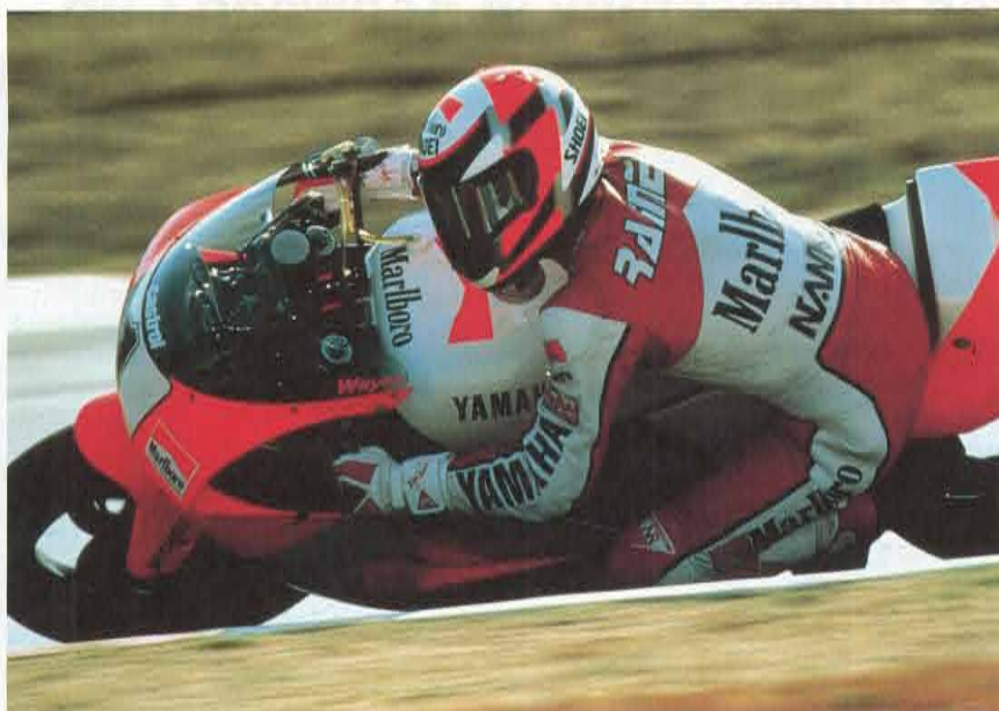


YAMAHA MOTOR NEWS

1992 No.6



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W. Rainey

Riding a YZR500 for Team Marlboro Yamaha Roberts, Wayne Rainey clinched the '92 Road Racing World Championship in the GP1 class (500cc) by finishing 3rd in the South Africa GP on September 6, the 13th and final round of the series. Rainey finished the season 4 points ahead of 2nd place Michael Doohan (Honda), thus claiming his 3rd consecutive 500cc world title.

Also on the same day, Rainey's teammate John Kocinski won his first round of the series, giving him a season total of 102 points, enough to win the 3rd place ranking.

Other Yamaha riders, Juan Garriga of the Ducados Yamaha Team, Randy Mamola of Budweiser

Yamaha, Niall Mackenzie and Miguel Duhamel of Team Yamaha Motor France Mobil 1 finished the season 7th, 10th, 11th and 12th, respectively.

Meanwhile, in 250cc World Championship Motocross, American pair Donny Schmit and Robert Moore of Chesterfield Yamaha Team Rinaldi, riding Yamaha YZ250M machines have won the 1st and 2nd rankings.

YZ250M riders Alessandro Puzar, Marnicq Bervoets, Peter Johansson and Pekka Vehkonen finished out the '92 season successfully in 4th, 7th, 9th and 15th positions, respectively. These outstanding results served to win Yamaha the maker's championship for '92.

Rainey wins World title three years in a row

- Schmit and Yamaha also take championships

1992
ROAD RACE 500cc
&
MOTOCROSS 250cc
WORLD
CHAMPIONSHIP



D. Schmit

European motorcycle importer meeting in Spain

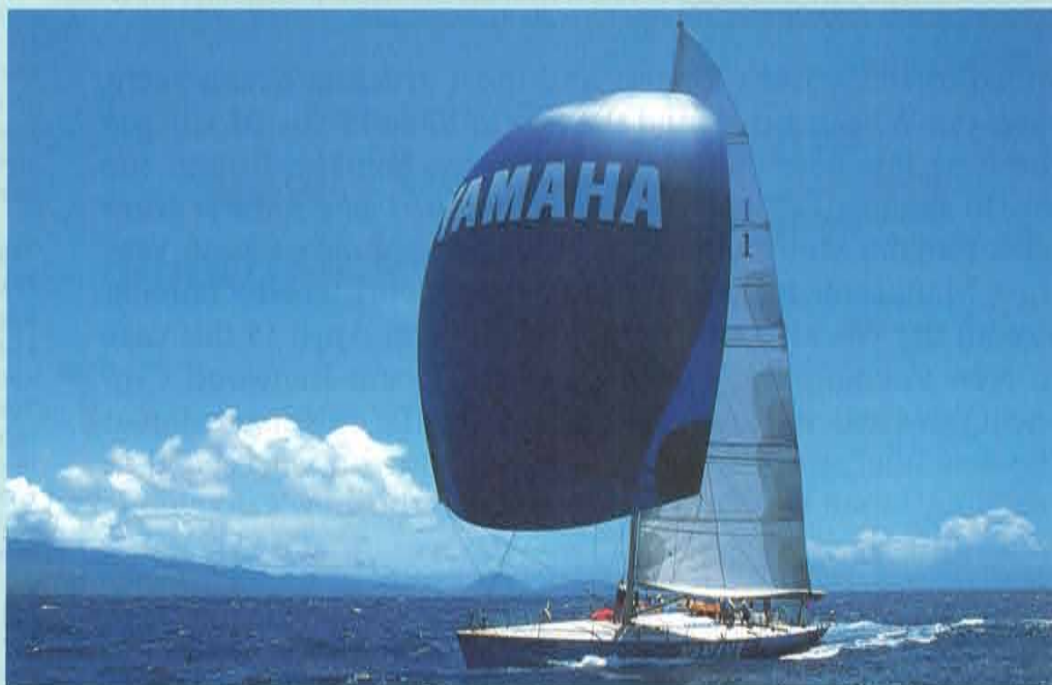


Importers attending the meeting also visited the Sevilla EXPO.

From September 3 to 5, the 17th annual Yamaha European motorcycle importer meeting was held in Marbella, Spain, gathering 100 participants from 19 countries. Organized by Yamaha Motor Europe N.V. in association with Yamaha Motor España S.A., the importer meeting was attended by YMC's President Eguchi, who extended a special welcome to delegates from Hungary, Slovenia and Turkey who were participating in the meeting for the first time. Mr. Eguchi also congratulated all Yamaha importers for the excellent number one position they achieved in the European market in 1991. Stressing that despite a general background of recession the European motorcycle market is showing steady growth, President Eguchi confirmed that Yamaha has its sights firmly set on retaining the

number one position for 1992. The meeting concluded with the unveiling of Yamaha's exciting new models for the 1993 season, like the GTS1000, which are sure to keep Yamaha at the forefront in motorcycle design and technology. Just after this meeting, on Sept. 7, YMES held an opening ceremony for its newly completed factory. The former factory was destroyed by fire in September, 1991, and the reconstructed premises will serve as YMES's production center for mopeds and motorcycles. Attending the ceremony for the new YMES factory were President Pujol of the Autonomous Government of Catalonia, YMES President Garcia Díez and Vice President Jorge Lasheras, Mr. Eguchi and many other VIPs. (See details about the GTS1000 launch on page 4.)

New Whitbread boat clears tough trials



The Yamaha Round the World (YRW), the newly built W60 class racer of the Yamaha Round the World Syndicate and its crew have been meeting every test with skill and ingenuity as development proceeds toward the 1993-94 Whitbread Round the World yacht race. Launched on April 15, the YRW is the first boat of the new W60 class built anywhere in the world and is the first of two boats the syndicate will build for the first Japanese challenge for the Whitbread Race. After completing a 4,500 nautical mile ocean run from New Zealand to Hawaii, the YRW got some good race experience in the prestigious Kenwood Cup competition, where it was first across the line in all four triangle races and the two long-distance offshore races.

Then the YRW departed on another long-distance test run to Japan for its Round-Japan Campaign. On the way, it happened that the YRW's mast, built to an extra lightweight design, snapped in mid-Pacific. But in spite of this accident, YRW arrived safely and with surprising speed at Gamagori, Japan on Oct. 3, using a makeshift mast made of the separated 9-meter boom. In fact, by reaching Japan just 10 days after losing her mast, and 20 days after leaving Hawaii, the YRW set a pace faster than the standing Hawaii to Hiroshima record of 26 days. This and other experiences will supply vital data for the building of the syndicate's second boat and confidence for the crew to win the coming Whitbread Race. (See pages 2 and 3 for a further report on the YRW)

Preparations hit for stride for

W60 class Yamaha boat competes successfully in Kenwood Cup



The Yamaha syndicate's first boat was built in Auckland and tested on Auckland's Waitemata Harbour and Hauraki Gulf before participation in the Kenwood Cup.

Billed as the world's longest and most grueling ocean yacht race, the Whitbread Round the World Race 1993 ~ 94 will see the first Japanese challenge ever by the Yamaha Round the World syndicate. The syndicate is operated as a joint venture with Yamaha Motor Company and New Zealand's Ocean Ventures Management Limited. Its first boat, christened "Yamaha Round the World" (YRW), was launched on April 15 this year in New Zealand and took part in the recent Kenwood Cup yacht races held in Hawaii. Then, on a Pacific crossing to Japan the new boat was dismasted in high winds but succeeded in reaching Japan in record time thanks to the crew's ingenious makeshift rig.

After YRW was launched in New Zealand, it departed on a 4,500 nautical mile test run to Hawaii to enter the '92 Kenwood Cup. In Hawaii, skipper Ross Field and the crew of the YRW kept up their rigorous schedule of preparation by entering the regatta, impressively coming home first in all six races of the two-week competition. This was no easy feat, with four triangle races and two long-distance offshore races all held under different weather and sea conditions, and it proved conclusively both the speed of the world's first W60 class racer and the skill of her crew.

Racing under tough handicaps

The W60 class is a revolutionary new type of ocean racing class created specifically

for the Whitbread Round the World Race 1993 ~ 94 and incorporating some of the latest technological advances in racing yacht design. Being the first boat in the world to be designed and built to the specifications of this class, the performance of the YRW was the focus of attention for ocean racing fans everywhere. The Kenwood Cup is a race competed under IOR (International Offshore Racing) standards. However, as YRW was built to W60 class specifications, it was handicapped with a prohibitively high rating, that made competition against the other yachts on an adjusted-time basis impossible from the start. In light of this, the crew of the YRW made their goal a first-home finish in each race.

Another disadvantage for the YRW in the Kenwood competition was that the use of

one of its main features, a water ballast system, was prohibited in the races. Furthermore, the YRW had to race with a crew of 22, in spite of the fact that it is designed for an optimum crew of ten.

Top speed of 18 knots recorded in 26-knot wind

Regardless of these disadvantages, Ross Field and the crew of the YRW sailed valiantly through the rough seas and steady Trade Winds off Hawaii to finish all six races during the two weeks far ahead of the competition. Although average wind speed during the competition was lower than last year at 15.22 knots, the YRW was able to record a top speed of 18 knots under one 26-knot wind. Also, the outstanding sailing performance it showed during the two long-distance offshore races gave notice of its long-distance potential for the upcoming Whitbread Round the World Race.

Although the use of its water ballast system was prohibited during the Kenwood races, skipper Ross Field proved the system's excellent performance by opening up the sea valve and filling the ballast tanks with 5,000 kg of water just after crossing the finish line of the last race. With its tanks filled the YRW immediately settled down and picked up boat speed.

Demonstration set for Japan

After the '92 Kenwood Cup races the crew of the YRW got back to preparations for their campaign to win the Whitbread Round the World Race 1993 ~ 94. The

YRW's designer, the world-renowned racing yacht designer Bruce Farr, joined the crew in Hawaii for a week of thorough sailing tests to gather data for the final design of the syndicate's second boat.

After further training and race tuning in the waters off Hawaii, the YRW departed on another long-distance test run; this



In addition to boat quality, crew work is another important aspect of race performance.



At a press conference before the Kenwood Cup Race: From right, Japanese representative, Mr. Ogimi, Chairman, Mr. Glen and skipper, Mr. Field of the "Yamaha Round the World" syndicate, and Yamaha Motor's Senior Managing Director, Mr. Arata.

Whitbread Round the World

time to Japan.

Little did they know, however, that on the way a supreme test of courage and ingenuity lay in wait. The YRW and its crew were 1,000 miles west of the Midway Islands and 1,600 miles from Japan on their 10th day out of Hawaii and well on their way to setting a new sailing record for the Hawaii to Hiroshima run, when seeming disaster struck.

On a reach in about 26-knot winds at 7 a.m. Greenwich Mean Time on September 23, the boat's 26m-aluminum mast suddenly snapped at deck level and came crashing down. Had it not chanced to land partly on the spinnaker pole, it probably would have crashed through the deck, causing disaster for the boat and crew. Lying helpless with their beam exposed to 15 to 20-ft waves, the crew rushed to cut the thrashing mast loose before its spreaders punched a hole in the hull below the waterline. With the mast cut free, the yacht was then able to motor on through the night while the crew sat down to plan how to make a jury-rig. Using the boom as a mast and the spare spinnaker pole set halfway up as a form of gaff rig, the crew was able to get up a good amount of sail, enough to carry them along at 5 to 7 knots for the remaining 10 days to Japan.

The YRW looked something like a giant Optimist dinghy when it arrived under its own power in Japan's Gamagori Harbor for repairs. When the tired but proud crew finally stepped on dry land, they knew they had passed another big test on their long road to the '93-'94 Whitbread Round the World race.

Before the dismasting caused the change in course, the YRW had been scheduled to visit Hiroshima as the first stop on a tour around Japan to give demonstrations at the country's major ports.

In Gamagori, home of Yamaha's Gamagori boat factory and base for the Nippon Challenge syndicate that recently finished its highly-acclaimed first challenge for the America's Cup, the YRW will undergo repairs before setting out on the continuation of its Round-Japan Campaign.

With less than a year to go before the start of the Whitbread Round the World Race, we wish all the crew of the Yamaha Round the World syndicate the best of luck in their ongoing preparation campaign.



The dismasted YRW enters Gamagori Harbor.



The YRW and its crew after arriving safely in Gamagori.

Local youngsters discover marine sports

Marine play for Kids at Lake Hamanako



Over the three days from July 20 to 22, Yamaha Motor organized the "Third Marine Play for Kids at Lake Hamanako" at its nearby Yamaha Marina Hamanako. This event invited elementary school children from the locality to discover the fun of marine recreation at Lake Hamanako, home of YMC's marine operations.

By giving kids the opportunity to ride a variety of boats and Water Vehicles, YMC hopes to promote understanding of marine sports and encourage their spread. Held this year as an activity of our CCS (Customer and Community Satisfaction) program, this event seeks to elevate conventional marine promotions to a level that makes a sound contribution to the local community.

The origin of this event goes back to the annual "Junior Marine Week" that YMC began in 1975. It was a program that offered local young people an introduction to marine sports. The positive response to this and other programs like it that we received from both parents and the kids themselves, led us to expand the scale of the program.

This year saw another big expansion of the program, with some five-hundred 10 to 12 year-olds participating in the following schedule of events over the 3-day period.

Powerboat Experience

Yamaha FR-46 and SC-32 powerboats



Children enjoy cruising around the lake.

were used to take children on a cruise around nearby islands. With the boat's captain as guide, the children received a tour of the lake as they enjoyed waving to fishermen and other boaters along the way.

Water Vehicle Experience

Five Marine Jets (MJ650 TL Water Vehicle) were prepared for this event. With an instructor operating the Water Vehicle, children were given a thrilling 4-5 minute ride one at a time. Some children came back as many as three or four times for rides.



"I love the feeling of speed."

Jet Buddy Experience

Children were given a different kind of cruising experience on the "Jet Buddy", a new type of craft that is attached to a Water Vehicle as its means of propulsion. The "Jet Buddy" has been the focus of attention among marine fans since their unveiling at this year's Tokyo Boat Show in two models, a dock-type and a pull-type.



"Is this the Jet Buddy? Looks exciting!"
Shown in the photo is the dock-type.

Dinghy Paddle Race

Four Yamaha MiniHoppers were prepared for this event. With two children paddling and one at the tiller, participants raced out and around a marker set offshore from the bridge at the lake's mouth. At first, many of the inexperienced young racers found it hard even to navigate to the marker, but as they gradually got the knack, the event turned into an exciting competition, with avid young paddlers spurred on by their cheering friends.



Ready to go in the paddle race!

The chairperson of the local children's committee had this to say about the event;

"Our children look forward to this event each year. They treasure this unique opportunity to ride the Water Vehicles and boats they don't normally have access to. In fact, they look forward to it so much that we ask the cooperation of local schools in scheduling their club events, etc., so as not to conflict with the "Marine Play for Kids" event.



A toast at the race press conference.



YMC's Mr. Arata (2nd from right) gets an explanation of the boat's features from its skipper, Mr. Ross Field.

New Yamaha GTS1000 unveiled to importers and press in Spain



The GTS is introduced with the aid of a laser display.

Immediately after the European importer meeting held from Sept. 3 to 5 in Spain, Yamaha Motor Europe N.V. held a press conference to launch the new sports tourer Yamaha GTS1000. More than 75 journalists from the European motorcycle press arrived at the luxury Mediterranean seafront venue Marbella (Costa Del Sol) in Spain for the launch. Following an explanation of Yamaha's corporate philosophy and the GTS1000's design concepts by Mr. Eguchi, this exciting new model was revealed at the climax of a spectacular laser display which charted the evolution of mankind and technology from the beginning of time to the present day and into the future. After this impressive launch journalists had the opportunity to photograph a standard GTS1000 and a semi-stripped model for detail shots.

On hand to answer any technical questions were Yamaha Motor's Director Watanabe, GTS1000 project leader Ito, and Product Planning staff members from Yamaha Motor Europe N.V. The next day, journalists were invited to attend EXPO '92 taking place in Sevilla, where they were given VIP tours of the Spanish and Japanese pavilions and were able to see at first hand Yamaha's involvement as official collaborator in this prestigious event. As well as supplying the organizers with Yamaha Jog scooters and electric outboards for transport around the massive



The new GTS1000: designed as a balanced answer to the demand for real sports performance and comfort touring. A catalyst breaks down exhaust components for cleaner emissions.



ditional promotion, a selection of Yamaha products are prominently displayed at each public entrance. The importer meeting and GTS1000 press launch were extremely well received by those present, and YMENV and YMES are confident that these important events will greatly contribute to a highly successful 1993.

show complex, Yamaha Motor España S.A. is also donating motorcycles, outboard motors and Water Vehicles as prizes to every millionth visitor - and as an ad-

Peterhansel, Magnaldi lead Yamaha sweep of top 6

1st WEST-EAST PARIS-MOSCOW-BEIJING MARATHON RAID



Near the Great Wall just after the finish

On September 1, the first West-East Paris-Moscow-Beijing Marathon Raid, the world's longest rally, started from Paris to make a full crossing of the Eurasian continent. In the Motorcycle Division of this rally, Yamaha Motor France entered Stéphane Peterhansel and Thierry Magnaldi as team riders for the YAMAHA MOTOR FRANCE MOBIL 1 mounted on Yamaha YZE850T Super Ténérés. The Paris-Moscow-Beijing rally follows a course that crosses France, Belgium, Ger-

many, Poland, six republics of the CIS and finally China to reach Beijing after a total of 27 days and 16,082km. The total number of entries in all divisions was 130 vehicles, including 15 entries of 5 makes in the Motorcycle Division. And of these only 57 survived the tough ordeal to finish in Beijing. The rally course begins with a 3,000km liaison to Moscow. The day after arriving in Moscow a prologue run is held, after which the race proceeds to the first Spe-

cial Stage (SS) through typical rural landscapes of the Republic of Russia and into the steppes of Central Asia. Next comes an SS across the soft sands of the Karakum Desert to Bukhara. From there, the course crosses alternate regions of mountains and grasslands to the Chinese bord-

er. Crossing the towering Tien Shan mountain range, the rally enters China where the next SS winds its way through the great Takla Makan Desert and into the Gobi Desert, known for its beautiful sand dunes. By the time the competitors reach Beijing, they have completed a total of 21 Special Stages.

Magnaldi led by a slight margin in the early stages, but as the race entered China Peterhansel took over the lead and continued to ride on steadily to victory. Following Magnaldi in second place were 4 more Yamaha riders, Bermudes, D. Pescheur, Landereau and E. Pescheur, giving Yamaha an impressive sweep of the top 6 places. On the 26th, a one-kilometer section of the Great Wall was lit up for a grand welcoming ceremony for the finishers.

(A feature article on this rally will be carried in our next issue.)



Peterhansel

Overall Motorcycle Division results

	Rider	Machine	Time (Hour:min.:sec.)
1.	S. Peterhansel	Yamaha YZE850T Super Ténéré	101:40:05
2.	T. Magnaldi	Yamaha YZE850T Super Ténéré	101:45:03
3.	P. Bermudes	Yamaha 660	149:32:49
4.	D. Pescheur	Yamaha 660	164:02:12
5.	P. Landereau	Yamaha 660	170:45:27
6.	E. Pescheur	Yamaha MTTE	175:57:33
7.	R. Loizeaux	BMW	189:28:48

New scooter runs 550km without refueling

Last June, Yamaha Motor released its "Axis Pro Foot" scooter, equipped for the first time with a large capacity 13-liter fuel tank. To prove this new model's potential, the staff of Yamaha News, Yamaha's house newsletter for Japanese domestic dealers, recently attempted a non-refueling distance run; successfully covering 550km.

Over the two days of June 16 and 17, a team of two Yamaha Motor development staff from the scooter's development team and two users undertook a marathon ride to show the no-refueling distance potential of the new Yamaha 90cc scooter, Axis Pro Foot. For the course of this distance trial, Japan's historic "Tokaido" road linking the modern capital, Tokyo, with the ancient capital, Kyoto, was chosen. And, starting with a full tank at the Nihonbashi bridge in downtown Tokyo the two Axis Pro Foot scooters traveled a total of

550km to the Sanjo Ohashi bridge in the heart of Kyoto with no refueling and no mechanical trouble whatsoever! With two riders for each of the scooters trading off every one or two hours, the pair of Axis Pro Foots endured 25 hours of steady driving through heavy city traffic and with wet road conditions on the second day to reach Kyoto on one tank of fuel! This result surprised even the Yamaha staff, who had painted on the bikes "Tokyo→Kyoto no-refueling run" based on their calculation that at 30km per liter



they should have been able to reach the city of Nagoya 390km along the Tokaido. No one dreamed that the fuel-efficient Axis Pro Foot would carry them a full 160km farther to Kyoto! Thus, the team proved in the trial not only the new scooter's ultra-long cruising range and reliable toughness but also a 42.5km-per-liter fuel consumption rate.



AXIS PRO FOOT 90



The test covered 550km of winding roads and city traffic without refueling.



Immortalized by the famous Ukiyo-e painter Hiroshige in the 18th century for its 53 lodging towns and beautiful scenery, the Tokaido of today is the busy thoroughfare National Route 1.



Hakone, Kanagawa Pref., historic spot of one of the old barrier stations of the old Tokaido.



The staff that completed the Tokyo-Kyoto no-refueling trial.

SPORTING WORLD

Yamaha riders putting on the heat at SUGO Superbike

10TH ROUND OF THE '92 SUPERBIKE WORLD CHAMPIONSHIP SERIES

On August 30, the 10th round of the '92 Superbike World Championship Series, the Diesel Jeans SUGO Superbike World Championship Race was held at Sportsland SUGO for the fifth consecutive year. In spite of the unfortunate weather, with light rain and mist starting from the second day of official practice, some 25,000 superbike fans gathered to watch the world's top-level riders in action in this big once-a-year event.

This year, 35 riders from 11 countries converged on the SUGO circuit to give an exhibit of hot, world-class competition that kept the fans cheering right down to the wire. Superbike racing maintains its popularity because of its use of 4-stroke bikes all based on production machines, which the audience can identify with more closely.

Living up to our expectations, Yamaha's two remarkable riders, Australian K. Magee and Italian F. Pirovano, won second and third places in both races. The pole position starter D. Polen managed to stay in front the whole way to take start-to-finish wins on his Ducati. After 13 laps of the second race, Magee kept right on Polen's tail chasing him all the way to the end and finishing approx. one second behind the present series leader. Magee said afterward that he did his best but just couldn't get by.



K. Magee (left) and F. Pirovano fight it out.

Pirovano held on to take a clear third and keep fifth position in the series which still has five rounds to go.

RESULTS

WORLD CHAMPIONSHIP ROAD RACING

12th round - Brazil - Aug. 23
GP1 class (500cc)
1. W. Rainey Yamaha
2. J. Kocinski Yamaha
3. D. Chandler Suzuki

4. W. Gardner Honda
5. M. Duhamel Yamaha
6. A. Criville Honda

GP2 class (250cc)
1. L. Cadalora Honda
2. M. Biaggi Aprilia
3. L. Reggiani Aprilia

4. D. Romboni Honda
5. J. Schmid Yamaha
6. H. Bradl Honda

13th round - S. Africa - Sept. 6
GP1 class (500cc)

1. J. Kocinski Yamaha
2. W. Gardner Honda
3. W. Rainey Yamaha
4. D. Chandler Suzuki
5. K. Schwantz Suzuki
6. M. Doohan Honda

GP2 class (250cc)

1. M. Biaggi Aprilia
2. L. Reggiani Aprilia
3. P. F. Chili Aprilia
4. H. Bradl Honda
5. L. Capirossi Honda
6. L. Cadalora Honda

FINAL CHAMPIONSHIP POSITIONS

GP1 class
1. W. Rainey Yamaha 140 pts.
2. M. Doohan Honda 136 pts.
3. J. Kocinski Yamaha 102 pts.
4. K. Schwantz Suzuki 99 pts.
5. D. Chandler Suzuki 94 pts.
6. W. Gardner Honda 78 pts.

GP2 class
1. L. Cadalora Honda 203 pts.
2. L. Reggiani Aprilia 159 pts.
3. P. F. Chili Aprilia 119 pts.
4. H. Bradl Honda 89 pts.
5. M. Biaggi Aprilia 78 pts.
6. A. Puig Aprilia 71 pts.

WORLD CHAMPIONSHIP MOTOCROSS

250cc class
10th Round - Sweden - Aug. 2
(Overall results)

1. D. Schmit Yamaha
2. E. Evertsen Kawasaki
3. R. Herring Honda
4. B. Manneh Honda
5. A. Puzar Yamaha
6. P. Iven Kawasaki

11th Round - Finland - Aug. 9
(Overall results)

1. R. Herring Honda
2. E. Evertsen Kawasaki
3. S. Everts Suzuki
4. R. Moore Yamaha
5. J. Dobb Kawasaki
6. P. Iven Kawasaki

12th Round - Japan - Aug. 23
(Overall results)

1. M. Kiedrowski Kawasaki
2. E. Evertsen Kawasaki
3. A. Puzar Yamaha
4. J. Stanton Honda
5. R. Moore Yamaha
6. S. Everts Suzuki

FINAL CHAMPIONSHIP POSITIONS

1. D. Schmit Yamaha 416 pts.
2. R. Moore Yamaha 368 pts.
3. E. Evertsen Kawasaki 362 pts.
4. A. Puzar Yamaha 359 pts.
5. T. Parkar Honda 302 pts.
6. R. Herring Honda 295 pts.

New YZ series for 1993 **BELGIUM/JAPAN**

With the addition of an 80cc model into the line-up, the new '93 models of the YZ series were released and testride events held in Europe and Japan, mostly for the motorcycle press. In Europe, Yamaha Motor Europe N.V. (YMENV) organized the testrides in Belgium from July 21 to 24 with YMC and YMENV representatives in attendance. The participants came from 12 European countries; Sweden, UK, Italy, France, Denmark, Norway, Finland, Belgium, Spain, Germany, Holland and Switzerland, and some promising young riders were invited by the importers to try the newest YZ models YZ80, YZ125 and YZ250. The young men agreed that the YZ80 is the best 80cc motocrosser they've ever ridden and the journalists praised the YZ250 for always being equipped with an outstanding engine together with excellent frame and suspension. The most exciting part of the event were the riding demonstrations by top Yamaha riders including '92 World Championship Motocross champion Donny Schmit, 2nd place winner Robert Moore, 4th place Alex Puzar, along with Peter Johansson and Marnicq Bervoets.

The participants enjoyed watching their performances in US Supercross style and became enthusiastic for their own testrides. In Japan, some 50 people representing 18 publications gathered in the Fujimiland in Shizuoka Pref. to try out the new YZ series on August 5 and 6. Especially, the newly born YZ80 model won high acclaim among participants for features like its new rear-intake system and upside-down fork system which is unique among 80cc class motorcycles. Moreover, they were attracted by the wide power range, high-grade suspension and the good rear traction that provide comfortable and well-balanced riding on its compact body. The new-design 125cc and 250cc models were praised for their excellent power development.



Both the '92 motocross world champion D. Schmit (left) and 2nd place winner R. Moore, perform as testriders in Belgium.



Together with the YZ250, the YZ125 has a totally renewed body with new-design frame and showing remarkable improvements on the suspension and engine.

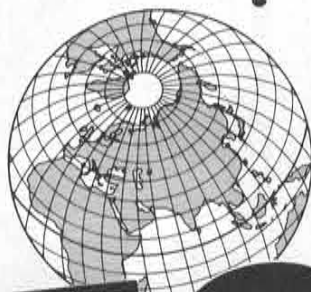


Dealer trip visits Taiwan and Japan **SINGAPORE**

Ten Singapore Yamaha motorcycle dealers together with four representatives of Hong Leong Corp., Yamaha importer for Singapore made a trip to Taiwan and Japan from July 30 to August 8.

In Taiwan, the tour members visited the factories of Yamaha Motor Taiwan from which most Yamaha motorcycles sold in Singapore are being supplied now due to the new regulations enforced last October, and also attended the Taiwan motorcycle dealer meeting held there on August 1 as guests.

After a 5-day stay in Taiwan, the dealers and importers arrived in Japan and, on August 4, visited Yamaha Motor's head office and were given a tour of the main assembly factory and 5th Iwata factory where motorcycle and other products' engines are manufactured. On the evening of the same day, a welcome party was held for the tour at the Hamamatsu Grand Hotel with YMC Directors Watanabe and Arai and other representatives of YMC attending. The members of the tour enjoyed mid-summer sightseeing in Kyoto and Osaka before returning to Singapore at the end of their 10-day tour.



TOPICS

from the WORLD

Thanks for all your letters. We're receiving wonderful letters with interesting topics for Yamaha Motor News from all over the world and every letter we get helps us bring you a more informative and more useful Yamaha Motor News.

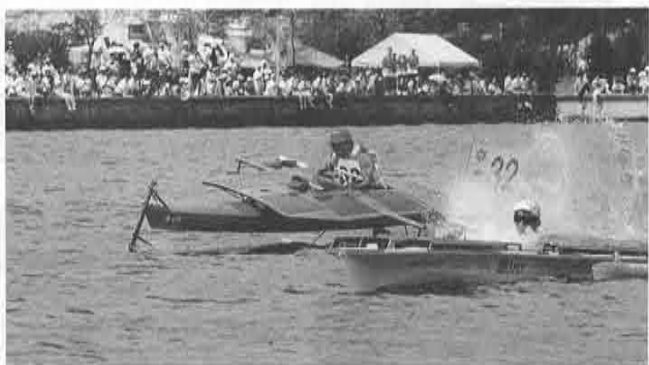
Spirit of challenge brings Yamaha employees contest wins **JAPAN**

This summer, teams of Yamaha employees entered several unique contests, including two Solar-powered Boat Races, a Birdman Contest and a Dream Ship Design Contest, in which specially designed boats or aircraft competed for speed, distance or concept. Yamaha men have gathered to form these teams voluntarily in order to build their dream craft and give form to their creative talents outside of the business field.

Solar-powered Boat Race

August 22, 23/Lake Mikatako, Fukui Pref.

This was a very successful solar-powered boat race contested by 56 teams, including one from America. After the dead-heat contest with an arch rival "Soland," the Yamaha employees' team the "Break Now - Imagiri" captured the overall win. Also, the 4th Hamanako Solar-powered Boat Race was held at Yamaha Marina Hamanako in the end of July, and



The Break Now - Imagiri (the leading boat) is a speedy hydrofoil type boat.

the "Taiyo ga Ippai (Bright Sunshine) II" built by Moriyama Works Co., Ltd. with an FRP Yamaha ocean scull as its base, won 2nd place.

16th Japanese National Birdman Contest

August 1/the shore of Lake Biwako, Shiga Pref.

Yamaha's Team Aerocepsy with their proud craft "Gokuraku Tombo (Super Happy Dragonfly)", the Japanese man-powered-flight record holder, extended their record with a 2019.65m flight and won first place in the Man-powered Propeller Aircraft Class. Another



The Gokuraku Tombo maintains well-balanced flight under the slightly windy conditions.

craft from the same team "Goto Limited" also won in the Glider Class.

1992 Dream Ship Design Contest

August 2/Tokyo Bay Boat Heiwajima

In front of some 35,000 spectators, one of the Yamaha teams "COGITO 1" finished a 200m straight course dash in 44.69 seconds to win both 1st place in the Man-powered Speed Boat Class and the Transport Minister Prize, giving Yamaha its 2nd consecutive conquest.



The COGITO 1 (in front) dashes to the goal in the final race.

First dealer meetings **LATIN AMERICA** for Guatemala and Costa Rica

For the first time in 30 years both Canella S.A. and Lutz Hnos, Yamaha importers for Guatemala and Costa Rica respectively, organized their own dealer meetings this June. There were 29 participants for Guatemala's dealer meeting, while 22 dealers attended the one for Costa Rica. At both meetings, the Yamaha 90cc scooter AXIS90 was introduced for the first time and testrides for the AXIS90 and other new models were provided in the presence of YMC representatives. Moreover, the Yamaha genuine oil for motorcycles was explained generally and technically to the participants by the importers who are promoting it as part of their customer satisfaction policies. As a result of these

meetings, the dealers from both Guatemala and Costa Rica reconfirmed their pride at being Yamaha dealers and refreshed themselves to start building even stronger sales strategies in their respective motorcycle markets for the rest of the 1992 season.



Guatemala dealers participated earnestly in the first meeting.



A commemorative shot for the first dealer meeting in Costa Rica.



YMC President Eguchi gives a speech at the reception celebrating the establishment of the Foundation.

Japan Marine Sports Promotion Foundation launched **JAPAN**

In July of 1992, the Japan Marine Sports Promotion Foundation was established in Shizuoka Pref. to promote marine sports and deepen people's understanding of the true joy of a wide variety marine sports that bring pleasure and fulfillment into people's lives. Yamaha Motor's President Eguchi will serve as Chairman of the Foundation, with Mr. Tomura, Executive Managing Director of the Japan Amateur Sports Association and Mr. Arata, YMC's Senior Managing Director as Managing Directors along with a prestigious group of other officials. In Japan, the history of marine sports is still relatively short when compared with other sport-loving countries. Still, it is growing rapidly in recent years as people have begun showing interest in major in-

ternational yacht races such as the America's Cup and Whitbread Round The World Race. The Foundation's operation plans include efforts to foster well-trained instructors and to provide good equipment and marine sports facilities. Research and development, various events such as short-term training courses and competitions as well as international communication through marine events will also be among its objectives. Through marine sports people learn the real meaning of seamanship, good communication with friends and harmony with our natural surroundings. The Foundation will dedicate itself to encouraging people's enjoyment of marine life as it works for the growth of marine sports in Japan.

Yamaha Zeal exhibited in London's Design Museum **U.K.**

The Yamaha Zeal motorcycle has been displayed in the REVIEW gallery of the Design Museum in London as part of a survey of exciting new designs and the latest technology in the Japanese motorcycle industry. The 750sq meter REVIEW gallery located on the first floor of the museum was designed by architect Stanton Williams and opened on February 18 to examine contemporary design in an international context. On display were concepts, prototypes, and

finished products, from toothbrushes to cars, cameras to computers. The REVIEW provides visitors with an unparalleled opportunity to see some of the most innovative products from all over the world. In addition to the Yamaha Zeal, the REVIEW presents a host of radical new products including the Bird armchair, by Tom Dixon for Cappellini, the 'Elegant' concept wheelchair and the Zike bicycle, by Sir Clive Sinclair, etc.



More Letters!

Third 3-S Shop Education and Training Program **PAKISTAN**

Aimed at building customer satisfaction and trust, a 3-S Shop campaign has been under way in Pakistan since 1990. As in earlier years, the Yamaha partner in Pakistan, Dawood Yamaha Limited organized its third 3-S Shop Education and Training Program from June 29 to July 2 at the Avari Hotel in Lahore in cooperation with YMC. 3-S stands for Sales, Service and Spare parts, and the 3-S Shop campaign seeks to bring all three functions to a single shop. As for the campaign's results, twenty-six 3-S shops have already been established and gone into operation and 27 more shops are nearing completion and will open in the current year. This year, the Education and Training Program was divided into two courses; the Standard Course was prepared for upcoming 3-S dealers while the Advanced Course was for the dealers who already have 3-S shops. However, participants from both courses were welcome to exchange their opinions and ideas freely. The entire curriculum was

very practical and the participants especially enjoyed and appreciated the video presentation showing how to handle customers in various situations related to sales, service and spare parts. After completing this 4-day program, the participants were unanimous in their conviction to further promote of the 3-S Shop Campaign as a way of building customer satisfaction and trust in Pakistan.



The Education and Training Program dealt with issues in a practical way that motivated participants highly.

Newly formed Yamaha Football Club Co., Ltd. **JAPAN**

The new Yamaha Football Club Co., Ltd. was formed recently with Yamaha Motor Company as its chief initiator and support from 12 other corporations in Shizuoka Pref. With Japan's first pro soccer league, J League, set to begin its first season next May, soccer fever has been increasing dramatically in Japan. The establishment of this new company aims to bring the former Yamaha Soccer Club a J League franchise berth. The Yamaha Soccer Club was founded back in 1972. Now celebrating its 20th anniversary, the club is active as a competitor in the Japan Soccer League Championship's first division, consisting of the country's 12 best amateur teams. Over the years the club has gained strength while winning many Japanese

major titles. Making Iwata City of Shizuoka Pref. its home base, the soccer club has won great support and expectations from the local community. Living up to these expectations, the newly established football company promises to put together a world-class soccer team which can contribute not only to the local community but also to the growth of sports in general.



Yamaha Motor's Director Shiohara (center) has been appointed the new company's President.



In this issue, we introduce a report from SIAM YAMAHA CO., LTD., Yamaha manufacturer and distributor in Thailand, by Vice President-marketing, Mr. Singchai Poovarodom. SIAM YAMAHA was established thirty years ago and has continuously grown and developed from a small company with only a few hundred employees which manufactured only a small number of motorcycles annually. Today, SIAM YAMAHA has more than 2,000 employees, by whom nearly 300,000 motorcycles are assembled every year, and has been the only company which acts both as a motorcycle manufacturer and distributor of the "YAMAHA" brand in Thailand. Besides motorcycles, the company sells other Yamaha products such as outboards, Marine Jets (Water Vehicles) and multi-purpose engines, etc. Our slogan when selling these products is always "YAMAHA IS A QUALITY PRODUCT".



Growing along with the needs of the people and society

Motorcycle Market

In Thailand, more than 6,000,000 motorcycles are playing important roles as indispensable means of daily transportation. On the average, one out of 9 people in our country owns a motorcycle, which means only Taiwan and Japan have a higher ownership ratio than Thailand's. With this growing market, it is believed that the yearly motorcycle demand will reach one million units in near future.



Motorcycles play an important part in people's daily lives in Thailand and the market has been growing dramatically.

SIAM YAMAHA has production lines for three types in the 2-stroke motorcycles. The production is 20% Moped type, 50% Sport Moped type, and 30% Sport type, and is sold by more than 200 Yamaha dealers around the country. The most popular of these models is the Sport Moped type, boasting a 45% market share.

MOPED TYPE: One of the Moped types, the MATE-100 (100cc) model is very popular for family use with its durability, economical fuel consumption and simple maintenance together with its beautiful looks.

SPORT MOPED TYPE: This type is manufactured exclusively for the most competitive sector of the Thai motorcycle market. This type consists of four models; the BELLE-100, BELLE-R, ZR-120 and the JR-120, the latest model which just entered the mar-



The popular line-up of Sport Mopeds attracts many young people. The ZR-120 (front), BELLE-100 (right) and BELLE-R (left) on display at a shop.

ket in June of 1992. The JR-120 is designed with a 120cc engine featuring crankcase reed valves, mono cross shock absorbers and colourful styling. The JR-120, called TOP FLIGHT has won popularity among the young, both male and female for commuting to school or work and for touring with its aerodynamics, maneuverability and excellent performance.

SPORT TYPE: The YAMAHA RX-Z (135cc), the VR-150 (150cc), and TZR-150 (150cc) are three most well-known and popular sport type motorcycles, all developed with the highest technology for high speed performance as well as durability that make them suitable for daily use.

Marketing Activities

SIAM YAMAHA has put emphasis on offering and supporting various social activities for our customers such as:

GENEROSITY FOR QUALITY OF LIFE

The object of this campaign is to improve the present status of traffic conditions, particularly in crowded Bangkok, by offering fair and helpful traffic manners to road users as well as motivating people to be more generous and considerate in sharing the roads with others.

YAMAHA ANTI-POLLUTION CARAVAN RALLY

SIAM YAMAHA and provincial Yamaha dealers initiated a unique project that combines a caravan tour and an exciting rally. Participating customers join in tree-planting and releasing young fish in waters to encourage consciousness and appreciation of the blessings of nature as they enjoy touring in the countryside.



A large number of participants enjoy the Yamaha Anti-Pollution Caravan Rally.

CORRECT RIDING SEMINAR

SIAM YAMAHA sends out teams of special instructors to teach correct riding to people at colleges, factories and employees of the private sector, etc.



The Correct Riding Seminar is given by special instructors using slide explanations and actual riding demonstrations.

THAILAND JUNIOR SINGING CONTEST (TJSC)

This project gives young artists a great opportunity to exhibit their talent, such as playing musical instruments and singing. In doing so, it encourages youth to contribute the society in productive ways.



Thailand Junior Singing Contest is one of the ways to discover and bring up young artists.

FOOTBALL YAMAHA THAILAND CUP

Since five years ago, SIAM YAMAHA has been offering support promising young football (soccer) stars, especially those coming from up-country, and giving them the opportunity to enter the National Football Team, which SIAM YAMAHA also supports along with the Royal Crown Prince's Cup.

After-Sale Services

SIAM YAMAHA has a strong intent to be the company which offers the best service to the customer. Under our YBS (Yamaha Before-Service) and 3-S (Sales, Service, Spare parts) project, we strive to give complete service both at the time of sale and afterwards with full spare parts support. Also, our technical specialists make constant visits to technical centers all over the country.

Outboard/Marine Jet Market

A wide variety of marine sports are enjoyed by the large number of tourists who visit our country's beautiful seaside resorts in the gulf and the Andaman sea in Thailand. Answering their needs, we offer a line-up of eleven Yamaha outboard models, both 2-strokes and 4-strokes ranging from 2 to 250 horsepower. The Marine Jet is one of the most popular products that YAMAHA offers to our marine customers.



Marine Jet enthusiasm is increasing among marine sports fans.