

Representatives  
of 10 factories  
from 9 countries  
gather  
at YMC

# SPRI Joint World Meeting



Participants are impressed by the value of TPM activities.

For three days starting July 5, the Iwata Grand Hotel was the site of an international conference for representatives of 10 factories in 9 countries.

The purpose of this meeting was to encourage the spread of SPRI (Straight Passing Ratio Improvement), one of the programs of TPM (Total Productive Maintenance) activity, at use at YMC, to overseas factories presently manufacturing Yamaha products, in an effort to achieve a more consistent level of product quality throughout the world. SPRI was first introduced to Indonesia in 1984 and later spread to the other countries. But this conference was called with the aim of further heightening the consciousness of overseas factory management to the importance of this program in its most revised form and to kick off the process of building a basic approach to factory improvement in this age of globalization.

Joining the conference from YMC were Managing Director Mr. H. Nagayasu, Director, Mr. S. Arai and many other people. Representatives from a number of different countries exchanged views and information in a genial atmosphere with the Managing Director and other YMC people concerned, thus deepening international friendship and making the meeting a success.

The first day of the conference began with speeches by Mr. Nagayasu and Mr. Suganuma, Senior General Manager of Production Group, articulating the present positions of the different overseas factories and YMC's hopes and expectations for their futures. After that, the various companies operating these factories were introduced and reports



Speeches are given about the activities of the 10 overseas factories.



On the factory study tour (Yamaha Hamakita Factory).

were made on their present activities and plans for the next 3-year development period. The second day was highlighted by reports from various individual factory sections concerning actual examples of TPM activities that are being successfully used at YMC. The final day offered the participants an opportunity to visit the YMC plants and see with their own eyes the actual working conditions and the important role played by the TPM program, while also reconfirming the conviction of each of the participants to use their experiences from this conference to direct meaningful factory improvement efforts in the future.



Farewell party at the Yamaha Marina.

## 12TH ANNUAL EUROPEAN IMPORTERS MEETING



# Enthusiasm abounds for '89 models

On July 7 and 8, the 12th annual European motorcycle importers meeting was held in Venice, Italy.

Attending the meeting from YMC were President Mr. Eguchi, Director Mr. K. Morinaga and from YMENV, President Mr. T. Kimura.

In this historic old city, Yamaha revealed its new high tech models for 1989. All the importers (40 people from 16 countries) showed exceptional enthusiasm for next year's line up.

After all the work was finished, everyone

was treated to a Venetian gondola ride and a concert of Vivaldi Music.

To the question from Mr. Eguchi, about which country would be host for next year's meeting, Mr. Weihe, Director of Mitsui Maschinen GMBH, stood up to offer Germany as the next host country. Mr. Weihe was very pleased when everybody accepted his invitation, because it meant that next year Yamaha will celebrate its 25th anniversary in Germany. Ciao Italy and from Germany, Willkommen (Welcome)!

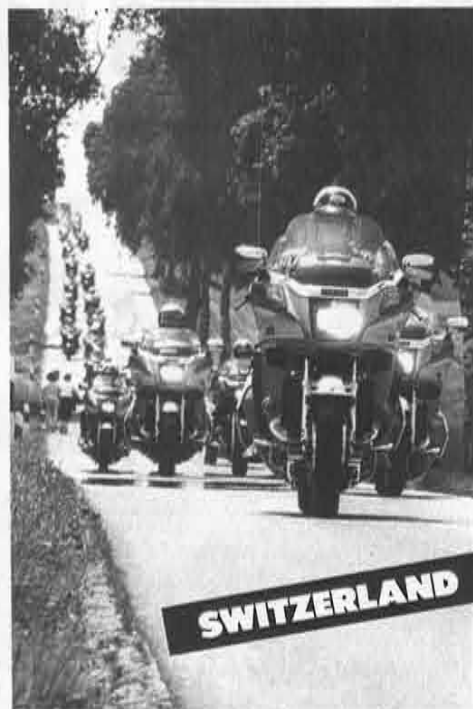
## Hostettler plays host to Yamaha owners

Yamaha importer in Switzerland, Hostettler AG was the organizer and supporter of two successful meetings for Yamaha owners recently.

At the Ténéré Owner's club meeting, over 200 members from Switzerland, France, Germany and the Netherlands gathered for 2 days of some fun and games. Despite the rainy weather, everyone enjoyed the unusual events such as the "Throw a Ténéré fuel-tank" contest, and the trials competition, etc.

Hostettler AG, supplied the meeting with a technical/service staff to answer customers' questions and took also the opportunity to exhibit some very special machines, e.g., a 1988 YZE750 Paris-Dakar racer thanks to the kindness of Mr. J.C. Olivier of Sonauto.

To celebrate the fact that 380 Venture Royales are now motoring over Swiss roads, Hostettler organized a meeting for the Venture Royale Club which also includes members from Germany. Over 100 club members enjoyed a number of special attractions such as video shows, a visit to the Hostettler headquarters, and the first public view of the latest Venture Royale, the XVZ13TD. The highlight of the event was a group ride through the beautiful Lucerne area. Everyone - organizers and participants - went away satisfied and the question has already been posed; When will the first international Venture Royale meeting be held?



Over 100 club members enjoyed a group ride on Venture Royales.

Members of the Ténéré owner's club.



### JAPAN



The 15.3 meter glass-bottom, "Haibana", with an underwater passenger compartment which was built for the Haimurubushi resort.

## YMC signs contract with NQEA Australia

On June 8 of this year, Yamaha Motor Company signed a business agreement with an Australian company engaged primarily in boat making, NQEA Australia Pty Ltd., Queensland.

This agreement gives Yamaha exclusive rights to sell this company's special purpose boats, including large-sized lightweight metal alloy boats, catamarans, hovercrafts and semi-submerged glass-bottom sight-seeing boats, and their parts in Japan, as well as non-exclusive rights to sell them in all other areas of the world with the exception of Australia.

The agreement will achieve a number of important objectives; ① It will comply with the Japanese government's policy of encouraging imports on the part of primarily export companies. ② It will advance YMC's policy of corporate internationalization. ③ It will help Yamaha to meet a wider range of user needs by further diversifying its line-up of products through the addition of lightweight metal alloy boats to its existing FRP ones.

Relations between NQEA Australia and YMC began in December of 1987 when Yamaha commissioned NQEA Australia to build a Yamaha-designed glass bottom boat with an underwater sightseeing compartment for the "Haimurubushi" resort, a facility built by Yamaha Recreation on an island in the South China Sea.

NQEA Australia is one of the country's major boat builders that specializes in lightweight metal alloy boats ranging from 15 to 50 meter classes, and is especially well known for the excellence of its aluminum welding technology.

### USA

## Contributing to utility use of ATVs

The FFA (Future Farmers of America) is an organization that awards members for outstanding achievements leading to careers in agriculture. One of its awards, called the Outdoor Recreation Award Program, is designed to encourage vocational agriculture students to develop outdoor recreational opportunities such as vacation cabins, campgrounds, field sports, winter sports facilities, hunting reserves, etc. as an alternative means of land use.

YMUS is the national sponsor of this program and annually presents plaques and \$100 awards to contestants in 29 regional contests across the country. Of these, 4 finalists are chosen to receive a \$250 award and a trip to the FFA national convention where a national winner is chosen and awarded a plaque and \$500. This public service on the part of YMUS is one more way raising Yamaha's brand image among a large group of potential utility-use ATV users in the agricultural community.



YMUS District Manager Eugene Moore (right) presents award to Kent Howle on behalf of David Cross, the Heath FFA Chapter located in Alexandria.

## International exchange between Yamaha people

Siam Yamaha recently had the opportunity to play host to some important international guests from India and the African nation of Burkina Faso.

On May 14, a group of dealers associated with YMC's Indian partner, Escorts Ltd, paid a visit to the Siam Yamaha plant while on their way to a tour of Japan. And just two days later on the 16th, Captain Henri Zongo, the Minister of Economic Promotion of Burkina Faso, visited the plant as well. Considering the fact that CKD production of Yamaha motorcycles was begun just this February in Burkina Faso, the Minister's tour must certainly have been a significant and beneficial one.



Indian importers inspect the Belle 100, sports moped.



Captain Zongo (2nd from the right) receives a guided tour of the factory from Siam Yamaha President, Mr. Kasem Narongdej (extreme right).

### THAILAND

# Touring promotion to Scotland

In spring of this year, Mitsui Maschinen GMBH launched the new 88 models with a special promotional campaign. Part of this promotion was a quiz in which the customers had to answer a number of questions regarding the TDR. In fact, the TDR was the hero in the entire promotion. The first ten prizes were trips for eight days to Scotland on TDRs. And, recently, 10 prize winners, two dealers and one journalist (MOTORRAD) took part in this exciting journey. All the participants got a taste of the TDR's performance in Scotland, a paradise for motorcycle tours, on the race track, off-road and even in a river.

**GERMANY**



# U.S. ATV dealers tour the Far East

May is always a month of superlative weather in Japan. That is the month that 340 American ATV dealers and YMUS representatives chose for a trip to Japan and the Far East. These dealers are ones who achieved outstanding sales records during the period from July to December of last year.

The first contingent of 250 dealers arrived in Japan on May 15 to tour until the 23rd, and a second group of 90 arrived a day later to tour until the 25th.

Their schedules included a reception by YMC in Tokyo, followed by a flight to China for sightseeing and shopping in Beijing and Hong Kong.



# Unique Yamaha Promotion on a river

**PAPUA NEW GUINEA**



From June 20 through June 25, Ela Motors mounted a unique Yamaha promotional campaign on the Sepik River, the largest waterway in Papua New Guinea.

This excellent project, nicknamed "Operation Sepik" by the originator and organizer, Ela Motors Branch Manager Mr. James Agi, called for the setting up of a temporary shop actually on the river with workshop facilities, a full range of spare parts and a functional sales center. Despite torrential rain, and the swarms of giant mosquitos that threatened to be the undoing of the promotion, Operation Sepik was so successful that the team managed to sell a large number of parts and serviced over 150 Yamaha outboard motors free of charge.

**JAPAN**



The dealers listen to a welcoming speech by YMC Director, Mr. K. Morinaga at the reception party.

# YSR race: the thrill of the real thing

**MALAYSIA**



On June 12, Hong Leong Yamaha Distributors Sdn. Bhd. and the "VIRGINIA GOLD" got together to sponsor go-kart and one-make races with Yamaha V-Mates in Ipoh in northwest Malaysia. The race categories included a Y80 and Y88 class, a Y100 class, a go-kart class and a special YSR

demonstration race put on by riders from Hong Leong Yamaha. And among these, it was the YSR race in particular that thrilled the over 20,000 fans with its real GP-class power and thrills. Among the distinguished guests on hand to view the races were the Sultan of Perak State and his family. Less than two weeks later, on June 23, Yamaha machines were once again in the public eye as a YZ won the expert class of the second round of the Castrol Motocross Championships in Kota Bharu.

# Escorts dealers visit Japan

On May 18 a group of 38 outstanding dealers and staff members from Yamaha Motor's Indian partner, Escorts Ltd. paid a visit to Japan. This marked the second such trip by Indian dealers, following the first visit in September of 1985. During their five-day stay the group enjoyed

a reception at YMC and sightseeing in early summer Kyoto. Visiting the modern facilities of the main factory and the new 5th engine factory as well as the usually not shown Fukuroi test course, they came away deeply impressed.

**INDIA**



# 1500km of touring in Bali

In Indonesia, May 1 was the date for the introduction of the new Yamaha moped model "Alfa 100", and now an array of imaginative sales promotion activities are going on throughout the country.

**INDONESIA**



One exemplary case is that of a main dealer in Surabaya on the island of Java, P.T. Surya Timur Sakti Jatim (STSJ), whose promotions included displays, test-rides, a Yamaha Alfa Night Show at a disco and a display at a movie theater. Among these, a particularly large scale promotion was their "Yamaha Bali Touring" event held in cooperation with the Yamaha Motor Club Surabaya that drew an impressive 140 participants. Traveling a 1500km course in and around Bali, the tour was greatly appreciated and enjoyed by everyone involved. Needless to say, the tour also made a big impression everywhere it went, boosting the Yamaha brand image as it made a highly effective sales pitch for the new Alfa 100.

**JAPAN**

# YMC's Linguistic standout

Jenny presenting her speech.



Japanese is often said to be one of the more difficult languages in the world for foreigners to master, and every year an International Speech Contest is held for students of the language.

The aim of this contest is to encourage a deeper understanding of Japanese culture and ways of thought through the study of Japanese language to foster mutual understanding and goodwill between Japan and the people of the world.

This year marked the 29th year of the contest, and among the 15 finalists chosen from a field of 99 participants was a YMC employee, Ms. Jenny Davies of Australia. Although she did not receive one of the five final awards, her achievement is still an outstanding one considering the high level of this competition, which is organized by the International Education Center with the support of the Foreign Ministry, Japan Times and other organizations, and considering the fact that Ms. Davies has only been in Japan for a total of 26 months. This contest is broadcasted nationally on TV every year.

# Models that have opened up a new category have built a rewarding new world of off-road

## HISTORY OF YAMAHA DT SERIES

FROM THE DT1'S DEBUT TO ADOPTION OF CANTILEVER TYPE MONOCROSS



DT1 (1968)

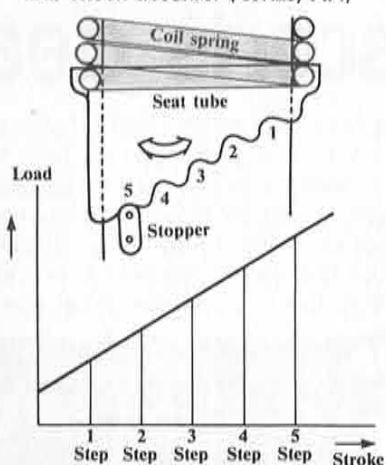


DT250 (1970)

◀The DT1 created a sensation immediately after it was launched on the market. And the Yamaha Trail poster which was released at the same time, helped add momentum to this sensation by winning a prize at the National Catalog and Poster Exhibition.

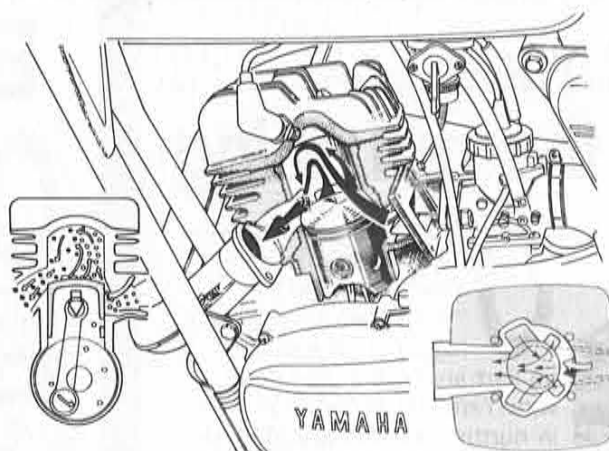


5-step adjustable rear shock absorber ('69:125, AT1)



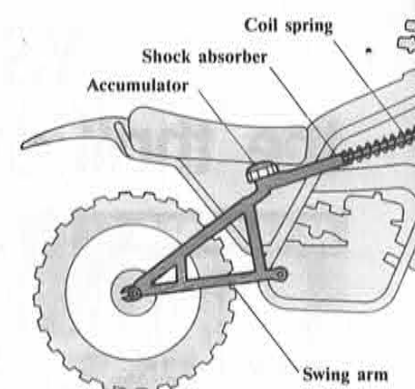
This system was first adopted on the swing arm type oleo rear cushion of the lightweight 125AT1, thus allowing the rider to adjust cushion hardness to his weight or preference.

7-port "Torque Induction" engine ('71:CT175)



The 7-port "Torque Induction" engine was first featured on the Yamaha Trail 175CT2 as well as the new DT250 and RT360 marketed soon after. This system increases the scavenging effect over the entire speed range, helping deliver the best of the engine's power potential.

Monocross suspension ('71:CT175)



The DT250M came out as the first trail bike with Monocross rear suspension system (cantilever type) which worked on conventional rear suspension which worked on shock absorbers inevitably caused a sideways wobble. With a limited cushion stroke, the Monocross rear suspension is effective in keeping the machine in a stable position when hitting big bumps.

### The new DT200R makes its debut to lead the domestic off-road bike market

This year the Yamaha Trail DT200R which has held the position of leader in its field as the definitive 2-stroke trail model, comes out with full revisions for the first time in four years.

The domestic off-road bike market is showing a steady growth along with the continuous expansion of a fun and exciting world of off-road motorcycling that includes forest pass touring, motocross runs and even enduro racing.

With this market situation as its setting, the new DT200R has been designed and built in line with a new product concept that calls for a street-legal enduro machine. Among other things, this means the new DT200R is equipped with a more powerful engine and better suspension system than its predecessor.

The engine of the revised DT200R adopts a new-design liquid-cooled 2-stroke crankcase reed valve induction format for added intake efficiency.

The flat-valve type carburetor is extra-responsive to every move of the throttle.

In addition, and as a matter of course, the Yamaha-original Y.P.V.S. (Yamaha Power Valve System) has also been improved. With these changes and modifications, the engine shows more dynamic power development characteristics over the entire speed range.

The improvements made to this model's suspension system, however, are even more substantial.

Now, YZ motocrosser-bred technical features are being fed back into the suspension system of this production model to the fullest extent ever, ensuring plenty of cushion stroke and rigidity. These improvements have received high ratings from many of Japan's leading motorcycle journalists.

### DT1; the roots of the DT200R

The origin of the name "DT" goes back to the year 1968 when the Yamaha Trail DT1 made its debut. This 250cc model was acclaimed as the first mass-production type trail bike ever in the world motorcycle industry.

In pre-DT1 days trail enthusiasts were forced to ride scramblers which were based

on street models.

The DT1 featured a real off-road oriented, lightweight, slim and compact body together with an all-new engine and suspension system, giving it a fresh-sense styling which added another boost to its popularity. Being only 112kg in dry weight, the DT1 was lighter than any other 250cc model in its day.

In addition, it was as slim and compact as a 125cc model. Despite such a slim, lightweight body structure, this model employed an extra-wide (4.00 - 18) block pattern rear tire, enhancing its dynamic image and drawing the attention of young motorcycle lovers everywhere.

### The Yamaha Trail School has effectively promoted the joy of trail runs

The DT1 was aimed mainly at the US market. Back in the mid-sixties, when scrambler-type bikes were growing in popularity in this giant motorcycle market, Yamaha Motor was already envisioning a bright future for trail bikes, and this vision led to the successful introduction of the DT1 on the US market. Eventually the

model gained wide acceptance not only in the United States, but also in Europe and Japan, giving fuel to a worldwide motocross boom during the early-seventies.

This boom can not be spoken of today without referring to Yamaha Motor's pioneering efforts.

Yamaha Trail Schools, which were opened everywhere in Japan as part of Yamaha Motor's trail promotion program, made great contributions to the upsurge in motocross popularity.

By the way, even today, this program is being promoted in the form of off-road YRS (Yamaha Riding School).

In its original Yamaha Trail School program, Yamaha Motor dispatched its instructors throughout Japan in an untiring effort to introduce as many people as possible to the exciting new world of motorcycling the DT1 could offer.

What's more, Yamaha Motor mounted a Motocross School program for those riders who had acquired correct basic trail riding techniques, so that they could be trained in an even higher level of off-road riding techniques.

Yamaha Motor's promotional activities were not confined to the Japanese market

# and motorcycling

## YAMAHA TRAIL DT STORY PART 1

SS-REAR SUSPENSION



New DT200R

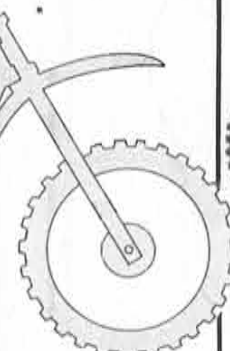
DT250 (1973)



DT250M (1977)



DT250M)



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separate shock ab-  
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pension was very  
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Apart from the DT Trail series, Yamaha Motor's off-road line includes the YZ Motocrosser series and the IT Enduro series as well, all of which are closely interrelated in terms of technical improvement.



YZ250 (1982)



IT175 (1982)

DT125M (1977)



alone.  
LTR (Learn To Ride) School and Motocross School programs which were carried out overseas, were designed to promote and implant the joys of off-road riding among as many people as possible by strengthening Yamaha Motor's communication with motorcycle users through the organization of programs that shared similar concepts with the various kinds of safe riding promotional activities.  
Yamaha Motor became the first motorcycle manufacturer ever to promote such unique programs as it introduced the world's first real trail model, the DT1.

### Adoption of YZ-proven Monocross rear suspension on the DT250M

Following the DT1, the 360cc RT1, the 175cc CT1 and the 125cc AT1 all made their debut as sister models to complete the Yamaha trail line-up.  
In 1970, as top-of-the-line model, the DT1 was given a more powerful engine. Also, in 1971 the engine adopted a 7-port reed-valve induction format, instead of a 5-port piston-valve induction design.  
Once again, in 1973, the DT1 came out with

a new-design center-up type muffler to enable a better riding position. A 21-inch front wheel was also adopted and the rear suspension was fitted with an oil damper for better overall off-road maneuverability. Along with these improvements made to the DT1, other DT series models were also given similar improvements and modifications.  
Then, the time came for the DT to make another leap forward. 1977 saw the debut of the DT250M that was immediately acclaimed as the first of a new breed of DT models.

This model was introduced as the first trail bike to adopt a cantilever type Monocross rear suspension based on YZ motocrosser-bred technology.  
Unlike the conventional rear suspension which relied on two separate shock absorbers that inevitably caused a big shake in the rear end and a limited cushion stroke, the newly developed Monocross system solved these problems by adopting a single shock absorber attached to a rigid triangular swing arm that was highly resistant to twisting forces. This system, with its longer cushion stroke, helped develop the best of the engine's performance potential.

Following its bigger brother, the 125cc DT125 was redesigned into the Monocross fitted DT125M.  
From then on, Yamaha Motor continued to promote variation in the DT series by developing the DT400M from the DT250M and the DT175M from the DT125M.  
Apart from the DT Trail Series, Yamaha Motor's off-road line includes the YZ Motocrosser series and the IT Enduro series. Each series has already been equipped with a Monocross rear suspension system for better overall off-road performance.

### IT enduro-level chassis system

Besides striving to improve the suspension system, Yamaha Motor has continued to pursue perfection in all the essential features of the trail machine. For example, as far as ease of handling is concerned the 125cc model can be considered the best choice. And, in the case of the DT125M, an ideal combination of power and handling qualities has earned this model a lot of fans.  
But in general, users tend to want more power and still more power again. In response to this demand, the DT175M

was introduced as a bigger version of the DT125M, to cater to the needs of trail enthusiasts in yet another field.  
Accurately reading such market trends, Yamaha Motor arrived at a new product concept - a model, that would be as light as a 125cc model but as powerful as a 250cc. In addition, IT enduro-level chassis components were also a "must" for the harder off-road users Yamaha had in mind. This concept was the starting point for the development of the liquid-cooled DT200R, whose debut immediately created a fresh sensation.  
Yamaha Motor has continued to lead the trail bike market by aggressively adopting new technology in its production models throughout its history, from the birth of the DT1 to the introduction of the cantilever Monocross fitted DT Series. Yamaha Motor's leadership has also been unchallenged in trail promotional activities such as its Motocross School.  
It can be said with pride that the high popularity and firm customer trust the Yamaha DT Trail Series is presently enjoying goes all the way back to the very first days of Yamaha's trail bike development.

# GETTING A GRASP OF MARKET TRENDS

## A customer information management system for the Yamaha dealer: VOIS

Businessmen everywhere today are hearing a lot about the importance of customer information management. Today almost all kinds of shops and dealerships are making their own registers of the names, addresses, telephone numbers and the type of motorcycle of their buying customers and filing them away. But this alone does not make for true customer information management. This kind of data should then be used to schedule a concise program of services and information supply fitted to the needs of each individual customer. In this way it can help to win the shop a larger, more steady clientele and render positive sales results. Otherwise these efforts at information gathering are almost meaningless. The introduction of computer services has solved this problem, however, bringing with it proven results that are drawing even more attention to the importance of systematic customer management.

The VOIS (Victory Original Information System) that YMC instated in the Japanese domestic market in 1986 is a computerized system that performs the time-consuming work of customer management for our main dealerships throughout the country. With this system Yamaha inputs and processes customer data from the dealerships and then feeds it back in the form of integrated customer management data that helps the dealer with his business analysis, planning and development, all at a monthly cost to the dealer of only 8 cents per customer.

### Proper exploitation of your business territory through concise customer data processing

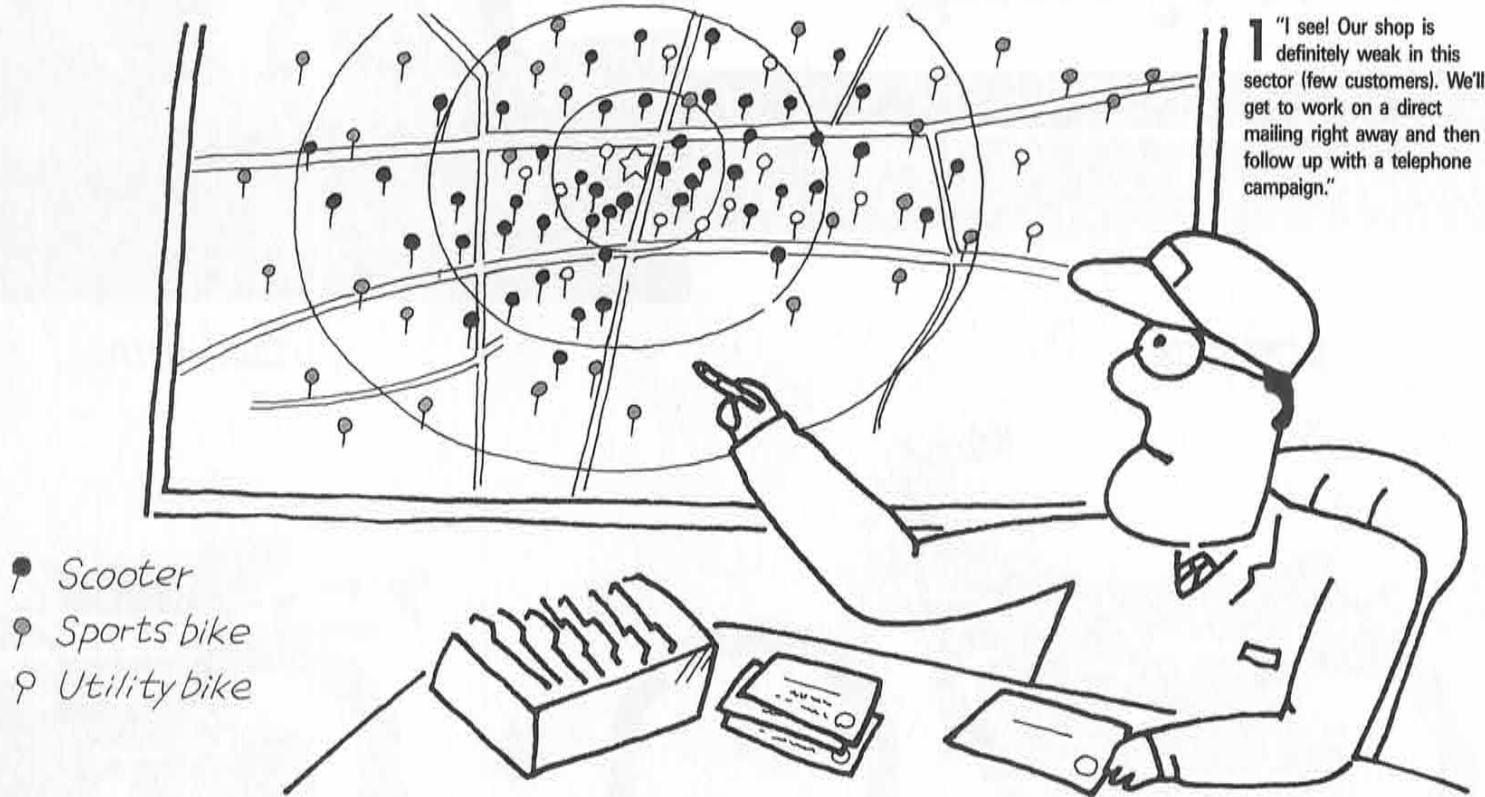
Effective customer and sales information processing by computer is difficult for the individual dealership to achieve unless it has a sufficient combination of sales volume, management capability, investment capital, time and labor.

With the VOIS system, however, even shops which cannot meet these requirements can have access to complete customer management services.

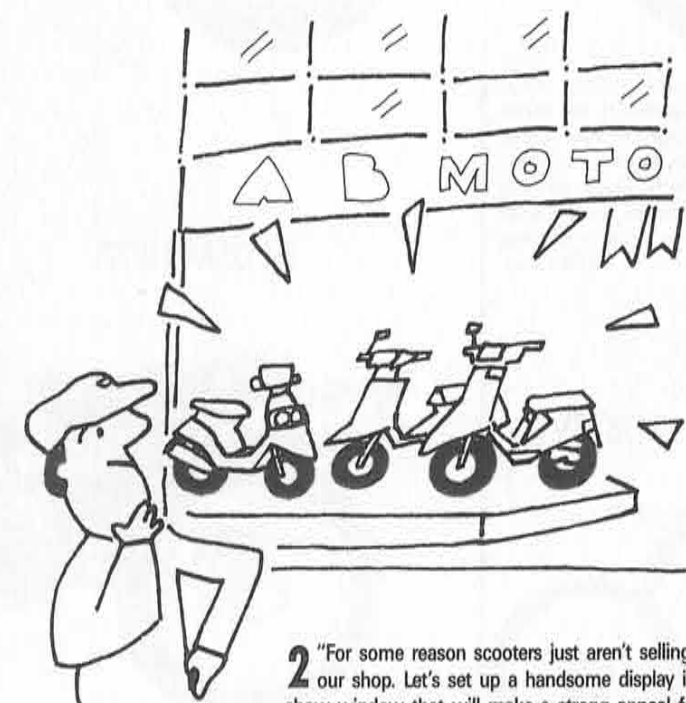
This system does not require the shop to install its own hardware, and requires no special operational skills or knowledge on the part of its employees.

All the dealership must do is this:

1. Make up a "Business Territory Map" of their own.
2. At the first entry, supply customer data from the past 3 to 5 years according to a specified format. From the second



1 "I see! Our shop is definitely weak in this sector (few customers). We'll get to work on a direct mailing right away and then follow up with a telephone campaign."



2 "For some reason scooters just aren't selling well at our shop. Let's set up a handsome display in our show window that will make a strong appeal for scooters."



3 "Hmm... This data shows that we are not selling well in the younger age group. Let's try to create some common point of interest to build communication with the younger generation."

entry on, a monthly data form is filled out and given to the specified Yamaha salesman on a prescribed day each month.

With its ability to process data from a large number of customers, the VOIS system offers the following advantages to the dealers.

- **Accurate monitoring of one's sales territory**  
Because of its capacity to easily deline-

ate large volumes of customer data by age, sex, occupation, type of motorcycle bought and date of purchase, the dealer can observe;

1. Which age groups have few customers
2. Which categories and models of motorcycles are not selling well
3. Which seasons, periods or days show a drop in sales, etc.

These important sales pattern observations can now be rendered in accurate numbers instead of having to rely on rough estimations.

- **Sound and precise development of business**

By breaking down customer data in the above ways, the dealer can readily see his shop's weak points. Then he can begin to develop sales activities to remedy those weaknesses. For example, data analysis might show a disproportionately small number of young customers. In this case the dealer may decide to research sales talk methods and topics of conversation specifically oriented to the young. Shop displays might also be redesigned to appeal to a younger au-

dience.

Regarding models with poor sales records, the dealer may direct efforts toward informing users of enjoyable ways these models can be used. Or he may strive to display the models in a more prominent and appealing way, as another means of boosting his overall business volume. Data analysis can also assist the dealer in deciding the proper timing and target groups for direct mailings concerning appropriate models.

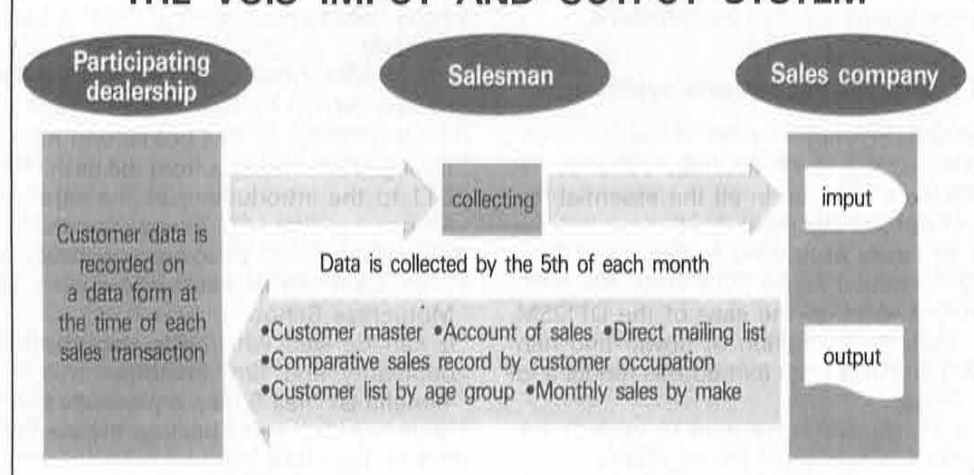
- **More efficient use of labor, reduced overhead**

Because you get the information you need simply by making a request to the sales company, there are big savings in operation labor and investment in computer hardware.

- **Boosting the number of shop visits and consolidating more regular customers**

With the improved capacity to make timely and appropriate direct mailings, you can build closer communication with the customers.

### THE VOIS INPUT AND OUTPUT SYSTEM



**WORLD CHAMPIONSHIP ROAD RACING**

# Lawson Keeps a lead of 20 points over Gardner



**500cc CLASS**

Yamaha rider Eddie Lawson (YZR500) tightened his grip on the 500cc championship when he took his fifth win of the year in the French GP, the eleventh round of the series held at Paul Ricard on July 24. The 20-lap race developed into a fierce 4-man battle soon after the start. The lead changed hands almost every lap between Christian Sar-

ron (YZR500), Wayne Gardner (NSR500), Kevin Schwantz (RGV500) and Eddie Lawson until the outset of the last lap when Gardner began to slow down with a machine trouble. And during the very final moments of the race Lawson took the lead from the others to claim his fifth win of the series. Frenchman Sarron also had a great day on his homeground. He dropped Schwantz into 3rd

place and finished a close second. Gardner managed to come in 4th about 12 seconds ahead of Wayne Rainey (YZR500). Lawson's teammate Didier de Radigues (YZR500) was 7th and Rainey's teammate Kevin Magee 9th.

**250cc CLASS**

Riding hard throughout the 18-lap 250cc race, Spanish Yamaha rider Juan Garriga (YZR250), who had recorded the fastest lap time of the race at 2' 03" 37 (169.539km/h), eventually had to settle for 4th place behind Jacques Cornu (NSR250), Alfonso Pons (NSR250) and Dominique Sarron (NSR250) a split second ahead of Reinhold Roth.

In the 12th round held on August 7 in U.K., Rainey won and Lawson finished 6th. With this result Lawson still led Gardner by 20 points in a title battle. In the 250cc class, Cadalora grabbed his second win of the year while Garriga finished 3rd.

- 2. E. Lawson ..... Yamaha
- 3. R. Mamola ..... Cagiva
- 4. D. De Radigues ..... Yamaha
- 5. W. Rainey ..... Yamaha
- 6. R. McElnea ..... Suzuki

**250cc class**

- 1. A. Pons ..... Honda
- 2. J. Cornu ..... Honda
- 3. A. Mang ..... Honda
- 4. R. Roth ..... Honda
- 5. C. Lavado ..... Yamaha
- 6. J. Garriga ..... Yamaha

**10th round - Yugoslavia - July 17**  
**500cc class**

- 1. W. Gardner ..... Honda
- 2. C. Sarron ..... Yamaha
- 3. W. Rainey ..... Yamaha
- 4. R. Mamola ..... Cagiva
- 5. K. Magee ..... Yamaha
- 6. D. De Radigues ..... Yamaha

**250cc class**

- 1. A. Pons ..... Honda
- 2. J. Garriga ..... Yamaha
- 3. D. Sarron ..... Honda
- 4. R. Roth ..... Honda
- 5. L. Cadalora ..... Yamaha
- 6. J. Cornu ..... Honda

**11th round - France - July 24**  
**500cc class**

- 1. E. Lawson ..... Yamaha
- 2. C. Sarron ..... Yamaha
- 3. K. Schwantz ..... Suzuki
- 4. W. Gardner ..... Honda
- 5. W. Rainey ..... Yamaha
- 6. R. Mamola ..... Cagiva

**250cc class**

- 1. J. Cornu ..... Honda
- 2. A. Pons ..... Honda
- 3. D. Sarron ..... Honda
- 4. J. Garriga ..... Yamaha
- 5. R. Roth ..... Honda
- 6. L. Cadalora ..... Yamaha

**WORLD CHAMPIONSHIP POSITIONS AFTER 11 ROUNDS**

- 500cc class**
- 1. E. Lawson ..... Yamaha ... 185 pts.
  - 2. W. Gardner ..... Honda ... 158 pts.
  - 3. W. Rainey ..... Yamaha ... 143 pts.
  - 4. C. Sarron ..... Yamaha ... 108 pts.
  - 5. K. Magee ..... Yamaha ... 107 pts.
  - 6. K. Schwantz ..... Suzuki ... 100 pts.

**250cc class**

- 1. A. Pons ..... Honda ... 166 pts.
- 2. J. Garriga ..... Yamaha ... 158 pts.
- 3. J. Cornu ..... Honda ... 142 pts.
- 4. R. Roth ..... Honda ... 111 pts.
- 5. L. Cadalora ..... Yamaha ... 101 pts.
- 6. D. Sarron ..... Honda ... 98 pts.

**WORLD CHAMPIONSHIP MOTOCROSS**

**125cc class**

**9th round - Northern Ireland - June 25**

- Overall
- 1. D. Stribbos ..... Cagiva
  - 2. J-M Bayle ..... Honda
  - 3. A. Puzar ..... KTM
  - 4. P. Tragter ..... Honda
  - 5. M. Contini ..... Cagiva
  - 6. C. Maddii ..... Honda

**10th round - France - July 3**

- Overall
- 1. J-M Bayle ..... Honda
  - 2. A. Puzar ..... KTM
  - 3. M. Contini ..... Cagiva
  - 4. P. Tragter ..... Honda

- 5. M. Healey ..... Cagiva
- 6. C. Maddii ..... Honda

**WORLD CHAMPIONSHIP POSITIONS AFTER 10 ROUNDS**

- 1. D. Stribbos ..... Cagiva ... 330 pts.
- 2. J-M Bayle ..... Honda ... 326 pts.
- 3. P. Tragter ..... Honda ... 192 pts.
- 4. A. Puzar ..... KTM ... 147 pts.
- 5. M. Contini ..... Cagiva ... 143 pts.
- 6. G. Jobe ..... Honda ... 132 pts.

**250cc class**

**8th round - Yugoslavia - June 26**

- Overall
- 1. P. Vehkonen ..... Cagiva
  - 2. R. Herring ..... Yamaha
  - 3. R. Smith ..... Suzuki
  - 4. J. Whatley ..... Suzuki
  - 5. G-J van Doorn ..... Cagiva
  - 6. P. Dirx ..... Honda

**9th round - U.S.A. - July 24**

- Overall
- 1. R. Johnson ..... Honda
  - 2. B. Hannah ..... Suzuki
  - 3. M. Dymond ..... Yamaha
  - 4. J. Van den Berk ..... Yamaha
  - 5. G-J Van Doorn ..... Cagiva
  - 6. S. Mortensen ..... Kawasaki

**WORLD CHAMPIONSHIP POSITIONS AFTER 9 ROUNDS**

- 1. J. Van den Berk ..... Yamaha ... 244 pts.
- 2. J. Whatley ..... Suzuki ... 194 pts.
- 3. R. Smith ..... Suzuki ... 190 pts.
- 4. P. Vehkonen ..... Cagiva ... 186 pts.
- 5. R. Diepold ..... Kawasaki ... 151 pts.
- 6. G-J Van Doorn ..... Cagiva ... 142 pts.

**500cc class**

**7th round - U.S.A. - June 26**

- Overall
- 1. E. Geboers ..... Honda
  - 2. D. Thorpe ..... Honda
  - 3. J. Leisk ..... Honda
  - 4. J. Vimond ..... Yamaha
  - 5. B. Glover ..... Yamaha
  - 6. K. Nicoll ..... Kawasaki

**8th round - U.K. - July 10**

- 1. D. Thorpe ..... Honda
- 2. E. Geboers ..... Honda
- 3. K. Van der Ven ..... KTM
- 4. K. Nicoll ..... Kawasaki
- 5. K. Ljungqvist ..... Yamaha
- 6. L. Persson ..... Yamaha

**9th round - Holland - July 17**

- 1. E. Geboers ..... Honda
- 2. K. Van der Ven ..... KTM
- 3. K. Nicoll ..... Kawasaki
- 4. J. Martens ..... KTM
- 5. D. Geukens ..... Kawasaki
- 6. K. Ljungqvist ..... Yamaha

**10th round - San Marino - July 24**

- Overall
- 1. B. Liles ..... Kawasaki
  - 2. E. Geboers ..... Honda
  - 3. K. Nicoll ..... Kawasaki
  - 4. J. Smith ..... Honda
  - 5. J. Vimond ..... Yamaha
  - 6. K. Van der Ven ..... KTM
  - 6. D. Geukens ..... Kawasaki

**WORLD CHAMPIONSHIP POSITIONS AFTER 10 ROUNDS**

- 1. E. Geboers ..... Honda ... 312 pts.
- 2. K. Nicoll ..... Kawasaki ... 252 pts.
- 3. D. Thorpe ..... Honda ... 251 pts.
- 4. K. Van der Ven ..... KTM ... 183 pts.
- 5. J. Vimond ..... Yamaha ... 149 pts.
- 6. K. Ljungqvist ..... Yamaha ... 130 pts.

**WORLD CHAMPIONSHIP MOTOCROSS 250cc CLASS**

## Van den Berk, 50-point runaway lead

At the 9th round of the World Motocross 250cc Championship held in the U.S.A. on July 24, local riders dominated the top places with R. Johnson (Honda) winning both heats and B. Hannah (Suzuki) and M. Dymond (Yamaha) claiming 2nd and 3rd positions respectively in both races.



Dymond's fine finish was especially auspicious, as it marked the debut race for the new '89 YZ. Meanwhile, J. Van den Berk who leads the series in points finished 5th in the first heat and, after a collision with another Yamaha rider R. Herring on the first lap, fought back to a 6th place finish in the se-

cond heat. As for Herring, this was his second fall of the day, following a 5th lap crash in the first heat while running in the lead. This round gave Van den Berk 21 points for his series total of 244 and moved him to a commanding 50-point lead over second place, J. Whatley (Suzuki).

**RESULTS**

**WORLD CHAMPIONSHIP ROAD RACING**

**8th round - Holland - June 25**

- 500cc class**
- 1. W. Gardner ..... Honda
  - 2. E. Lawson ..... Yamaha
  - 3. C. Sarron ..... Yamaha
  - 4. K. Magee ..... Yamaha
  - 5. N. McKenzie ..... Honda
  - 6. P-F Chili ..... Honda

**250cc class**

- 1. J. Garriga ..... Yamaha
- 2. J. Cornu ..... Honda
- 3. A. Mang ..... Honda
- 4. L. Cadalora ..... Yamaha
- 5. L. Reggiani ..... Aprilia
- 6. A. Pons ..... Honda

**9th round - Belgium - July 3**

- 500cc class**
- 1. W. Gardner ..... Honda

Magee, who had taken over for Rainey, began to close on McKenzie, Gardner's teammate, and passed him into the lead on lap 27. They were followed by Machii, Dowson's teammate, and Taira who had climbed into 4th. On lap 58, Dowson crashed, and the resulting 10 minute pit-in moved Taira/Doohan into 3rd behind Magee/Rainey and Gardner/McKenzie. But Dowson/Machii were able to fight back to a respectable 8th place finish. **Building an insurmountable lead in 2nd half**

It began to look like the leaders were consolidating their positions when Gardner

suddenly developed machine trouble on lap 106, 15 minutes into the second half. This moved Taira into 2nd with Schwantz closing the gap steadily. On the 152nd lap a short pit stop moved Schwantz/Polen into second, and with Magee Rainey holding a commanding 1'40" lead, it looked as if the first three places were decided. But with only 11 minutes to go Taira was struck down with machine trouble, dropping him to 9th with a total of 196 laps. Magee/Rainey went on to finish a record 202 laps in 8 hours 02 minutes.

**'88 WORLD CHAMPIONSHIP ENDURANCE SERIES 2nd round SUZUKA 8-HOUR ENDURANCE RACE**

## Magee and Rainey drive their YZF750 eight long hours to victory

In round 2 of the World Endurance Championship held from July 28 - 31 at the Suzuka Circuit in Japan, Kevin Magee and Wayne Rainey of Team Lucky Strike-Roberts drove their Yamaha YZF750 to a 202 lap victory, breaking last year's record by 2 laps, and giving Yamaha and Magee (who teamed last year with Martin Wimmer) their second straight Suzuka Crown. One lap back in second were Kevin Schwantz/Doug Polen (Suzuki GSX-R750) and two laps behind them in 3rd came Etienne Samin/Adrien Morillas (Kawasaki ZXR-7). Of the 60 starting teams 39 managed to finish the race.

**Magee runs aggressively to take the lead on lap 27**

For the 11 : 30 a.m. start of the final race, pole winners Magee/Rainey were followed at the starting line by Gardner/McKenzie and Schwantz/Polen. But it was Schwantz, Miyazaki (Honda RVF750), R. Phillis (Kawasaki ZXR-7) and Samin (Kawasaki ZXR-7) who got the jump on the field at the start, with Rainey trailing a bit behind. By lap 4, Gardner took the lead followed by Rainey and Dowson and the race for top position took shape, trading hands again and again among these three riders for the next hour until the first riders change.

**RESULTS**

Riders	Machine	laps	fastest lap time
1 K. Magee (AUS)/W. Rainey (USA)	Yamaha YZF750	202	2'17"801
2 K. Schwantz (USA)/D. Polen (USA)	Suzuki GSX-R750	201	2'19"146
3 P.E. Samin (F)/A. Morillas (F)	Kawasaki ZXR-7	199	2'20"450
4 H. Moineau (F)/T. Crine (F)	Suzuki GSX-R750	199	2'20"708
5 T. Sohma (JPN)/K. Tada (JPN)	Kawasaki ZXR-7	199	2'20"691
6 K. Ballington (GB)/R. Phillis (AUS)	Kawasaki ZXR-7	198	2'19"731
7 M. Taguchi (JPN)/S. Ito (JPN)	Honda RVF750	197	2'20"744
8 M. Dowson (AUS)/K. Machii (JPN)	Yamaha YZF750	197	2'17"879
9 T. Taira (JPN)/M. Doohan (AUS)	Yamaha YZF750	196	2'18"483
10 M. Saitoh (JPN)/M. Watanabe (JPN)	Yamaha FZR750	195	2'22"253



The 2nd round of the World Endurance Championship Series, the Suzuka 8-Hour Endurance Race was held from July 28 to 31. On the final day 157,000 spectators (4-day total 293,000) watched as 60 teams began their 8-hour battle, starting at 11:30 in the morning. And, when the race was over at 19:30 after a long hot battle, the winning team of Kevin Magee and Wayne Rainey had completed a total of 202 laps in 8 hours 02 minutes, breaking last year's record by 2-laps to give Yamaha its second victory in a row.



Last year, Magee teamed up with Martin Wimmer to win Suzuka 8-Hour Endurance Race. For both Magee and Yamaha this year marked their 2nd consecutive victory.



K. Magee (right) and W. Rainey

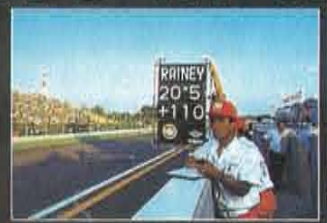
Rainey, competing at the Suzuka 8-Hour Endurance Race for the first time, grabbed the big win in his first try. He also is holding a place in the top 5 of the 500cc World GP standings.

'88 WORLD CHAMPIONSHIP ENDURANCE SERIES 2nd ROUND: SUZUKA 8-HOUR ENDURANCE RACE

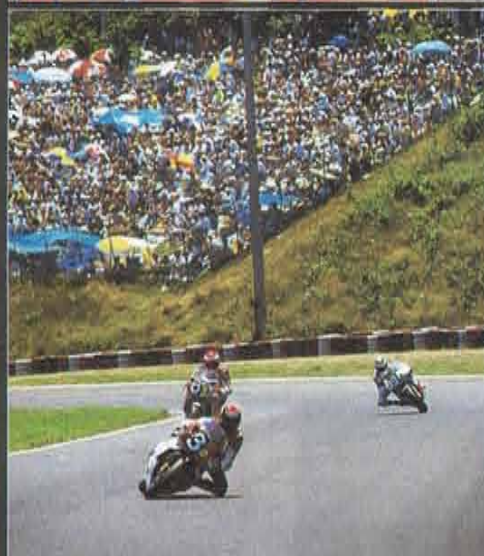
# Magee and Rainey make it two in a row

## with record-breaking 202-lap run

The T. Taira and M. Doohan Team was forced to drop out and take 9th place after holding 3rd until just 11 minutes before the goal.



Despite a crash and 10 minutes lost time while running in 2nd position, the K. Machii and M. Dowson Team fought back to a respectable 8th place finish.



The T. Sharpless and K. Coburn Team took part in the Suzuka 8-Hour Race for the second straight year. After Toni was injured, Kathleen drove the remainder of the race alone.

## The 24th PBRO Rally

# Yamaha sweeps impressively in powerboat race

PHOTO BY GEOFF OSBORNE

**A**PRIL 17, 1988 saw the 24th holding of the Annual PBRO Rally. Called the "Exzel 100 Power Boat Rally", this year's entries totalled 61 boats, ranging in size from 40-foot planing launches to 15-foot runabouts. The PBRO Rally is a unique event, divided into four categories - Economy, Efficiency, Performance and Nominated Speed. Each entrant competes in all four sections in search of the ultimate prize, a place among the top overall finishers.

In this demanding competition, Yamaha powered boats made a clean one, two, three sweep in Efficiency and Economy, while taking the first seven places in Performance and Overall!

The boat that took the overall victory was "Mason Walker Yamaha" powered by a Yamaha 115B. To win such a complex race, a great amount of planning, preparation and practice goes into the competition. And that is why Mason Walker Yamaha's teammates Wayne Mason, John Morris and Peter Duncan from Mason Walker Marine Ltd. and Hugh Stewart and Greg Fenwick from Moller Yamaha were very pleased to take not only the coveted overall prize, but also first in Performance, 2nd in Efficiency, 2nd in Nominated Speed and 3rd in Economy. Mason Walker Yamaha, in conjunction with two other Yamaha powered boats ("Team Yamaha") also took the Clipper Teams Prize.

Congratulations for these efforts and brilliant results.

