a barbecue. Now, a summer touring event to southern Norway is being organized for August.

The club has also arranged themed evenings to educate members in riding skills and traffic understanding, including practical First Aid and proper equipment. They initiated cooperation with the Norwegian Foreningen for Trafikkskadde, an accident-prevention and victim support organization, which will result in practical education in schools where 15-16 year olds learn to ride.

YMCCN has the support of Yamaha Motor Norway and several local dealers, some of whom include a YMCCN membership deal when they sell new bikes. The club has a dream: One day to have a thousand members riding down Karl Johan, the capital Oslo's main street.

From Morten Wolmer, Chairman, YMCCN, Norway



WORLD TOPICS

BRAZIL

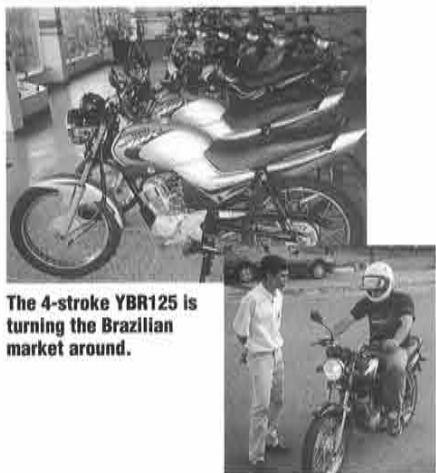
YBR125 in Brazil - a major market shake up

In Brazil, the 4-stroke small engine street bike accounts for more than 60% of the motorcycle market. Another maker's 125cc model had the monopoly in this market for over 2 decades, but in April 2000, the Yamaha 4-stroke YBR125 was released. This model is the first on the market to have been tailor-made for the Brazilian and Central and South American markets.

The YBR125 was introduced at a dealer meeting and motorcycle show in December last year, and in March this year orders began coming in from dealers that soon surpassed this year's production target of 4,000 units. Distribution began as the bike made more fans, and by May orders reached 5,400 units.

In addition to a successful nation-wide television network commercial for Yamaha, every Yamaha dealer has organised test rides and developed activities for the public to see for themselves how good the YBR125 is, and how it is better and different from the competitor's 125cc. Most of those who took a test ride had owned or ridden the competitor's 125cc, and it was gratifying for the staff to hear almost all of them respond that the YBR125 was the better machine in terms of design, engine performance, vibration, fuel consumption and comfort. Dealers, too, are motivated by this new product that they can sell with confidence.

From Shigeo Hayakawa of YMC, Japan



The 4-stroke YBR125 is turning the Brazilian market around.

UNITED KINGDOM

Virgin boss gets mobile on Yamaha scooter

It can be a challenge to move quickly in today's city traffic. So when Yamaha recently announced the launch of a new limited edition Aerox 50 scooter, the Virgin Group's chairman and president, Richard Branson got interested, particularly as the scooter is in the red and white colors of "Team Virgin Mobile Yamaha."

This fast-moving British Superbike team features hard-charging riders Steve Hislop and Paul Brown and is sponsored by Virgin Mobile, Britain's newest mobile phone company.

Yamaha and Virgin have a strong partnership in the British Superbike series. To cement this relationship and help keep Mr. Branson mobile in the city, Yamaha presented him with the first Team Virgin Mobile Yamaha Aerox 50 - number 001.

The Aerox 50 is Yamaha's sportiest 50cc scooter, powered by a responsive liquid-cooled, reed valve engine. Fully automatic transmission makes it simple to run, and big, 13-inch wheels fitted with hydraulic disc brakes front and rear make it easy to stop.

Helmet storage under the seat, passenger grab handles and an aviation-style external filler cap on the seven-liter fuel tank add subtle practicality to the more obvious style.

Mr. Branson is delighted with the scooter and commented, "Scooters are a great way to travel. They give you freedom and fun, and they are cheap to run - just like Virgin Mobile phones."

From Shungo Terajima of YMUK, United Kingdom



Mr. Branson is delighted with the scooter!

GERMANY

2nd Summer Festival held

It was a true mid-summerday's dream, as more than 25,000 motorcycle enthusiasts joined Yamaha in Germany for the second Summer Festival on June 17th/18th at the Hockenheim-Ring race circuit, thus making it the biggest event ever organised by a single motorcycle manufacturer. Perfect weather may have helped attract even more bike owners and fans than last year's debut event at Oschersleben,

but a program with something for everyone and the opportunity to ride out on the GP circuit definitely paved the way to such a spectacular success.

More than 100 Yamaha motorcycles over 125 cc were prepared for visitors to take out on the track, preceded by competent and experienced instructors. Of course, scooters, 125 cc bikes and PAS bicycles were also prepared along with their own special circuit. As a result, a grand total of 5,729 demo rides were completed during the two days.

Yet, that was only one part of the Summer Festival. There was racing courtesy of the YAMAHA Shell R6 Cup organisation, a stunning show by French stunt-pro Alain Bour and special guest appearances by Yamaha GP aces Carlos Checa and Gary McCoy.

Many Yamaha dealers presented their specialities and specials on the dealer's mile along the pits and paddock, which was as well attended as the motorcycle presentation by Yamaha Motor Deutschland GmbH in the press pavilion.

The children had a busy time, too, with a special circuit for them to show their talent on PW 50 mini bikes, other sports and playground facilities. And at night the adults partied to rock music, and many stayed all night at the huge camping site reserved by Yamaha along the track.

From Nicole Papay of YMG, Germany



The 2nd Summer Festival was a huge success.

MARINE

FRANCE

F4 moves to Europe

On June 6 this year, Yamaha Motor's French manufacturing base, MBK Industries which already produces Yamaha 6 and 8 hp 2-stroke outboard motor, will now take over production of the 4-stroke, 4-horsepower F4 outboard from Sanshin Industries Co., Ltd in Japan. This is the first time that a Yamaha 4-stroke outboard has ever been manufactured anywhere

but at Sanshin Industries.

With overall outboard demand in Europe at about 200,000 units, the market, which is increasingly sympathetic to environmental protection issues, is shifting its interest towards smaller horsepower engines, and sales of 4-stroke engines are growing significantly. And moving production of the outboard to where the greatest consumer demand is means closer attention is paid to market needs.



The target for the Yamaha 4-stroke outboard motor F4 this year is 15,000 units.

JAPAN

6-millionth outboard



Mr. Doi (second from left), President of Sanshin Industries and Mr. Hasegawa (center), President of YMC celebrate the 6-millionth Yamaha outboard motor with a tape-cutting ceremony in June.

On June 15, 2000, Sanshin Industries Co., Ltd. in Hamamatsu, Japan celebrated the production of the 6-millionth Yamaha outboard motor, 40 years after production of the first unit, the P7 in July 1960.

Attending a ceremony to mark the event was Mr. Doi, President of Sanshin Industries, who stressed that they would continue to give customers what they want, and Mr. Hasegawa, President of Yamaha Motor Co., Ltd. who said, "The outboard motor industry has grown to become one of Yamaha Motor's core businesses. We manufacture outboards that people really want, and we hope to continue to make a difference."

We are always looking for interesting stories. Write to Chief Editor T. Sato of the PR Division. Yamaha Motor Co., Ltd. 2500 Shingai, Iwata, Shizuoka 438-8501 Japan. satoutetsuo@yamaha-motor.co.jp

High profile for Yamaha in Malaysia

The proactive Hong Leong Yamaha Distributors Sdn Bhd (HLYD) in Malaysia organised some exciting, world-class campaigns and events for the first few months of the new millennium.

Safety Campaign

HLYD first organized the Yamaha Safety Campaign to educate motorcyclists about the importance of vehicle maintenance.

The campaign supports the Malaysian Government's interest in instilling road safety consciousness in motorcyclists by encouraging motorcyclists to check their bikes thoroughly and regularly to avoid unnecessary accidents due to vehicle

neglect. To this end, HLYD launched the Safety Campaign with a "15-point Safety Check". This is a simple 10 minute procedure that motorcyclists can learn and practice themselves. For the Muslim Hari Raya festive period, HLYD mechanics were stationed at the Sunway LDP toll and the Sungai Besi toll on January 4 and 5 respectively to provide free on-the-spot 15-point checks, and give advice to motorcyclists.

For the Chinese New Year festive period, the

campaign was organized by the Malaysian Motorcycle Dealers & Scooters Association. The honourable Mr. Donald Lim, Parliamentary Secretary, Ministry of Transport officiated the press launch on January 21.

The campaign covered five locations in the states of Selangor, Johore, Malacca, Ipoh and Penang from January 25-29, 2000.



TZM Highway Star Express

Value-added activities by HLYD for Yamaha bike owners continued over March 2-5 with the fourth Yamaha TZM Highway Star Express riding expedition for Yamaha TZM owners.

Led by experienced Marshalls, the groups travelled from the North, South, Central and East of peninsular Malaysia to congregate at the Swiss Garden Resort, Kuantan in the state of Pahang. The 380 participants had time to enjoy the Resort's facilities before being welcomed at a din-

ner by Mr. GS Tan, Senior Manager & Operations. The next day, HLYD, always interested in instilling safety and discipline for its riding expedi-



sent a road safety message, and the Road Safety Council of Pahang State and the Police conducted a correct riding demonstration. The afternoon was filled with cultural games, and dinner was a beach-front "Pirate Nite" barbecue, beach games, lucky draws and a dance.

The last day was an early start for the bikers' long journey home. After bidding old and new comrades farewell, the riders left in their respective riding groups with fond memories, and looking forward to another interesting riding expedition in 2001.

Record-breaking Millennium Rumble

The next exciting HLYD riding expedition, Malaysia's biggest, was not far away on April 2. The Yamaha Millennium Rumble totalled 850 Yamaha bikes, and provided an opportunity for Yamaha enthusiasts to watch the Malaysian World Grand Prix at the Sepang F1 Circuit.

Participants, mainly owners of Yamaha RXZs and TZMs gathered excitedly in the early hours at the

Shah Alam Stadium. To ensure safety and discipline, riders were organized into groups led by experienced Marshalls and Sweepers. With the cooperation of Police outriders, the expedition to the Sepang F1 Circuit rumbled off smoothly along the highway. It was also a timely event, serving as a recreational activity to bring youths from all over Malaysia in support of "Visit Selangor Year 2000" campaign for the state of Selangor.

History was in the making when the Malaysia Book of Records endorsed the event as the

"Biggest Gathering of Motorcycles of the Same Brand". It was indeed a memorable event for Yamaha bikers of Malaysia.



An Obsession with Innovation "1st Yamaha Challenge Exhibition"

挑戰
Challenge spirit.
It's YAMAHA!

Since its founding in 1955, Yamaha Motor Company has taken on countless challenges in all kinds of fields. Of course, not all of these challenges ended in success and, in fact, the failures were not few in number. But from the trial and error were born new ideas and unique innovations, and as we ventured into unexplored new fields we developed a corporate heritage based on the spirit to challenge and challenge again no matter how many times we may stumble.

In July of the year 2000, Yamaha Motor celebrates the 45th anniversary of its founding, and we are proud to take this opportunity to spotlight the history of Yamaha challenges in a special exhibition opening on July 8th at our Communication Plaza on the grounds of our corporate headquarters.

Named the "1st Yamaha Challenge Exhibition," this show features exhibits of revolutionary models and concept models from our past development efforts that have seldom met the public eye. These challenges are grouped under the three concepts of 1) Ultimate, 2) Expansion and 3) Research.

Now we introduce these landmark challenges in the pages of Yamaha News. As for the exhibition itself, plans call for it to run until September 23.



**Yamaha Aero Robot "RMAX"
Mt. Usu Observation Special Spec. (2000)**

探求
Research

World's first autonomous-flight outside range of vision

The basic helicopter being used for these flights is the industrial-use unmanned helicopter Yamaha Aero Robot "RMAX," which is normally operated by remote control within the operator's range of vision. To accommodate the long-distance flights outside the range of operator vision necessary for the observation work at the volcano, the helicopter was equipped with the flight-attitude sensors and GPS (Global Positioning System) sensors necessary for an autonomous-flight system that would enable pre-programmed

autonomous flight over the roughly 3-kilometer round trip from the observation center to the volcano and around the survey area. For the helicopter's observation function a still camera and video camera, plus three small-size cameras for navigational purposes, were mounted on the helicopter with the capability to relay images to the control center on a real-time basis, where they could be simultaneously viewed on a monitor.

Unmanned Ocean Atmosphere Observation Boat "Kan-chan" (2000)

World's first mobile unmanned ocean atmosphere observation vessel

Because the observation boat's use calls for automated navigation between locations based on signals transmitted from land via satellite and the ability to stay within a given area during measurement operations, the hull design of the Yamaha 26 II S sailing cruiser with its low resistance and excellent course-holding qualities was chosen. As its power system, the "Kan-chan" is outfitted with AC and DC generators powered by a diesel engine that provide power



the boat's propulsion system (propeller) and rudder, observation instruments and the boat control systems. There is also a wind turbine generator for provides back-up power. Also part of the boat control systems is a program that generates commands for the boat's drive motor and rudder to enable automated navigation to the desired destinations based on information from a GPS (Global Positioning System).

Electric Scooter MEST (1993)

Control technology enables development of a new electric personal vehicle



From the development of previous models, much information had been gathered about the qualities required of an electric scooter, concerning the bike layout, the motor, the control system and drive system. Based on this data and employing Yamaha's compact, high-performance motor technology and integrated control system technologies, the MEST was successfully developed as a lightweight, compact electric scooter that also offered satisfying running performance.



GP SuperCar "OX99-11" (1992)

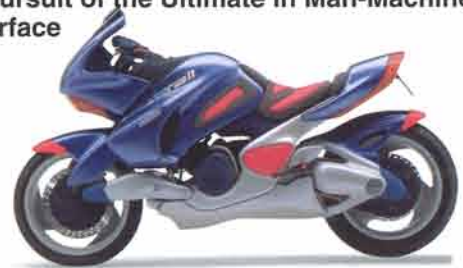
A "super car" mounting an F1 engine developed for the ultimate in performance

To provide the ultimate in performance, our V12 3500cc "OX99" F1 engine and 6-speed transmission were adopted. The chassis was built around the same type of lightweight, high-rigidity carbon fiber monocoque frame used on F1 machines. Other features like a cockpit arrangement with seat, pedals, meters and gear shift all designed to provide the ultimate in driving enjoyment, while the aerodynamics and the unique body lines were designed to ensure the ultimate in performance and quality.

究極
Ultimate

Concept Model "Morpho II" (1991)

In Pursuit of the Ultimate in Man-Machine Interface



Big advances in the area of man-machine unity were achieved by making all the points of contact between the rider and the machine and all the protective parts adjustable, and also through other means such as providing the rider with detailed machine information via a large liquid-crystal meter display. At the same time, that man-machine unity was brought into the realm of the senses by adopting what were at the time the state-of-the-art technologies of Two Wheel Steering, Computerized Electronic Suspension and an Anti-lock Brake System.

Rotary Engine Motorcycle RZ201 (1972)

Venturing into a new Realm of Small-Engine Technology



In addition to adopting a horizontal twin rotor format with rear intake and front exhaust layout that eliminated engine rolling for a smooth riding feeling, for the intake system a combination-port intake was adopted that supplemented the side port with a peripheral port to function in the high-speed range. Adopting liquid cooling and an Autolube system Charge-Cooled Rotor (CCR) lubrication, this was a high-performance model that offered high power output and quick response as well as the low mechanical noise that only a rotary engine could offer.

Concept model MT-01 (1999)

In Pursuit of comfort and taste in the motorcycle's sound and vibration



Yamaha Motor has now taken on the challenge of creating new worlds of motorcycling. And, one of these is embodied in the MT-01, a machine designed around the concept of "pulse."

The engine rocking with explosive power, the rhythm of changing torque, the music of exhaust and intake, the feeling of the tires biting into the ground--the pulse is born of all these things. It is one of the most fundamental fascinations of motorcycling, along with speed

and the handling feeling. In order that the various feelings that the engine, as the heart, and the chassis, as the body of the motorcycle, bring to life can find harmonious repercussions in the human sensibilities and feelings and bring joy to the rider, Yamaha is pursuing the theme of "pulse" that touches even to the human soul.

Concept Model OU32 (1988)

A small-class hydrofoil to open up a new genre



With external styling characterized by a jet fighter type canopy and two completely submerged hydrofoils front and aft, this model achieved 180-degree righting moment. The impeller adopted a water-jet engine. The craft is operated by a single handle that controls the rudder angle of the front strut, the trim angle of the front foil and the throttle. Because the trim angle of the front foil is automatically adjusted by means of a height sensor fitted on the front strut, even a beginner could learn to bring the craft up into straight-line hydrofoil cruising in one day. After some mastery of the handling technique, it is possible to enjoy the unique aircraft-like floating sensation of the craft's drive while manipulating it through tight-banking curves of up to 45 degrees and slalom type riding.

発展
Expansion

Concept Model Hybrid Commuter (1999)

A new-concept commuter that is more people-friendly and environment-friendly



This "Hybrid Commuter" mounts a super-small low fuel consumption type 4-stroke engine as a power source exclusively for generating electricity in a system where electricity to power the drive motor is generated as the vehicle runs. When starting out, the motor is driven primarily on electricity from the battery to assist the pedaling of the rider. When the vehicle speed reaches 5 km/hr the gasoline engine begins to run and even if the rider stops pedaling the engine produces enough electricity for the drive motor to keep the vehicle running.

Yamaha Motor 45th Anniversary Celebration "Challenging the 21st Century"



On the afternoon of July 7, Yamaha Motor Co., Ltd. (YMC) celebrated the 45th anniversary of its founding with a ceremony "Challenging the 21st Century" at its corporate headquarters in Iwata, Japan.

The ceremony began outside the Communication Plaza with the dedication of the newly completed corporate monument attended by YMC's President, Mr. Takehiko Hasegawa, representatives from each division and special overseas guests including the President of Yamaha Motor France, Mr. J.C. Olivier, the Vice President of Yamaha Motor Germany, Mr. M. Weihe, the President of YMUS Motorsports Group Company, Mr. J. Gentz, the Chairman of Yamaha Motor Taiwan, Mr. Xie Wen Yu and the President of Yamaha Motor Espana, Mr. J. Lasheras.

Then the ceremony moved inside the Plaza, where President Hasegawa gave a speech in which he said, "Although we are celebrating our 45th anniversary in what can surely be called times of dramatic change, it is also a milestone from which we can look to the 21st century. I believe that the true meaning of today's celebration is to make it a new starting point by having every one of our employees re-examine their own spirit of challenge and re-affirm our determination as a company and a corporate group to make a contribution to



President Hasegawa presenting a speech.

society and to strive to be a company that people look to 'create excitement and touch people's hearts'."

Next, everyone was treated to a special drum performance by Mr. Shonosuke Okura, a leading performer of the "Otsuzumi - Kotsuzumi" Okura School of drum used in the Noh plays which have been an important part of Japanese culture since the Muromachi Period (15th century) who is also recognized by the Japanese government as an Important Intangible Cultural Property Holder. Mr. Okura is also a big motorcycle fan who believes that the pulse or throb of a machine can find reflection in a Noh performance. He performed a piece



Mr. Okura performed on the Tsuzumi, a special drum used in the Noh play.

titled "Beat, In Search of Primal Sound" and spoke about his own unique vision of motorcycling.

Finally, an opening ceremony was held for the "1st Yamaha Challenge Exhibition" on the upper floors of the Communication Plaza which traces the history of Yamaha "challenges" with exhibits of some of the company's breakthrough models and concept models.

It is also noteworthy that in the morning before the ceremony, a Japanese press launch was held for the exciting new 2001 European market model "TMAX," with a photo session and product explanation.



The tape-cutting ceremony for the "1st Yamaha Challenge Exhibition"



The TMAX was introduced to the Japanese press.