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Raising the Bar for a New Era

With the debut of the 2001 European models FJR1300 and FZS1000 Fazer, Yamaha offers bold new standards of motorcycling potential for the people and markets of Europe.

We don't seek to follow the standards of the time,
we set our sights one step ahead of the pack.

That's the way it always has been at Yamaha, and always will be.



The challenge of creating tomorrow's standards!

A new page is opening in the history of sports model and touring model motorcycles in Europe with the launch of the Yamaha FJR1300 and FZS1000 Fazer.

New levels of excellence in technology, design and performance have raised the bar in these important motorcycle categories.

From Sept. 13 to 17, Europe's largest motorcycle show, the Intermot Munich 2000, saw the debut of the new 2001 models from all the top makers. Among them all, however, none seemed to draw as much attention from the visitors as the Yamaha FJR1300 and FZS1000 (Fazer).

In the European motorcycle market, the "liter class" (over 900cc) of sports touring bikes have an annual demand of about 70,000 units. What customers look for when choosing bikes in this class is a good balance of sporty performance, economy and functionality as a tourer.

The Yamaha FJR1300 is a model that boasts a high level of functionality as a tourer, especially comfortable, stress-free tandem riding, and sheer road-running performance in one machine. Its newly designed engine is an environment-friendly power unit that features a 3-dimensional catalyzer and Yamaha's Air Induction System, which combine to produce cleaner exhaust that clears the planned "EU2" European emissions standards. As a result of Yamaha's weight reducing technologies the FJR1300 also sets a new standard for

The Yamaha booth drew visitor attention at Intermot.



machine weight, bringing the conventional 300 kg weight for bikes of this class down to just 237 kg (dry weight). This gives the bike exceptionally light handling and running performance. All this makes the FJR1300 a thoroughbred touring machine that doesn't sacrifice any of the comfort or practical utility you



could want to carry tandem riders over a long 3,000 km tour in 10 days in real comfort. In contrast, the F Z S 1 0 0 0 (Fazer) is a model that has

been developed with the ambitious aim of packing a full array of state-of-the-art sports-performance technologies, beginning with the proud R1 power unit, into an ultimate all-rounder that also offers the practical functionality people want for everyday use.

Particular stress was placed on the design elements of weight reduction and weight balance that contribute directly to the running/handling performance of the machine, while also achieving top-speed potential in the over 200 km/hr range despite the use of a steel double cradle frame. The sum total is a high-performance sports model that offers both ease of use in all kinds of everyday riding and all the performance you need for real riding fun on the weekends.


Two exciting new machines: a touring machine that will take tandem riders comfortably over 3,000 km on a ten-day holiday, and a high-performance sports bike that combines everyday ease of use with all the performance you could ask for in weekend fun-riding

In birth and in breeding they are two completely different machines, but they share something very important in common: the passion of their development teams to build bikes

that would set a new standard for the next generation of motorcycles in their respective categories. For this issue of Yamaha News we talked to the project leaders for the FJR1300 and FZS1000 Fazer, two models that can be considered Yamaha's proposals for the next thing to succeed two other groundbreaking Yamaha models, the super sports R1 and the American style cruiser XV1600.

FJR1300

Here is the new standard in touring models



The question that project leader Hiroshi Komatsubara and his development team for the FJR1300 asked themselves at the start of its development project was whether or not touring models up until now have really been fun machines to ride. In Europe, bike owners may, for example, take their summer vacation and tour in the range of 3,000 km over a 10-day period; and that is not alone but with their spouse or a friend behind them on the tandem seat. "In that kind of long-distance tandem touring, I wonder if they are on a bike that really lets them enjoy the motorcycling experience itself... The machine may be able to go the distance, carry a lot of luggage and offer the protection the riders need, but is that really enough? We wondered. And, that question was the starting point of our development project," recalls Mr. Komatsubara.

Shouldn't it be possible to enhance the joy of touring by adding more of the pure enjoyment that is inherent riding a motorcycle. And, wouldn't it be possible to do this while still providing the kind of riding comfort and stability people want in a touring bike?

As their answer to these questions, the development team set to work designing a completely new 1,298 cc liquid-cooled 4-stroke engine with a dual-axis balancer. Then by mounting this on an aluminum frame, they succeeded in creating a machine that boasted a torque-y engine on the lightest body in its class. With this done, the team next tackled the problem of giving their machine the kind of light handling that puts the joy back into the act of negotiating the bike through turns on a winding road.

"Since we were trying to venture into a new level of performance never before achieved in a touring type bike, the going was tough and we had to tackle a lot of difficult problems along the way," says Mr. Komatsubara. At the same time, the development team adopted numerous measures throughout the bike's design aimed at the fundamental task of reducing rider fatigue, which is essential in a touring model. One good example is the front windscreen which features an electronic adjusting mechanism that enables the rider to adjust the height of the shield freely and easily to fit all kinds of riding conditions, from high-speed expressway cruising to around-town riding. Of course, the shield is also designed to give protection all the way back to the tandem rider. What's more, special features like a separated dual-composition seat for the driver and the tandem passenger and a grab bar with a new easy-grip design help provide a high level of performance and comfort in tandem riding.


"Up until now the common pattern in touring has been to ride to a certain destination and then take a long rest there to relieve the fatigue of the road. But, with the FJR1300 you may get to your destination and still feel like pressing on a little farther to that next pass in the mountains ahead. I believe this is the new type of touring experience this model can offer," says Mr. Komatsubara with pride.

Before the public debut of this model the European importers were given a chance to try it out, and they came back with statements like "This is going to set a new standard in touring models."

Mr. Komatsubara concludes, "If you aren't willing to take on the challenge of doing something people thought couldn't be done, you are not going to be able to offer customers new excitement and joy, new 'Kando'. It was especially gratifying for us to see that the importers understood what we had accomplished and the new ground we think we have opened up in the motorcycling experience."

FZS1000 Fazer

Pursuing the ultimate in a "regular" motorcycle



"What we were really aiming at with the FZS1000 (Fazer) was to build a "regular" motorcycle," says the model's project leader, Mr. Yutaka Kubo with a serious expression. But how could you begin to define a "regular motorcycle" when you are starting with the awesome Yamaha R1's power unit as the base engine? To answer this question we probably need to go back to the release of the FZS600 in the autumn of 1997.

Mounting a high-performance engine that pumped out 95 horsepower with a displacement of just 600 cc, the FZS600 became one of Europe's best selling sports models thanks to its unique combination of everyday utility and top-level sports performance, with its total sales reaching some 42,000 units. Even compared to the 1000 cc and over models, the Fazer became a standard of sports performance, establishing what came to be known as the "Fazer category" and leading to an image among Europe's motorcycle fans that "sports equals the Fazer."

"One thing that we mean when we say a "regular" motorcycle is its utility in a variety of everyday uses. It also means the riding position, the type of power development the engine give, its cornering performance and the ability to be used comfortably for shorter-distance touring, as well. It means a motorcycle that can do anything, and not be beaten at anything it does. And, in that definition of a regular motorcycle, we believe the FZS1000 (Fazer) is tops. That's why we referred to it as "the ultimate strong Fazer" from the very beginning," continues Mr. Kubo.

For all this talk about a "regular" motorcycle, however, we can't forget that this model takes the R1 engine as its base power unit.

"I want to stress that fact that the R1's engine was no more than a base for us. The layout of the carburetor and air cleaner and, of course, the muffler and other exhaust system components are all completely different on the FZS1000 (Fazer). Also there is the frame, which we made a steel double cradle type. That is another "regular" aspect of the model. Probably no one else would ever think of mounting such a high-performance engine on a steel frame, and probably wouldn't even be able to if it occurred to them in the first place!" says Mr. Kubo with a laugh.

It seems that we keep coming back to the word "regular." But still, there has to be something that isn't regular about this ultimate Fazer, doesn't there?

"There is the unique character of the styling. Especially the lateral flare of the fuel tank's lines and the compactness of the cowling. I think it has the kind of styling that you take one look at and say, 'now that's good looking'."

In order to make this special tank shape one of the defining features of the next evolution of the Fazer's styling, we had to introduce a new manufacturing technique. And, this cowling does the job despite its size. It goes without saying that we were able to make tremendous improvements in the machine's basic power and handling performance too," adds Mr. Kubo.

The more we hear about this model the less regular it seems. "No, it's still a regular motorcycle to us. If you wanted to call it something else, maybe 'sporty' would be a good adjective. But, what I think we have done is to raise the definition of a "regular motorcycle" to an entirely new plane. In my opinion, what we have created in the FZS1000 (Fazer) is the next-generation standard model. I hope that motorcycle lovers everywhere will want to go out and see it and ride it to experience it for themselves."

Coloring the Caribbean Yamaha

■ Yamaha Motor Co., Ltd. Caribbean & Central American Liaison Office

■ Founded: 1993 ■ Location: Boca Raton, Florida

Although it was once known as the West Indies, due to Columbus' famous miscalculation about the size of the world, today the vast region of beautiful waters and islands stretching from Bermuda in the north to French Guyana on the northern coast of South America and from Grand Cayman in the west to the easternmost island of Barbados, is known today as the Caribbean. The name comes from the Caribe people, one of the two very different native groups inhabiting the islands at the time of Columbus, the other being the Arawak.

The colonial period brought a rich and diverse mix of cultures and languages—Dutch, English, French, Spanish and West African—to the islands. The more than 30 countries that make up today's Caribbean region are also diverse markets for a wide range of Yamaha products for the sea and the land, handled by some 40 different distributors.

Here we will look at the unique characteristics of the regional markets and the strategic moves that have been made over the years to give Yamaha a dominant position in marine market share as well as strong positions in the motorcycle, power products and ATV markets.

Growing share in a changing marine market

The marine market in the Caribbean region is divide almost 50/50 between the commercial and pleasure sectors. Until recently, traditional fishing methods using traditional wooden canoes powered by 40 hp outboard motors have been used throughout the Caribbean coastal waters. However, due to diminishing resources, fishermen are now having to go farther out to sea to catch fish with new methods such as fish traps and long lines. This has brought a shift to larger FRP boats with larger outboards. If the 40 hp was the standard of the 90s, the new millennium is seeing the 75 hp become the workhorse of the fishing industry in many Caribbean countries. And, to help the fishermen change over to FRP boats Yamaha has established two joint-venture boat factories strategically located in Martinique and the Dominican Republic.

Another big area of outboard demand is for transport on the vast river systems of the Amazon watershed in the three Guyana countries of South America, namely British Guyana, Suriname and French Guyana. Thanks to the strength of the Yamaha



Mr. Saunders and Ms. Longoria in their office

importers' distribution, parts and service networks, not to mention the quality and durability of the products, Yamaha is the leading brand in these commercial-use markets throughout the Caribbean.

Keeping pace with a hot pleasure-use market

With its countless beautiful islands and its close proximity to the USA and Europe, the Caribbean has long been a tourist Mecca. About half the outboards sold in the pleasure-use sector are to tenders who offer boat services ranging from small boats mounting 2 to 15 hp units up to the big yachts powered by single or twin-mounted V4 and V6 models. The other 50% of this sector is individual boat owners and the resort hotels that keep fleets for snorkeling/diving tours, sports fishing, water skiing and parasailing. There are also many boat rental operations in the islands.

Considering that the Caribbean is at the doorstep of the US market with its big US outboard brands that specialize in pleasure-use models, the fact that Yamaha's share is about half in this sector is a testament to the great success of the region's Yamaha distributors.

Personal watercraft are another sector of the marine market that can be divided into commercial and pleasure-use categories, with the former made up of rental operators and to some degree rescue vehicles and police and coast guard units. Here the dependability of the Yamaha products outshines all other brands, resulting in solid domination of this 500 unit/year sector.

In the pleasure-use sector, which is also substantial with a demand of about 400 units annually in the region, the most popular models are the three-seaters, due to their stability in rough waters and their appeal for family users. Although personal watercraft have been outlawed in some areas due to lack of regulation, we have seen the emergence of rider associations who act as liaisons with the local authorities and promote better riding practices that are helping



A typical beach in the Caribbean

The Hamilton Bermuda Boat Show held in May, 2000



to ensure that this exciting passtime will endure and flourish in the Caribbean. Sound personal watercraft use is also being promoted by tour operators who hold extremely popular Water Vehicle Safari tours. In this pleasure market Yamaha now commands about half the market share, making us by far the leading brand overall in personal watercraft.

Tourism, hurricanes shape land market

On the land as well as on the sea, unique factors shape the character of the Caribbean market for Yamaha land products like motorcycles, ATVs and our Power Products, including generators, pumps. Almost all Caribbean islands have a cruise ship and tourist industry that brings foreign visitors who want to spend a day or so seeing the local sights. The small motorcycles offered by rental operators are a popular means of transportation for these visitors, as well as for local residents who wish to avoid the traffic congestion that has resulted on many of the islands' cities due to the easy availability of second-hand automobiles.

ATVs have traditionally been used mainly for work in the mining industry or in remote rainforest areas, but thanks to the US boom in ATV pleasure riding there has also been a dramatic increase in sales of ATVs for pleasure use. In either case, Yamaha enjoys a majority share in this still small but growing market.

Hurricanes are a serious fact of life in the Caribbean during the storm season from July to November. During this season there are often power outages and flooding that create an urgent need for generators and pumps.

Supplying a diverse low-volume market

Because of the close proximity to the US market, users in the Caribbean as well as the tourists that come down in the vacation season are well informed about the latest



Outboard service training



The showroom of a local Yamaha dealer

models even before they are released in the Caribbean countries. This means that our local distributors often have to offer the full line of the latest Yamaha products despite their low sales volume. To support the distributors faced with this situation, YMC decided to begin operation of a duty-free bonded warehouse in Miami, the gateway to the Caribbean. Jointly operated by Mitsui USA and Yusen Air, this warehouse keeps a three-month stock of outboards, generators and Water Vehicles as well as smaller supplies of motorcycles and water pumps that smaller Caribbean distributors can draw on in answer to sudden customer demand, which happens quite often. Opened in 1988, the volume of orders filled through this warehouse has grown year by year.

Liaison Office speeds communications, action

Another important move that proved vital to Yamaha business in the Caribbean was the establishment of the Caribbean Regional Liaison Office in the early 90s. This move came at a time when Yamaha outboards had less than 1/3 of this market with an annual demand of about 10,000 units. Because our brand was competing well in the commercial-use sector but not breaking into the pleasure-use sector dominated by the US makers' models, there was a clear need to put in place drastic new marketing strategies. The fact that Japan has a 12-hour

time difference with the Caribbean and that it takes two days of air travel to reach the islands from Japan wasn't helping communications either.

In December of 1993 Mr. Bill Saunders moved to Antigua, a small island located geographically in the center of the Caribbean, to set up office and begin the job of liaison and facilitator between Japan and the different regional distributors. Assisted by Ms. Jennifer Jeffrey, they went about visiting each country and their customers and working closely with YMC to increase sales. The first strategy adopted was to 1) identify the areas where we could improve sales, 2) adopt area-by-area policies to assist our importers and give them the tools necessary to achieve our goals, 3) conduct service campaigns with the assistance of Yamaha service staff, 4) visit fleet customers such as yacht charter companies, hotels, rental companies, marinas, etc., and identify the critical points affecting their decision-making in the purchase of fleets of outboards, and lastly 5) implement whatever measures necessary to gain business from the fleet users. Although the needs of these fleet users varied greatly from country to country, there were two factors all had in common: parts and service support from the importer and factory support from YMC and the Caribbean Liaison Office.

Looking to the future

The results of having a local liaison capable of visiting all the islands and getting first-hand information about real needs has been clear. Today, with regional outboard demand still at 10,000 units, Yamaha share has continued to grow steadily in terms of unit volume and share. Amid this growth, demand for the high-end Yamaha V6 models has mushroomed about tenfold in the last decade.

Mr. Saunders' Liaison Office has now moved to Boca Raton, Florida, where he is assisted by Ms. Claudia Longoria, a bilingual Spanish/English speaker whose communication skills are being put to full use. The Office's objectives over the next few years will be to develop a stronger base for the motorcycle business as tourist-based demand increases and further develop the power product and Golf Car business, while at the same time continuing to grow the marine business with special emphasis on the boat and diesel engine sectors.

*From Bill Saunders, Yamaha Motor Co., Ltd.
Caribbean & Central American Liaison Office*

WORLD TOPICS

GENERAL

MEXICO

SKD Factory Opened

On Aug. 11, 2000, Yamaha Motor de Mexico (YMMEX) held a ceremony to celebrate the opening of their new SKD (semi knock down) factory in Mexico State. The ceremony was attended by representatives of the state and national governments and the local business community, who saw the first RX100 come off the factory's assembly line. Director General Carlos Gabriel of the Department of Economics of Mexico State made a speech in which he said that the government welcomes the investment in this factory and has great expectations not only for the new employment it will generate but also the stimulus that Yamaha's high-level technologies will bring to Mexican industry. The Mexican motorcycle market presently centers mainly around commercial-use bikes for pizza delivery, messenger services and the like, with personal motorcycle use still limited in size. However, the start of SKD manufacturing and the resulting reduction in import taxes is



The opening ceremony was held with the RX100's line-off at the new SKD factory.

expected to lower prices and expand the appeal of motorcycles to new user groups. The new YMMEX factory will begin this year with assembly of the RX100, followed by the RX100 Cargo, Crypton and the YW100(BW'S). In the future, plans call for an eventual shift to CKD (complete knock down) manufacturing. *From Shigeto Mori of YMMEX, Mexico*

MOTORCYCLE

CYPRUS

Yamaha distribution in Cyprus

Yamaha Motor Co., Ltd. (YMC) in Japan has signed a Distribution Agreement with Messr A. Stephanides & Sons Ltd. in the Republic of Cyprus. Cyprus, situated in the eastern Mediterranean Sea, has a population of 750,000. As many as 4,000,000 tourists visit the small island country annually, making it a famous tourist destination. For those many tourists, nothing could be more convenient than the 50cc scooters. Stephanides Ltd. has introduced the Yamaha Aerox to the Cyprus market, and increased its market share. On the other hand, the big American bikes are popular for cruising. As a supporter of the Royal Star Owners' Club, the Stephanides Ltd. is deepening ties with Yamaha fans with planning "Cruising Round the Country" tours. *From Yuko Koda of YMC, Japan*



President Mr. Stephanides and YMC's Director Mr. Shibuya sign a Distribution Agreement on July 24, 2000.

GERMANY

Fun at international SR meeting

The 2nd International SR Meeting was held on July 1 and 2, 2000, bringing together devotees of the Yamaha SR. Since 1998

when the 1st International SR Meeting was held to coincide with the 20th anniversary of the German SR Club, this international meeting is being held every two years in the same spot, Herchenhain, Germany. This year the weather wasn't the best, but even so more than 200 SR lovers came together to talk about their beloved SR machines, beer in hand, until very late. The requisite German sausages, potato chips and drinks gave the SR fans sustenance, and someone opened a booth to give mechanical checkups at a special price. In the evening, two live bands came quite a way to give free gigs, adding even more to the atmosphere of the event.

Yamaha Motor Germany (YMG) supported the meeting to the delight of the participants, providing the prize for the best remodelled SR and an award for the person who travelled the furthest to join the meet.

From Hiromi Kuroi of YMG, Germany



The International SR Meeting in Germany in July was a fun event for SR-lovers from all over.

SWITZERLAND

TDM850s for Swiss bicycle race

The "Tour de Suisse", the fourth largest bicycle race in the world, was organized this year by the Swiss branch of International McCormack Group (IMG). The company contracted 17 international teams including Mapei, Deutsche Telekom and Lampre-Daikin.

The event was spearheaded this year by top riders such as Frenchman Richard Virenque, German Jan Ullrich, Italian Francesco Casagrande, and Oscar Camenzind from Switzerland, winner of the Tour de Suisse 2000.

Yamaha's Swiss importer, Hostettler AG signed on as official supporter for the Tour de Suisse Security Service to provide optimal support conditions for the riders during



Yamaha importer Hostettler hands over 25 TDM850s to the Tour de Suisse Security Service for use in the bicycle race.

the race. Hostettler handed over 25 brand new TDM850s at their headquarters for use in the race.

June 13 saw the riders start their 10 days of racing, covering 1,358 km. The race drew 1.2 million spectators along its route, and was broadcast in more than 12 countries either live or with highlights of the day.

From Peter Manzanares of Hostettler ag, Switzerland

MEXICO

Manufacturers put on bike show

On July 7, 8 and 9, 2000, the Mexican motorcycle association AMIM (Asociacion Mexicana de la Industria de Motocicletas A.C.) sponsored its first motorcycle show, Festival Moto Gogo 2000, in the World Trade Centre in Veracruz. The association is made up of four Japanese motorcycle manufacturers, including Yamaha. Yamaha is represented after in Mexico by YMMEX, Yamaha Motor de Mexico, S.A.

Put together to help market bikes and boost demand in the motorcycle market, the show attracted over 10,000 people and 1,500 bikes over the three days. Special guests included representatives of the Mexican Department of Commerce and Industry and the Japanese embassy.

There were displays of new model motorcycles, models marketed throughout Mexico, parts and accessories. There were shows by trial bike champions, trials of ATVs, and free mechanical services. The exciting event also included games, competitions, and in the evening a famous rock band Moenia gave a concert.

This was a fabulous event for motorcycle lovers, and the first time manufacturers have put together a show for users. The show has been followed by many calls for it to be repeated annually, in the interests of pro-

moting the motorcycle industry in Mexico. *From Tomohiro Tanaka of YMMEX, Mexico*



The motorcycle association made up of four Japanese manufacturers put on a three-day show for users in Veracruz.

TURKEY

Riders learn to instruct

In the interests of selling motorcycles and promoting motorcycle riding in Turkey, how can people who've never ridden a bike or scooter be taught to ride when there isn't one motorcycle instructor in the country? The answer for Turkey was to bring an instructor from YMC, run a training program and develop instructors. From July 14 to 16 at the Izmit Race Course in Istanbul, Mr. Toh coached 10 instructor candidates in all the skills of safe and effective riding. The candidates were between 20 and 40 years old, with between 10 and 25 years riding

experience. Three were from Beldeyama, five from dealerships, and two from Service. The program used videos and technical manuals to teach theory as well as riding posture, maintenance, handling, slalom, balancing, breaking, using the clutch and shift, cornering and other skills.

Mr. Toh took each of the candidates through the program thoroughly, focusing on how to teach each of the levels - beginner, intermediate and advanced. They were then provided with their own "student", Beldeyama's Quality Control Manager who really couldn't ride, and experienced how to teach a beginner. Everyone finished the program understanding the great difference between the ability to do and the ability to teach. Just being able to ride yourself is no guarantee that you can teach another to ride.

From Masatoshi Nakano of YMNL, The Netherlands



Experienced riders learnt well the difference between being able to ride and being able to teach to ride, from YMC's Mr. Toh in Istanbul, Turkey.

TAIWAN

Norick stars in Taiwan scooter commercial

The release of the new 100cc Yamaha scooter "Super Jog" in Taiwan has been given an extra boost by the unexpected popularity of Yamaha World GP rider Noriyuki (Norick) Abe as the image character. With his international racing fame, Norick seems to fit the young, sporty image of the Super Jog perfectly, while at the same time symbolizing Yamaha Motor's global corporate image. So far, Norick has starred in the advance-order campaign TV commercials and with local

talent star "Jimmy" in the August introduction and test-ride event, which drew a big response from the press and users alike. Another Norick commercial is planned once regular sales start.

Taiwan is a place where World GP broadcasts can be seen on TV, and the current commercials are sure to spark a new wave of Norick popularity here in the months to come, as well as highlighting the sporty image of the Super Jog.



WORLD TOPICS

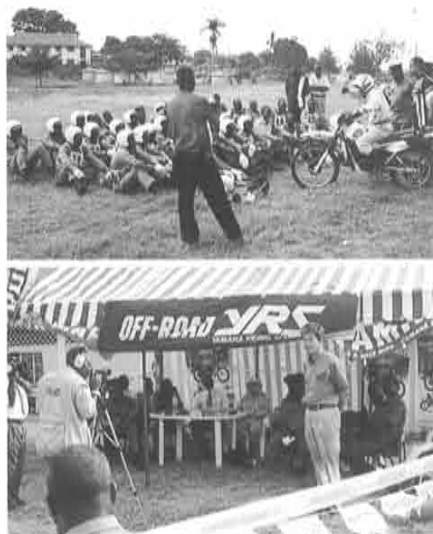
AFRICA

YRS for Uganda, Rwanda, Mauritius

The Yamaha Riding School, YRS, is the only program of its kind that reaches motorcycle users in remote places in Africa. These people operate in remote and difficult terrain to promote better living conditions for the local people, and the Yamaha AG100 and DT125 and 175 play a vital role for transport in areas where there are only tracks.

The story of supplying transport does not end with the distribution of motorcycles. Yamaha goes an additional step to train riders in proper riding and maintenance. These riders are in Police Forces, Non-Government Organisations (NGO), Agricultural Departments, Health Organisations, fleet owners and others.

As part of this on-going commitment, YRS was conducted in Uganda, Rwanda and Mauritius throughout July and August with Instructor Mr. Toh and Mr. Hata from OMDO (Overseas Market Development Operation's) in Japan, and Mr. Junius of Yamaha's East Africa Regional Office, Kenya. Yamaha has also identified a promising Motocross rider from Uganda,



YRS was conducted successfully in Uganda, Rwanda, and Mauritius.

Arthur Blick Junior, who took part in the Uganda and Rwanda YRS.

In Uganda, distributor Lonrho Motors joined YMC to organise YRS for the Uganda Police, with 40 officers attending at Kampala. British American Tobacco (BAT), which has a fleet of Yamaha motorcycles for field operations, sent their field officers from remote Hoima. BAT said they particularly appreciated the triangular relationship between manufacturer, distributor and user.

In Rwanda, maintaining law and order is the number one priority at present, and the Police require skilled riders. In the first training of its kind for Police, 20 officers attended the 2-day YRS organised by Rwandan distributor Chez Venant in Kigali and YMC. The popular AG100 has recently been joined by the new Yamaha XT350P for the on/off road conditions in this "country of a thousand hills".

The Ministry of Justice in Rwanda recently procured 140 units of the AG100 for distribution to NGO projects, and YRS was held for 25 field officers, who rely on the AG100 for their daily activities.

On the island of Mauritius, the growing number of vehicles and narrow roads have forced strict traffic control and speed limits. Each year the Mauritius Traffic Police undergo YRS training organised by Kalachand and YMC, and this year 16 officers were trained. Speed, control and safety are important factors on the island with its different climatic wet conditions and mountainous terrain.

From Preetham Junius of Yamaha's East Africa Regional Office, Kenya

THAILAND

High Hopes for the SYC

At the end of July, Siam Yamaha Co., Ltd. (SYC) hosted a grand-scale dealer meeting in Bangkok that drew representatives from 250 dealerships around the country. With SYC now under new management following the mutual agreement between Yamaha Motor Co., Ltd.(YMC) and its Thai partner KPN Holding Co., Ltd. (KPN) on the restructuring of the company, which will give YMC a controlling 51% interest, the meeting began with the introduction of the SYC's new corporate organization as well as new top and senior management. These introductions were followed by the unveiling of the new 102cc 4-stroke underbone-type model "Fresh." The strong evaluations and high expectations placed on this model (to lead Yamaha's comeback following the



YMC's President Hasegawa with Madam Kyunying Phornthip, owner of KPN Holdings Co., Ltd., YMC's Thai partner in SYC

The new model "Fresh"

setbacks of the devastating 1997 Asian financial crisis) were reflected in the rush of orders from the dealers, which on the single day of the meeting alone amounted to three months worth of production.

YMC's President Hasegawa was on hand for the meeting and got up to address the dealers, thanking them for their ongoing sales efforts and expressing his high hopes for the SYC's fresh start in the Thai motorcycle industry. He also assured the dealers of YMC's full commitment to the Thai market.

From Shiro Miura of YMC, Japan

MARINE

AUSTRALIA

Grandslam for Best Display

Yamaha has scooped the prize for the best stand at all three major boat shows in Australia.

The first accolades arrived at the Melbourne Boat Show from July 7 to 10, 2000, where Yamaha Motor Australia (YMA) presented the Yamaha Corporate Booth. YMA received the award for the Best Stand of the Year.

They won again at the Sydney International Boat Show from July 20 to 25, where YMA's display of a number of new model outboard



The Yamaha Corporate Booth cleaned up the Best Booth prizes at the major boat shows in Australia for 2000.

motors, including 4-stroke and HPDI, as well as Water Vehicles attracted the attention of many of the 73,000 visitors.

Yet again, YMA took the prize for the Best Stand at the Brisbane Boat Show from August 23 to 28.

The grand slam of best stand prizes at the three major shows in three states along the east coast of Australia is an excellent result for YMA.

From Toru Kato of YMA, Australia

NICARAGUA

Marine Distribution Agreement

On August 2, YMC's OMDO (Overseas Market Development Operations) signed a new marine Distribution Agreement with motorcycle distributors Casa Pellas Group in Managua, Nicaragua.

Nicaragua has since 1979 experienced civil war and United States economic sanctions. After shaking off a period of extreme economic disorder, and with the end of the Cold War and their internal war, an election was held in 1990. The

next decade saw Nicaragua move from the battlefield to the marketplace, and going forward the market is expected to really develop.

Since 1990, demand for outboards has grown, and in 1999 the market had grown to a stable 600 units. But with a population of 4,500,000 and long coastlines on both the Pacific and Atlantic oceans and the largest lake in Central and South America in Nicaragua, demand could be better.

According to market research, 60% of the existing 10,000 registered boats in Nicaragua are not power-driven, and increasing use of outboard motors is expected to create a sizeable market. In fact, the medium-range forecast is for this, the largest country of the seven countries of Central America, not including Mexico, to become an immense market.

The Casa Pellas Group are a large corporation with varied interests including Toyota distribution, banking, and rum. For this new marine business, they've planned a new Yamaha showroom for February 2001.

Further, the former motorcycle business Velosa and Power Products business F. Alf were managed separately, but out of this

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marine agreement they became F. Alf. Pellas, S.A. on October 1 in the interests of becoming a more efficient operation.

From Osamu Kobayashi of YMC, Japan



A marine Distribution Agreement is signed by President Silvio Pellas and Senior General Manager of OMDO, Mr. Shibata.

GERMANY

Advance Riding Course

The YARC (Yamaha Advanced Riding Course) was held at the Old Nurburgring (Nordschleife) Circuit in Germany from August 8 to 11, 2000, for the first time in five years. This time, 136 participants came from 12 countries across Europe including, Austria, Belgium, Denmark, Germany, Greece, Holland, Hungary, Italy, Norway, Spain, Switzerland and the United Kingdom.

It rained for five weeks leading up to the event, but great weather for bikes

prevailed for YARC, with blue skies and 25°C.

Participants signed in on August 8, and had their bikes checked by experts. Sub-standard mufflers and tires were not accepted. Besides two R7s, about 65% of the bikes were R1s, and 35% were R6s, which turned the course into something of an R series festival!

On the first day, they were instructed in riding techniques including braking and emergency response. Over the next two days they practiced riding, and were 'tested'.

In the evening, an awards ceremony was held. The top three in each group and the best three riders overall were presented with a commemorative cup. All participants received a certificate and a photograph of themselves in action.

On the afternoon of the second day, World Superbike racer Noriyuki Haga, on his way home to Japan from Milano, stopped by for a photo at the track with participants. Also, former Yamaha



Motor Germany (YMG) superbike racer Christer Lindholm, a Swede who held the German championship, signed autographs, making the event even more special for the participants.

On the third day, they enjoyed free time on the track until midday, when it was time to go home.

The aim of YARC is not just to sell more products. It's about after-sales customer care. Yamaha Super Sports riders from all over Europe were invited, and people got to master riding on an actual racing track. It is this type of event that strengthens brand loyalty.

From Hiromi Kuroi of YMG, Germany



The Yamaha Advanced Riding Course in Germany attracted R Series motorcyclists from all over Europe, who got the chance to meet champion riders and ride on the Old Nurburgring (Nordschleife) race track.

Egyptian police visit YMC

In July this year, two members of the Egyptian Police Bureau visited Yamaha Head Office in Iwata, Japan, following the 1999 supply of FZ750P bikes to the Egyptian police. The visitors toured the Yamaha factories and other facilities, increasing their exposure to Yamaha products.

While observing the Iwata 1st and 5th factories, the visitors saw examples of Yamaha's thorough Quality Control, and expressed an understanding of the importance of continuing Quality Control back home. Further, in appreciation of Yamaha instructor Toh's Yamaha Riding School in Egypt, they made a courtesy call on the Motor Sports Promotion Division. They also visited the nearby Kakegawa Technical Center, saw where Yamaha is in terms of the safety riding school which is part of our CCS (Customer and Community Satisfaction) activities, and gained ideas for the safety school program in Egypt.

Further, they were impressed to see the new XJ900P model, getting the gist of model development to cap off an interesting visit for the pair.

From Kyoko Shimoishi of YMC, Japan



First Outboard Lines-Off at Kumamoto Products

On Sept. 7, 2000 the first Yamaha outboard motor came off the assembly line at Yamaha Motor's new outboard motor manufacturing company, Yamaha Kumamoto Products Co., Ltd. Until now, Yamaha brand outboard motors have been manufactured domestically at Sanshin Industries Co., Ltd. and in Europe at MBK Industrie S.A. located in Saint Quentin, France.

Founded in 1998, the Kumamoto factory has primarily been supplying outboards parts to Sanshin until now. With the recent completion of a new assembly line, the Kumamoto factory will now be producing approximately 40,000 units of completed outboards in the first year, including 2-stroke ranging from 2 hp up to 55 hp. The factory boasts state-of-the-art equipment and facilities for integrated manufacturing activities involving forging, machining, painting and assembly on a flexible and highly productive system. Plans call for the factory to be manufacturing 100,000 units annually two years from now in 2002.

This will bring total planned shipments of Yamaha brand outboard motors from the three factories, Sanshin, MBK and Kumamoto, to about 300,000 units a year, making us better able to meet the growing global demand for these outboards that are used and loved by people in over 180 countries.



Towny PAS debut at the H.C.R. 2000 Exhibition

From September 12th to 14th, the 27th International Home Care and Rehabilitation Exhibition H.C.R. 2000 was held at the Tokyo Big Sight exhibition center. The largest number of exhibitors ever participated this year, with 630 companies from 15 countries and 1 territory. The visitors saw the latest home care and rehabilitation equipment technology for aiding the independence of the elderly and physically challenged persons from around the world.

At the Yamaha booth, an entirely new care-person operated wheelchair named the Yamaha "Towny PAS" was displayed. Incorporating the Power Assist System (PAS) used on the Yamaha PAS electro-hybrid bicycles and the "JW-II" electric power assist unit for wheelchairs, the new Towny PAS greatly reduces the pushing effort necessary from the person caring for a wheelchair patient. Unlike the existing "JW" series wheelchair power units, the Towny PAS features a completely Yamaha-designed wheelchair body as well as the PAS drive unit.

Convenient features include a bar type operator's handle instead of separate hand grips so the wheelchair can be operated with one hand, armrests and footrests that are detachable for greater ease in getting the rider on and off the wheelchair and a washable 3-dimensionally processed polyester seat material with a mesh surface that helps prevent sweating and seat rashes.



Through Central & South America on a 90cc Bike!

Retired Yamaha engineer Norio Takada (62) and his wife Kazuko (54) have a dream. It is a dream that will hopefully take them some 45,000 km through 18



Central & South American countries over the next year and a half. During his years at Yamaha Motor, Mr. Takada worked on motorcycle design and spent time on assignment in Brazil and Spain, where he learned Spanish and Portuguese and acquired a love of travel and Latin culture. As for Mrs. Takada, she has nurtured a love of Latin music and motorcycles since her high school days.

Whereas many would chose an offroad bike for such a journey, Mr. Takada considered the different types of riding conditions along the way and the amount of luggage they will carry riding tandem and finally selected the reliable 90 cc Yamaha T90N, which he has modified extensively for the trip.

What the couple look forward to most on their journey is the people they will meet. Mr. Takada hopes to find opportunities to share his technical expertise and maybe do some volunteer work along the way, while Mrs. Takada, a professional cook, hopes to trade recipes and enjoy the music and culture of each country.

High-tech and Environment-friendly - the "Keirin PAS"



Keirin PAS debut in the role of Pacer in the 2000 Sydney Olympics

The big event of 2000 that everyone has been looking forward to for four years, the Sydney Olympics opened in Australia on Sept. 15, and there in one of the Olympics' new events was a new high-tech Yamaha vehicle making its debut before the world audience.

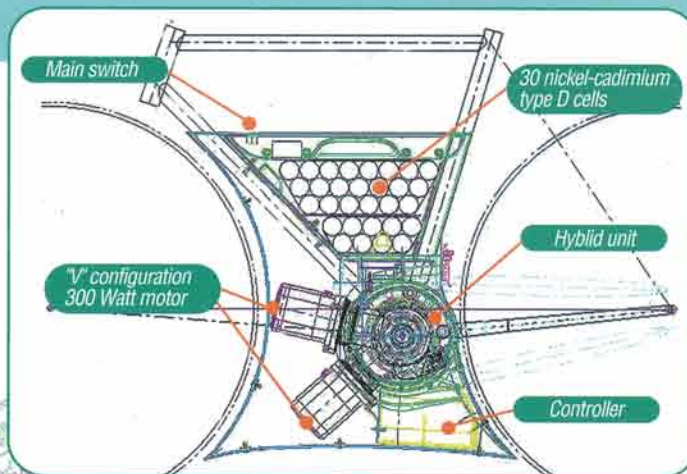
The new product is called the "Keirin PAS" and the event where it serves as an environment-friendly pace maker is the Japanese-born sport of Keirin bicycle racing, which joined the official Olympic schedule for the first time at Sydney. Keirin is a sprint race on a banked oval track that involves not just sheer speed but tactical maneuvering within the pack over the first few laps before the final sprint begins. It is in these opening laps that a pace maker is used to control the race. It is the unique new Yamaha "Keirin PAS" bicycle that will take the role of pacer in the races at Sydney.

PAS is the abbreviation for Power Assist System and the name of a Yamaha-original environment-friendly technology that uses power from an exhaust-free electric motor driven by a battery to supply a gentle power assist to the pedaling action of the rider on a bicycle, thus creating a vehicle that is gentle on humans and on the environment. In Japan this system is available to customers on Yamaha's "PAS" series electro-hybrid bicycles, which have won a strong reputation and popularity as personal vehicles that are both environment-friendly and also help relieve urban traffic congestion. The new "Keirin PAS" is another vehicle developed using this unique Yamaha technology.

Traditionally, a motorcycle based vehicle called a "DERNYS" has been used as the pacer in Keirin bicycle racing, but due to problems like the noise of these vehicles, there was a call for quieter, more environment-friendly vehicles like the Yamaha PAS to allow the athletes to better focus on their racing.

Technology of the "Keirin PAS"

The production model Yamaha PAS bicycles sold in Japan mount a single electric motor with a 235 Watt output and the control system is designed to supply a power assist from the motor in a one-to-one ratio



to the force applied to the pedals by the rider. The system is also set so that the power assist cuts off when the bicycle reaches a speed of 24 km/hr. Due to the conditions of use in a Keirin race, the spec asked for in the request for a pace vehicle was the capability to maintain a pace of 60 km/hr when ridden by an average adult.

When a bicycle is ridden at a speed of 60 km/hr, the wind resistance reaches 16 times that of the resistance at a normal bicycling speed of about 15 km/hr. In order to meet the required speeds under these conditions, the final "Keirin PAS" was given the following specifications. First of all, the bicycle mounted two specially developed compact, lightweight, high-performance electric motors. Each of the motors has a power output of 300W and they are mounted longitudinally in a "V" configuration. The ratio between the power assist and the pedaling force is set at more than 2 to 1 and uses the same sophisticated micro-computer-controlled drive system as that on the production PAS bicycles to mesh the power from the motor with the pedaling force in a smooth way that feels very natural to the rider.

Weight reduction technologies have kept the weight of the "Keirin PAS" when mounted with its motors and the battery (30 nickel-cadmium type D cells) to a mere 25 kg. Thanks in part to the "V" configuration of the motors, an ideal weight distribution has also been achieved. This has helped the bicycle also exhibit good handling stability even at speeds of 60 km/hr on the steep banks of the Keirin track, which reach up to 45 degrees!

Technological evolution and feedback

The "Keirin PAS" actually made its world debut at last year's World Championships, where it won the reputation for excellent reliability in actual race use that paved the way for its use in the Sydney Olympics. But its basic technologies were bred on the Yamaha PAS production bicycles before being further evolved for the "Keirin PAS," and now will be fed back again into the production bicycles. And, because of the viable answer they offer to the environmental problems and urban traffic problems that face our cities today, you can be sure that these technologies and the Yamaha PAS bicycles they power will continue to evolve for people-friendly vehicles of the future.



Big Wins Continue in Season's 2nd Half

Road Racing and Superbike World Championships

Biaggi dashed to his first win of the season.



the closest competitor to grab his first win of the season. Biaggi showed why he has won 6 of his last 7 races on the Brno course, maintaining a high pace

On Aug. 20, one man owned the Brno circuit in the 500cc class final of the Czech Republic GP, 11th round of the Road Race World Championships. After a great start from the pole position, M. Biaggi of the Marlboro Yamaha team ran in the lead the whole race, finishing an impressive 6 seconds ahead of



Jacque stands atop the series ranking.

to pull away from the pack to a massive lead of up to 10 seconds in the middle stages of the race.

At round 12, the Portuguese GP at Estoril circuit on Sept. 3, it was team Red Bull Yamaha's G. McCoy who pulled off a similar pole-to-checked win, his second of the series after winning the season opener in South Africa. Following him in 4th and 5th respectively that day were Biaggi and McCoy's Red Bull teammate R. Laconi.

Meanwhile, in the 250cc class, Shinya Nakano of Chesterfield Yamaha followed Mujero to grab his fourth win of the season in round 11. Despite a wrong choice of tires, his teammate, Olivier Jacque rode hard to finish 3rd, five seconds behind Nakano. The race developed as a fierce battle between five riders, but in the end

the Chesterfield Yamaha Tech 3 pair emerged to mount the winners podium together for the seventh time this season! At round 12, Jacque negotiated the Estoril course brilliantly to finish in 2nd place. Nakano was not so lucky, however. He was forced out of the race when his machine got tangled up in another rider's accident. With this result Jacque stands atop the series point ranking with a 37-point lead over second place Nakano. In round 11 of the World Superbike series, the Dutch GP held at the Assen circuit on Sept. 3, heat one began with very unstable track conditions and as his rivals fell back one after another, Yamaha WSB Team's N. Haga maintained a steady pace to finish 3rd on his Yamaha R7. By the start of the second heat the track was dry and, in a crowd-pleasing display of skill and speed, Haga raced to victory and moved himself into 2nd place in the season ranking.



Haga got the win at the Dutch GP.

Season ends with M. Bervoets Last-round Victory!

Motocross World Championships

On Sept. 3, in the last round of the World Motocross Championships, the Swiss GP, the Yamaha Motocross Team's M. Bervoets raced to a 3rd place finish in the first heat and first place in the second heat to win the final round of the 2000 season. It was Bervoets's fifth victory of the season. Teammate A. Bartolini, last year's champion, finished an impressive 2nd in the first heat. These results placed Bervoets 2nd and Bartolini 4th in the season championship ranking.

In the 250cc races held at the same time, Yves Demaria of the Yamaha Free Time Team, who had already clinched the French national championship title for the season, showed his stuff with a strong victory in the first heat. Another Yamaha rider, Claudio Federic of the De Carli Yamaha team rounded out his rookie season in fine style with a 3rd place finish in heat one and a 4th in heat two. This result made Federic the top Yamaha placer in the season ranking at 5th place.

