

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1973
SPECIAL
ISSUE

Visitors from Europe

What Japan Is Like



For most of foreigners who have not been here in Japan, what is the best way to explain the image of Modern Japan? 'Fuji-yama', 'Geisha' and 'Cherry blossoms' which used to be talked of by every visitor from abroad as symbolizing Japan, have already ceased to serve the purpose at all. Then, what have replaced them for this purpose? Some cite high-level engineering products such as cameras, transistor radios, ships, etc. which have established a fame on the international market, and others may refer to people's seemingly 'inexhaustible energy as symbolizing what Japan is like. Both may be correct, but either is not perfect.

Seeing Is Believing

'Seeing is believing' says an old proverb. It is positively the best way to personally witness it, if one wants to know of anything clearly. Those wishing to know of Japan, rather complex country where the modern and the old blend with each other in a very interesting way, have to be in Japan, first of all, and see or listen to everything around them. By this means, they may get at something more correctly explaining what Modern Japan is.

At the invitation of Yamaha, 130 distributors and dealers from 13 European countries came over to Japan in late autumn in 1972.

They must have obtained considerable amount of pre-information regarding Japan or Japanese people through Yamaha products such as motorcycles or outboard motors enjoying high popularity in their respective countries. Nevertheless, their trip-around-Japan opened with surprise, and ended in excitement.

Their 3-week trip schedule was never quite enough to thoroughly know of this exotic, Oriental country far away from their own countries.

Japanese people's manners and customs quite unlike theirs' must have surprised them. Scenic beauty might have pleased and enchanted them to the bottom of heart.

What they saw or heard in Japan met their expectations in some cases, but not in other cases, maybe.



Wonderful Experiences

Their impressions on Japan and Japanese people were varied and quite different from each other, but nobody denied that they had wonderful experiences in travelling around Japan and coming in contact with Japanese people.

This special issue is designed to generalize their impressions and comments on their holidays in Japan.



Tour around Yamaha Plants

They Look Interested

The tour-around-Yamaha industrial group formed a very important part of schedule for them who are taking an active role in sales promotional activities in their own countries.

The Yamaha industrial group—it is the highly and efficiently organized group of modern plants for manufacturing motorcycles, snowmobiles, FRP boats, yachts, fishing boats and outboard motors with the initiative taken by the Main Plant located at Iwata, Shizuoka-ken.

At the Main Plant motorcycles and snowmobiles are assembled under the flawless quality control system. Every work process

is smoothly and efficiently carried out for each product of higher quality and performance.

The Main Plant is also complete with research and development departments for new product development.

The Yamaha Parts Center which is located at the site adjacent to the assembly plant serves as the headquarters of Yamaha's parts supply-control functions covering both home and overseas markets.

The Arai Plant which is located at the lakeside of Hamanako near Hamamatsu is reputed to be the largest-scale manufacturing plant of FRP boats in Japan.

Various types of lustrous FRP boats ranging from large-size oceangoing cruisers to handy row boats are rolling off the line in a very efficient way.

Sanshin Kogyo, also near Hamamatsu, is producing the lightweight outboard motors of Yamaha ranging in power from 2hp to 25hp, each of which is winning high popularity for high, dependable performance and outstanding economy, for pleasure and utility purposes on the water.

They looked very much interested in a real state of evergrowing Yamaha group, and got more confidence in all products of Yamaha.



Invaluable Records of Trip

They reasonably reacted in many different ways when travelling around Japan, or coming in contact with Japanese people who have manners and customs quite different from their's. They took a photograph of every scene which turned out to be specially impressive or appealing to them throughout their trip.

These invaluable records of their trip were received by

Yamaha for the final evaluation of photo contest after the provisional selection done by Yamaha Motor N.V. in Amsterdam.

As a matter of fact, it was not easy for judges to grade those masterpieces by whatever standard, but it was eventually concluded that all works should be judged by theme and pure photographic skill as well.



Gold prize:

Their dynamic motions are caught at an ideal angle.

By Mr. & Mrs. Gass, France

Silver prize:

A big racer and a tiny baby. It is a fine contrast.

By Mr. B. Hahne, West Germany



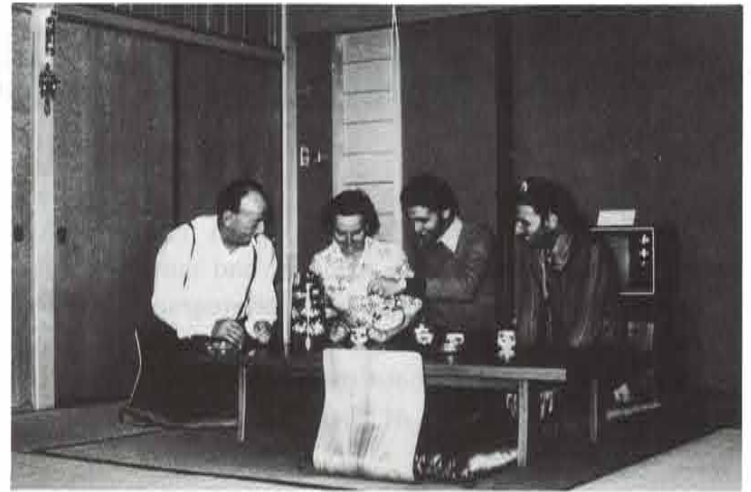
PHOTO CONTEST



Gold prize:

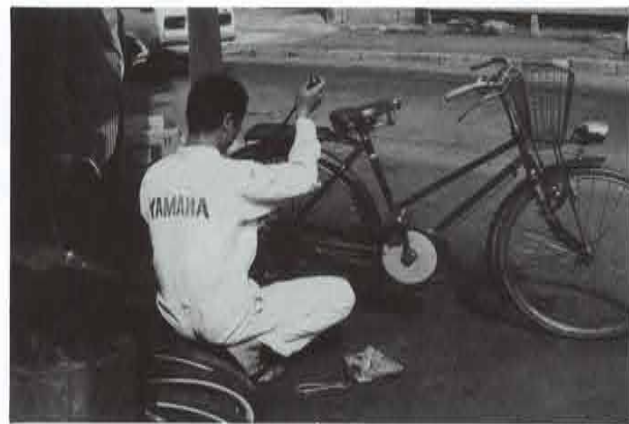
A spirit of typical Japanese salesman! Very good timing.

By Mr. R.S. Danerell, England



Silver prize:

Enjoying the traditional tea art of Japan.
Excellent shutter timing!
By Mrs. M. Scarpa, Italy



Bronze prize:

He is servicing a bicycle. An object that is surprising people, more or less.

By Mr. P. Bühlman, Switzerland



Very happy moments for them!

Many Masterpieces

A lot of photos which were received by Yamaha for the photo contest, kept all judges pleased and excited so much. But, they were sometimes at a loss how to grade those masterpieces.

What interests overseas visitors best, is something interesting to themselves, too.

Grading was performed in the fairest conceivable way.

PHOTO CONTEST



Fine work:

An ordinary scene of Japanese downtown. His efforts must be highly appreciated.



Fine work:

Inside a Japanese bus. Too narrow for them! By a Norwegian dealer



Fine work:

How does a Japanese dish taste! By Mr. C. Visser, Holland



Fine work:

Enjoying a chat with Kanaya at the Yamaha Course. By Mr. Berlioz, Switzerland



Gold prize:

A deer looks interested in him! Excellent composition. By Mr. Massiès, France



Fine work:

How do they feel in Japanese 'Kimono'? By Mr. P. Bühlman, Switzerland

PHOTO CONTEST



Bronze prize:

Pleasing to see! A girl looks strained a bit.
By Mrs. M. Hostettler, Switzerland



Bronze prize:

Each one's smile is very expressive. Composition is also excellent.
By Mr. Petäjä, Finland



Fine work:

Colorful flags are impressive.
By Mr. C.V. Oorschot, Holland



Fine work:

At the Tokyo Station.
By a Norwegian dealer



Fine work:

A super-express train. It may represent Modern Japan.
By Mr. K. Johnson, England



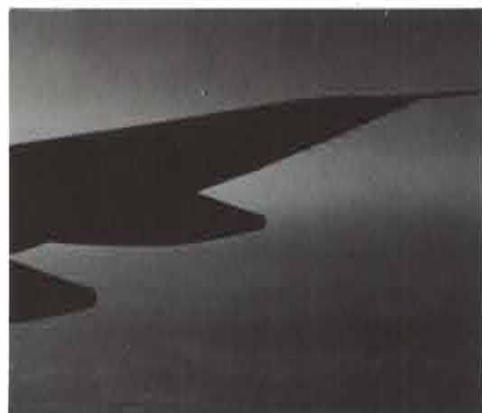
Fine work:

Interesting harmony .
By Mr. Sonauto, France



Fine work:

Little geisha girls and giant Europeans!
By Mr. K. Wohler, West Germany



Fine work:

One of the most beautiful sceneries in Japan.
By Mr. Hostettler, Switzerland

Extracts from Their Letters

Yamaha received lots of letters written about their wonderful experience in Japan. Some admired Japanese people's courtesy, or hospitality shown them during their trip, and others were surprised with the excellent harmony between the old and the new in Japan. Not a few of them were deeply impressed by the cleanliness and efficiency of Yamaha plants.

How they thought of Japan or Japanese people is not only very interesting but positively instrumental to the staff of Yamaha.

It seems that their impressions can be expressed just in a single word—'fantastic'.

Extracts from their letters are shown as follows:



Old and New

My pictures of Japan are of the old and the new. The old is a photo of the beautiful carvings and architecture, the like of which I have never seen before, at the Toshogu Shrine at Nikko National Park

To follow on the theme of the old, there are the wonderful mountains for which Japan is so famous

Now when we come down from the beauty of the mountains, we come to the wonders of Modern Japan with a magnificent example, the Bullet train, which is an experience in itself of modern engineering and organizing.

By Mr. K. Johnson

Impressive Japan & Yamaha

We received a very positive impression of both Japan and Yamaha. We noted that Japan is a beautiful country. We also noted that Yamaha concern is big, effectively working, strongly developing and has a personnel

that with united efforts works for the same aim, for the common success. We also remember the short salutation speech of the director of the outboard motor factory 'Our aim is to be the best factory in the world'.

By Mr. T. Petaja

Warmth and Friendliness

The warmth and friendliness of your people was prevalent everywhere and welcome reigned with excellence. The moment of arrival at the Yamaha factory, with management and staff splendidly lined up as a token of honour and respect, will remain imprinted in my memory for all time

Your way of life, in some ways, was not as far removed from that of the west as one would surmise; it thereby being somewhat comforting to find western habits here and there.

By Mr. A. Damerell

Happiness & Excitement

From arrival in Tokyo, October 20th until our departure on the 10th November, each day was filled with happiness and excitement.

Your people everywhere welcomed us with such sincerity and friendship, showing great interest in our welfare

The manner in which your highly developed industrial nation has retained the culture and traditions of ancient Japan was quite a revelation to our party. My interest in motorcycles was keenly observed by our visit to Yamaha Motor Company at Hamamatsu, the Factory being the most efficient and cleanest I have seen. This will certainly give us great encouragement in our future efforts to promote Yamaha sales.

By Mr. A.M. Johnson



Photo:
The excellent display of Yamaha corner deeply impressed them.

Gigantic City, Tokyo

I spent fantastic two weeks in Japan, an exotic Oriental country far away from my motherland. Everything I experienced in Japan was wonderful, indeed, but strange as it may sound, I felt as if I had been in my own country thanks to the amazing warmth and friendliness of Japanese people whom I happened to meet during my trip.

Tokyo was a gigantic city, gigantic beyond imagination. During our stay in this city, we visited Harumi where the Tokyo Motor show took place.

The display of Yamaha corner was really impressive to us.

The lunch party which we had at the restaurant high above the ground was one of my most unforgettable memories.

The most efficient system of motorcycle assembly also surprised us at the Yamaha factory.

I wish I could have a chance to make a trip to Japan again in the future.

By Miss M. Berliqz, Switzerland



Article Appears on Newspaper

Mr. Dagfinn Falung of A.S. Bilco from northern Norway wrote a trip story in a newspaper. The article reads as follows:

"Mr. Falung from A.S. Bilco was one of the lucky Yamaha dealers who, together with 8 representatives from Norway, was invited to Japan. The leader for the trip was the director of Messrs. Gunn Hegna and Ragnar Hegna. It was all arranged by Yamaha for the best salesmen of Yamaha in Europe and it was 16 nations present

The Yamaha factories were very impressive. We were at the music factory, motorcycle factory, boat factory and outboard motor factory

The hotels were from top standard with coloured TV in 12 different channels, fridgedair and bars, etc. We only wished once to come back."

Wonderland Japan

One thing people found very different was the washing machines and the TV's placed outside the houses. Another impressing thing

was that a lot of working people wear nice white gloves and also nice clean working uniforms. All together they found Japan a very clean country, but for the air

But they loved the food, though it was very exciting to eat with chop sticks and loved the hot cloth they got before and after the meals. All together they thought that the trip was like coming to a wonderland. I think they shall never forget it.

By Mr. G. Hegna

Wonderful Experience

On many occasions I noticed the helpfulness of Japanese people. On one occasion Miss Berlioz and I were looking for the restaurant to meet with other people of our group. Our taxi driver stopped at a place where we could not see this restaurant. Suddenly a little, old man from a nearby garage tried to explain us which way to go. Unsure, we started walking; after a while he caught up with us and showed us the way till to the door of the restaurant. And he was extremely delighted when we said "domo arigato" and "sayonara"!

By Mrs. M. Hostettler

Believe It or Not

Group-leader might be a nice title and normally a nice job but not for a group of nine wild, swinging independent dealers with their pockets loaded with US dollars and a firm intention to spend the money and come back home more or less broken. His problem started already before departure from Stockholm to Amsterdam. Seven dealers came in time but two were missing. They were still missing even when it was just 15 minutes left before departure. The group

Everything Perfect

There is a general opinion among our participants that everything was just perfect, and that nothing could be better or arranged in a better way.

From my point of view, I am fully convinced that the dealers we brought from now and for the future will feel a certain fraternity to you, to Yamaha and its products and to our company. As a trip it was incredible, as an incentive fantastic

By Mr. R. Lindstedt



More Confidence

The Yamaha outboard dealers from West Germany fully enjoyed their trip to Japan. Your finest organization of trip made our stay in Japan perfectly comfortable and impressive.

We found the Yamaha industrial group highly modernized and efficient working group to turn out Yamaha's reputed motorcycles, outboard motors and FRP boats. We got much more confidence in those products of Yamaha.

We promise you to exert more efforts for sales promotion in our own country.

By Mr. F. Wohler



leader decided that; "Let's just leave them and go through the custom gate into the transit hall". By that time he was very nervous and decided to go to the bar to get something to cool down his nerves with, and what did he find there? Two very, very happy Swedish Yamaha outboard dealers who had been waiting in the bar for more than two hours!

By a Swedish group leader