

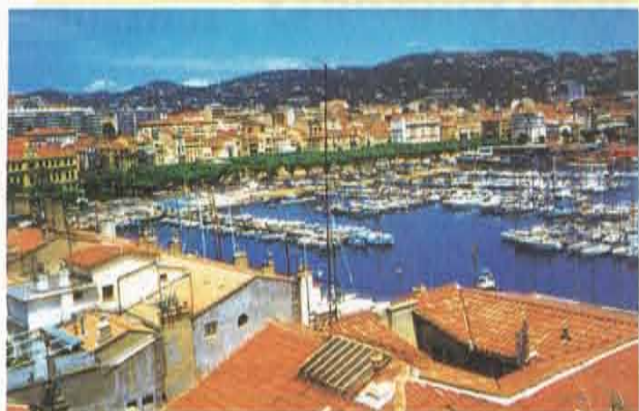
# YAMAHA MOTOR NEWS 1989 No.5



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## 1990 season starts internationally

### A good outlook found in meetings from Baden-Baden to Reno



Yamaha Marine Distributors convened on the fashionable French Riviera at Cannes from June 8 to 11; thirty-one persons from fifteen countries were present.

#### European Marine Importers Meeting

In southern France, at Cannes, the resort area famed for its international film festivals, Yamaha outboard motor distributors convened from June 8 to 11. Thirty-one representatives from fifteen countries were in attendance. The first day featured a welcoming dinner followed by the second day's conference of distributors where the past season's market performance was reviewed and this coming season's new models were presented. Among the outboard motors featured, Yamaha's largest, the new 250-horsepower model was presented in detail with a practical demonstration. In addition, Yamaha's new line of Water Vehicles were announced, including the SJ650 Super Jet, the MJ650T and the MJ650TL.

International preparations get under way for Yamaha's 1990 season. In Europe, Yamaha Motor Europe NV opened managerial meetings for European outboard distributors and motorcycle importers respectively. In America, also, the new season began with snowmobile dealer conferences.



Fifty participants from sixteen countries gathered for the European Motorcycle Importers Meeting in July at Baden-Baden.

#### US Snowmobile Dealers Meeting

In Reno, Nevada, Yamaha Motor Corp. USA concluded its series of 1990 national dealer meetings with the West Regional Snowmobile Dealers at John Ascuaga's Nugget Hotel for two days, June 3 and 4. Preceding it in May this year were the first meeting for East Regional Snowmobile Dealers in New York State and the second one for Midwest Regional Dealers in the state of Illinois. Approximately 130 dealers attended the West Regional Conferences where YMC's President, Mr. Ben Watanabe, gave the opening remarks. Other items included business policies, the concepts behind the new models introduced, the features of Yamaha's model line-up, the development of sales promotions, the introduction of Yamaha's promotional kits and related topics.

In the past few years, Yamaha has built up a broad market base creating a strong, active demand for snowmobiles; now -- with Yamaha's new high-performance models be-

ing produced and introduced on the market in the near future -- dealer's high expectations are finally being met.



North American snowmobile dealers met from May to June in three regional conventions; here we see the West Regional session held in Reno, Nevada, June 3 and 4.

#### European Motorcycle Importers Meeting

At Baden-Baden, Germany, "the Centre of Europe," the thirteenth meeting of Yamaha Motorcycle importers was held on July 6 and 7. The reason to have the meeting in Germany this year was so that the host importer, Mitsui Maschinen GmbH could celebrate the 25th anniversary of Yamaha in Germany. Representatives from YMC in attendance included President Mr. Eguchi and Director Mr. Nomura. In all, fifty persons from sixteen countries were present. Although the weather was very nice outside, the atmosphere during the meeting was even better while the importers were informed about this year's sales results and the 1990 model line-up.

One of the highlights of the second day was the opportunity for the importers to ride Yamaha motorcycles through the beautiful Black Forest which surrounds Baden-Baden. The convention concluded in leisurely style as all participants were invited for an evening boat trip on the Rhine.

"Everybody went home with positive feelings and we are sure that the meeting in 1990 will be so successful when we gather in Scotland. Therefore," concluded one of the participants, "we say Herzlichen Dank (heartfelt thanks), Auf Wiedersehen Deutschland (good-bye Germany), and Hello ... Great Britain!"



#### AUCKLAND FUKUOKA YAMAHA CUP YACHT RACE 1989

Starting from Auckland, New Zealand on April 22, continuing from Fiji to Guam and climaxing from Guam to Fukuoka, Japan, the nearly 10, 200km "Auckland Fukuoka YAMAHA CUP Yacht Race 1989" came to an official close with the July 1 time limit.

The first boat home was "Future Shock" sailing into Fukuoka harbor at 12:13 a.m. on June 15. The winner of the IOR Division was "BBC Challenge Tobiume" (Japan) and the winner of the GHS Division was "Northern Quest" (Norway).

On June 22, a reception and awards ceremony was held for the crews of 37 boats from 9 countries at the Resort Theater of the "Asian-Pacific Exposition - Fukuoka '89". As representative of the title sponsor, YMC's President Mr. Eguchi was on hand to congratulate the finishers and encourage new friendships in the international community of yachtsmen.

(See results on page 7)

## Yamaha Cup Race ends after 60 days of offshore excitement



# Ténéré, Ténéré, Ténéré



GERMANY

On May 20, the 3rd holding of the International Ténéré Owners Meeting took place in Worms, West Germany. Favored by magnificent weather this year too, Ténéré owners from a number of European countries enjoyed sunbathing, camping and other sports activities. This year's meeting drew some 150 participants. The Machines gathered there were mostly XT600 or XT600Z bikes, but included several XTZ750 Super Ténérés which were marketed in Europe only last April.



## Yamaha chosen for its reliability AUSTRALIA

Houseboating on the River Murray has become very popular in South Australia over the past 10 years. Normally 4 or 5 couples will share the cost of the rental, fuel and food and spend 1 or 2 weeks cruising up and down the river enjoying the abundant wildlife and peaceful atmosphere of the Riverland. One company, Green and Gold Houseboats, operates with up to 12 boats in its fleet, ranging from 4-berth to 10-berth boats and powered exclusively by Yamaha outboards. These boats are virtual houses on floating pontoons and have all the luxuries of home. The larger boats, which accommodate up to 10 people, are powered by twin 70hp's and will cruise at 6 knots for as much as 8 hours a day. Green and Gold has been using Yamahas for about 5 years and have fitted the F9.9A 4-stroke model to their 4-berth boats and use twin 50's on their 8-berths. During these 5 years most of the boats have changed motors and been refitted with new outboards after operating for over 2,500 hours virtually trouble free. Yamahas were chosen because of their reputation for reliability and they have never let them down.

## Sweeping victory for THAILAND Yamaha Water Vehicles



Seen in the picture here is the action at the 1989 Singha Grand Prix Speedboat Racing held over April 1 - 2 at Pattaya beach.

In the 500cc and under personal water-

craft division 13 applications were received. Of the 9 craft that actually started the race seven were Yamaha WR500s. It's nice to announce that all of the prizes went to WR500 owners.

## 500,000 visitors gather for Leipzig Show

GERMANY



West German Yamaha importer, Mitsui Maschinen GmbH cooperated with Mitsui & Co., Ltd of East Germany on an exhibition of Yamaha motorcycles at the Leipzig Fair in the "Leipziger Messe" in the GDR. The fair is held twice a year in spring and autumn. This spring the fair brought together 9,000 companies from more than 100 countries and attracted more than 500,000 visitors from 113 different countries.



## Letters from readers

### Thanks for 18 years of super performance

Introduced here is a letter from Mr. Syed Virasat Ali who lives in Pakistan and who has been using the same Yamaha motorcycle for the last 18 years.

"Dear sirs,

I am the owner of Yamaha motorcycle manufactured in 1971 (Engine/chassis No. 104016 and Reg. No. KAJ-9309). I wish to express my appreciation for its outstanding service by sending you the following information for your records.

The vehicle has served me tremendously for the last 18 years and is still in good running condition. The original engine is in satisfactory condition and despite having covered over 400,000 miles, it has not yet been necessary to open it for repairs or cleaning. Front tyre and tubes are the original ones and are still serviceable. Only the rear tyre and spark plug were replaced in 1986. All other parts including the head light and the shock absorbers are the originals and still in fine running condition.

Once again, my heartfelt gratitude to the manufacturer of Yamaha motorcycles."

Sincerely yours,  
Syed Virasat Ali



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.

So, please keep the letters coming.

# Devoted people like this build Yamaha

JAPAN

In Finland, Yamaha outboards have a 37% share of the market. Its annual sales of over 10,000 units ranks it third in the world behind the U. S. and Japan. Considering that Finland has a population of about 5 million, this is an amazing achievement. Recently, Mr. Timo Petäy (62), Division Manager of the country's importer of Yamaha outboards, KESKO, paid a visit to YMC's home office. The occasion for the visit was Mr. Petäy's retirement this August and he was accompanied by his successor, Mr. Vuojärvi. For 28 years, Mr. Petäy has devoted himself to the promotion and sales of

Yamaha outboards and his efforts are reflected in the outstanding record of the Finnish market.



Mr. Petäy gives an address at this year's European Outboards Importers meeting.

## Yamaha outboards finding themselves a place in peoples lives

This photo is a scene of the "floating marketplace" in Nadi, a city in Fiji. The wharf is crowded with families out for a day of shopping, while on the water vender hawk their wares and bargain in live-

ly voices. It is Yamaha outboards, by the way, that power this floating market as it makes its rounds of the area. This is just one more example of Yamaha products creating a vital role for themselves in peoples lives.



## Enthusiastic Mr. Yamaha

AUSTRALIA

Mr. Bob Ramsay who lives in Melbourne could by no means be described as young and wild but he does love to ride around on a RD500LC or RD350LC. True to form, he often rides at speeds that leave even young riders behind. Mr. Ramsay is a devoted Yamaha fan and of the four motorcycles that he owns, three are made by Yamaha. The other Yamaha, by the way, is a 1959 Yamaha YDS1.



Mr. Ramsay riding his YDS1.

## Yamaha regrets sudden loss



Mr. Kunihiro Morinaga, YMC's Director responsible for the Motorcycle Division died of a Pulmonary Infarction on May 26 in Hamamatsu. He was 54. Mr. Morinaga had been working in seemingly good health right up until the day before his death. It was an especially profound loss for all.

After graduating from Kagoshima University, Mr. Morinaga entered Yamaha in 1959, where he devoted his engineering talents exclusively to the development of motorcycles. Advancing to a management position in 1980, he was assigned the position of Director in charge of the Motorcycle Division in 1986. Mr. Morinaga played a vital role in the development and production of the 2-stroke and 4-stroke engine technology that has formed the cornerstone of YMC's corporate activities. He was also a leading force in the pursuit of sound communication with our sales network both at home and overseas. Also, in recent years, he was in charge of Yamaha's motorcycle race activities, and his fine character won him the love and respect of everyone in the racing world as well. He is survived by his wife and daughter.

## Joint nationwide promotion for Super Ténéré

German Yamaha importer, Mitsui Maschinen GmbH, teamed up recently with German tobacco brand "Schwarzer Krauser" to put on a nationwide promotional campaign featuring the XTZ750 Super Ténéré. In this promotion Schwarzer Krauser invested in a series of ads in all the nation's leading magazines that included a coupon which gave the readers a chance to win one of three XTZ750 Super Ténérés. The promotional material has also been distributed to tobacco shops and Yamaha dealers around the country. To give the campaign an extra flair, six promotional teams are

touring Germany on Super Ténérés, visiting major local events and fairs and distributing cigarette samples.



## Yamaha-powered boats dominate dinghy derby

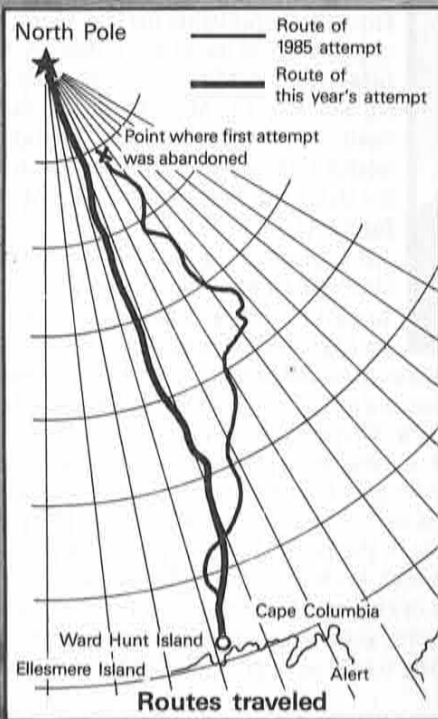
AUSTRALIA

Early February means high summer days in the Riverland area of South Australia and a great time of year for the "Annual Dinghy Derby" at Renmark. The races are held against the clock around a 70-kilometer course full of obstacles like submerged logs, rocks, propeller-choking weeds and shallows, as well as open full-throttle stretches. This year's derby drew 60 participating dinghies, 60% of which were powered by Yamaha outboards.

Participants competed in five classes; up to 8hp, 8.9 - 14.9hp, 15 - 18.9 hp, 20 - 25hp, Open class up to 30hp. Yamaha outboards with their superior performance and reliability dominated the racing, winning the 8hp, 15 - 18.9hp and Open up to 30hp classes. The winner of the 14hp class, using a standard 9.9 Yamaha was the local Yamaha dealer, Paul Dempsey of Renmark, who has been racing in this popular event every year since it began in 1985.

Mr. Paul Dempsey and his daughter, Sandra preparing for the race. (Photo by Mr. Dave Ferris)





# Standing at the top of the earth

## Yamaha snowmobiles help 800km North Pole Expedition



On June 6, Masako visits YMC to express her thanks for the support she received in her North Pole quest. With a smile and a firm handshake, President Eguchi greets Masako, saying "A great effort! You inspired us all with your courage."



On this expedition, supplies were flown in a total of five times by charter plane.



Meeting another stretch of upheaved ice formations just short of the Pole.



Covering 800km in 62 days, the Masako Izumi Expedition stands "On the top of the earth". From the left Saotome (Japanese mountaineer), Masako, Oookookoo, Joe, Otani (Japanese mountaineer), and their Yamaha snowmobile Excel III.

"This time for sure, I want to stand at the top of the earth!" These were the words left by Japanese actress Masako Izumi as she and her four-person expedition team departed on her second attempt to reach the North Pole. On May 10, that dream was realized, as her's became the 16th expedition since 1909 to reach the Pole by crossing the Arctic Sea ice. Masako made her first attempt to reach the North Pole in March of 1985. Her effort that time had to be abandoned just 148km from her goal when she ran up against foul weather and a 500-meter break in the ice after 62 days of laborious passage. By coincidence, it was also on the 62nd of her second attempt that she finally reached her long-awaited goal.

### A team of 5 sets out on March 11

Leaving Japan on January 29, Masako and her team set up base camp at Resolute in Canada's Northwest Territories to begin a month of arctic acclimation and training. On March 11, the team, which included two veteran Japanese mountaineers and two local Inuit guides, left Canada's northernmost point, Ward Hunt Island aboard two Yamaha snowmobiles towing two large pack sleds headed for the North Pole.

### March 30: 84° latitude north

If all went well, the team expected to reach the Pole about April 25. Shortly after the start, however, they encountered treacherous patches of upheaved ice and deep snow.

For two weeks the team labored along at a pace of no more than 6km per day. During this period fuel and food supplies were flown in twice by charter plane. On March 30, twenty-one days from their start, the expedition stood at 84° latitude north.

### Small setbacks, then big progress

On April 6 and 7 a wicked blizzard forced the expedition to hold up for two days at 84° 30' lat. north. After passing the 85th parallel on April 11, one of the team members was injured in a fall from his snowmobile and Masako was running a high fever from a cold. To add insult to injury, the ice on which their tents were pitched began to drift south, costing them 1.2km of hard-earned ground. One setback seemed to follow another as they crossed the 87th parallel on April 24. But soon the trials gave way to fair running conditions for the first time. Three good days carried the team to 88° lat. north, running for a record 68.9km on the single day of April 28.

### April 29: passing 88° 40' lat. north

On the 29th the expedition passed a point of particular significance, 88° 40' lat. north. This was the point where four years earlier a disheartened Masako had been forced to abandon her first assault at the Pole. Now 150km of unknown territory lay between the team and their goal. In 1987, this same 88th parallel had been the point from which Shinji Kazama had been able to pick up the

pace and cruise on to the Pole in eleven days on his modified Yamaha TW200. In doing so, he became the first man to reach the Pole by motorcycle. But what lay ahead for Masako and her team?

### Not a single miss can be tolerated

After passing 88° north the team once again ran into the dangerous breaks in the ice cover known as leads, and their pace slowed. These leads showed the ice to be only a foot or so (20 or 30cm) in thickness at some points. And below the thin ice lay 4,000m of Arctic Sea waters. When crossing a lead, one mistake in judgement would spell disaster. Nearing the Pole, there were days on which the team only managed to

cover a painstaking 2 kilometers. It was an ongoing battle of patience and will.

### Frustration, and finally jubilation

May 6. The Pole lay a mere 67.6km away. Then on the morning of the 7th a terrible blizzard swept down upon the small party of adventurers. All forward progress stopped completely at 89° latitude north. The temperature climbed. The ice began to break up. The leads seemed to be spreading faster. Ice drift pushed the expedition back an excruciating 5.2km. Finally on the 9th, the Arctic skies began to smile on the weary troupe. Just 13.2km to go. The purr of the snowmobile engines seemed to echo

the world!  
on



All the photos by Mako North Pole Expedition 1989

YAMAHA EXCEL III	
Engine	2 stroke, twin, piston port
Displacement	337cc
Bore & stroke	60 x 59.6mm
Compression ratio	6.5 : 1
Lubrication	Autolube
Carburetion	Mikuni B38-32
Starting	Electric & manual recoil starter
Ignition	Capacitor discharge
Track	Internal dual drive rubber track
Suspension	Modified Pro-Action link, slide rail with idler wheels
Transmission	Variable ratio automatic with V-Belt
Brake	Disc
Weight	176kg
Overall length	2,550mm
Overall width	990mm
Fuel tank capacity	25.0 liter
Oil tank capacity	2.4 liter

NASA satellite; special camera equipment designed to perform in minus 50° C temperatures; clothing designed to keep the team comfortable in extreme Arctic cold. And keeping pace with these technologies was the performance of the Yamaha Excel IIIs. These were standard models with only minimal setting changes to accommodate the severe arctic cold, and one turn of the self starter was all it took to start the engines almost every time. Even hitched to the sleds which weigh up to half a ton when loaded, they pulled strongly across the arctic snow and ice. Although the 62 days of hard use left their bodies scratched and dented, their performance never faltered a bit.

### And thanks to the Inuit guides

Another important element leading to the expedition's success was the vital role played by the two Inuit Eskimo guides, Ookookoo and Joe. Especially the experience of Ookookoo, who had accompanied Masako on her first attempt four years earlier. His sense was that of a finely tuned instrument. He could pick the right course across what the untrained eye saw only as a featureless expanse of white. And he drove his snowmobile with a seemingly inborn skill, covering the 800 grueling kilometers without a single serious breakdown.



The 5-meter, 500kg sled gets buried in the snow. The whole team struggles to free it. The sweat of their labors soon freezes as the trials of a rough stretch continue.

the growing excitement of the team members carrying them on and on through the final miles. When their calculations told them they had reached their goal, a call was made to base camp for a verification of position. "Congratulations!" came back the answer at 12.20 a.m. (local time) on May 10. "You are right on the Pole". Masako's long-coveted dream had been realized.

### Excel IIIs help make the dream a reality

Masako's dream could not have been realized, perhaps, without the help of a variety of new technologies; like the Algos communication system used to keep track of the expedition's location by means of a



"The Yamaha Excel IIIs never failed to start with their reliable self starters and never let us down," said Masako, giving these workhorses their share of credit for the expedition's success.

### A heroine's welcome at YMC

Four years after her first frustrating attempt, the now victorious Miss Izumi was welcomed by President Eguchi and a host of other wellwishers at YMC on June 6. "Up until the very end we were tormented by upheaved ice and leads. When we finally reached the Pole all I felt was relief. When I at last began to realize that I had finally reach my goal, all of the strength seemed to drain from me at once. It's hard to believe even now that I went through all that I did?" These were her final words as the interview ended. Congratulations to Masako and her team for having the strength and will to overcome unimaginable hardships in pursuit of a grand and spectacular dream.

First help them discover the fun

# Here's what sets us apart

"New Jog" marketing activities in Japan



The New Jog scooter which was released for the Japanese market in February of this year has gained wide acceptance and at one time demand went ahead of supply. The New Jog is a modified version of the popularity-winning Jog and the success of this model is attributed to the following reasons:

- (1) The New Jog is a positive answer to the needs and tastes of target users.
- (2) The basics of sales promotion tactics have been reconsidered.
- (3) The music group considered most appropriate for this model's product image has been engaged for the development of sales promotion campaigns.



#### NEW JOG'S FEATURES

**Function:** The helmet is held upside down. As the shell is kept downward, small items can be kept inside the helmet.

**Design:** Extra-neat styling even with helmet storage space provided.

**Performance:** A 6.8hp engine that features a TZR250 type reed valve intake system. New-design tubeless tires ensure a comfortable sporty ride.



The New Jog made its debut on St. Valentine's Day, a special occasion when Japanese girls present boxes of chocolates to their boy friends as a token of affection. A giveaway chocolate campaign was carried out. The shop front is crowded with young people on the day the New Jog made its debut.



The popularity of Bros was evident in the number of people who turned out to watch the filming of their Yamaha commercial movie in England.

## A product that is designed to differ from competitive models

The New Jog has been developed with 15.5-year old juniors in mind. Boys and girls in this age bracket are the most impatient to begin scootering as they are only six months from the legal licencing age in Japan. According to market survey data, young people in this target group may not necessarily consider scooters the most fashionable vehicles available. But this does not mean they do not look for style as well as utility in the machine they choose. They feel it is chic and mature to use a smart-looking vehicle that is also convenient and easy to use in a care-free way. The scooter can be just this kind of fashionable and convenient vehicle.

In other words, the New Jog has been designed to appeal to these young people by emphasizing the highly fashionable Yamaha brand image instead of the mere utility of a vehicle with functions like helmet storage, as in competitive models.

The New Jog has a space where the helmet can be held with its shell downwards. At the same time, it features an extra-neat design and provides a comfortable, sporty ride. In addition to these excellent product qualities, Yamaha's "C2 Promotional Activities" (for the Japanese Market) are also greatly contributing to the sales of this model. "C2 Promotional Activities" consist of basic sales promotion techniques carried out under the following slogans:

- \* Improve communication with customers.
- \* Make the challenge to create demand.

## Review of customer cards

These activities are designed to increase the sales of the new model through the following fundamental and sure approaches:

- \* A mailing list is kept on hand to review and to make up new customer cards for picking out prospective customers.
- \* These cards are used to contact young, prospective scooter users by means of direct mail followed by telephone calls.
- \* Those who do not visit a shop are contacted once again by means of DM or telephone.

## A topic-making campaign

A topic-making campaign was also very effective for the sales promotion of this model. British rock group Bros was engaged as the image characters. Bros, which was awarded the prize of "Best British Newcomer" in February of this year,

is one of the most popular rock groups in the world. Bros fans are now called "Brosettes" and the group is growing in popularity among Japanese rock fans for its simple, clean, and sophisticated style. We have enhanced the Yamaha brand by featuring Bros in TV commercials, posters, catalogs, T-shirts and other campaign tools which have been acclaimed by the target users who are high school students. Yamaha is always striving to grasp the trends of the times and to reflect them in its products as much as possible. Introduced above is a case example of the New Jog marketing activities designed to fit trends in Japan.



Bros tools (poster, leaflets and T-shirts)

**'89 SUZUKA 8-HOUR  
FIM  
ENDURANCE CUP**  
2nd round  
'89 FIM ENDURANCE CUP-SERIES

**Production FZR750(ow01)  
comes in 3rd  
Australian/Japanese duo does it good**

The Suzuka 8-Hour Endurance Race which was held at Suzuka on July 30 turned out a very eventful race, keeping the 159,000 spectators thrilled on the edge of their seats.

The race was eventually won by the Dominique Sarron/Alex Vieira team which covered a total of 202 laps tying the record set by Yamaha's Wayne Rainey/Kevin Magee team last year. Yamaha's privateer Peter Goddard (Australia) and Shingo Katoh (Japan) drove their FZR750R (OW01) to win 3rd place.

The 8-hour Race saw one dramatic happening after another as several works teams were forced to drop out. Among the unlucky teams were '88 Suzuka winners Wayne Rainey/Kevin Magee (Team Lucky Strike - Roberts/Yamaha YZF750), Tadahiko Taira/John Kocinski (Shiseido TECH 21 Racing Team/YZF750), Michael Dowson/Kunio Machii (Nescafe Americana Racing Team Yamaha/YZF750) and Wayne Gardner/Michael Doohan (Team HRC/Honda RVF750).

The race started at 11:30 and pole position holder Gardner/Doohan setting pace aboard an RVF750. Chasing the leading Honda was the Rainey/Magee team. About 15:10, Rainey/Magee was forced to slow down with oil leakage while riding hard 29 seconds behind the leader. This trouble eventually put the Yamaha team out of competition.

Kevin Schwantz/Doug Polen (Suzuki GSX-R750R) then took over runner-up position, followed by Sarron/Vieira and Taira/Kocinski. Around 16:25, Gardner/Doohan crashed while trying to lap the tailender. This put Sarron/Vieira in the lead with Taira/Kocinski and Shoji Miyazaki/Tadashi Ohshima (Honda RVF750) following 2nd and 3rd respectively. After the lapse of 6 hours (17:30), Taira/Kocinski were about 47 sec. behind Sarron/Vieira. About 17:55, Taira/Kocinski were

suddenly sidelined with machine trouble. Schwantz/Polen also made a pit-stop for a muffler change while running 3rd about 6 hours into the race. This dropped

them back to eventually finish in 8th. Dowson/Machii also suffered machine trouble while riding in 4th position and retired. Sarron/Vieira finished the race with a wide margin over Miyazaki/Ohshima and Goddard/Katoh.



Goddard (right) and Katoh on the winners platform.

**RESULTS**

RIDERS	MACHINE	LAPS	TIME
1. D. Sarron /A. Vieira (France)	Honda RVF750	202	7 H 58' 34" 328
2. S. Miyazaki/T. Ohshima (Japan)	Honda RVF750	201	8 H 00' 04" 626
3. P. Goddard/S. Katoh (Australia/Japan)	Yamaha FZR750R	198	7 H 59' 41" 841
4. S. Tsukamoto/T. Maeda (Japan)	Kawasaki ZX7R	198	8 H 00' 26" 064
5. Y. Ohshima/K. Takayoshi (Japan)	Suzuki GSX-R750R	197	7 H 58' 55" 905
6. G. Crosby/M. Campbell (New Zealand/Australia)	Moriwaki ZeroVX7	197	7 H 59' 17" 703

**RESULTS**

**'89 WORLD CHAMPIONSHIP  
ROAD RACING**

**7th round - Austria - June 4  
500cc class**

1. K. Schwantz	Suzuki
2. E. Lawson	Honda
3. W. Rainey	Yamaha
4. C. Sarron	Yamaha
5. K. Magee	Yamaha
6. P-F Chili	Honda

**250cc class**

1. A. Pons	Honda
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2. J. Cornu	Honda
3. M. Wimmer	Aprilia
4. H. Bradl	Honda
5. D. De Radigues	Aprilia
6. C. Cardus	Honda

**8th round - Yugoslavia - June 11  
500cc class**

1. K. Schwantz	Suzuki
2. W. Rainey	Yamaha
3. E. Lawson	Honda
4. K. Magee	Yamaha
5. C. Sarron	Yamaha
6. M. Doohan	Honda

**250cc class**

1. A. Pons	Honda
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2. R. Roth	Honda
3. J. Cornu	Honda
4. J-P Ruggia	Yamaha
5. J. Garriga	Yamaha
6. C. Cardus	Honda

**9th round - Dutch TT - June 24  
500cc class**

1. W. Rainey	Yamaha
2. E. Lawson	Honda
3. C. Sarron	Yamaha
4. K. Magee	Yamaha
5. P-F Chili	Honda
6. W. Gardner	Honda

**250cc class**

1. R. Roth	Honda
2. A. Pons	Honda
3. J. Cornu	Honda
4. C. Cardus	Honda
5. M. Wimmer	Aprilia
6. D. De Radigues	Aprilia

**10th round - Belgium - July 2  
500cc class**

1. E. Lawson	Honda
2. K. Schwantz	Suzuki
3. W. Rainey	Yamaha
4. C. Sarron	Yamaha
5. J. Kocinski	Yamaha
6. P-F Chili	Honda

**250cc class**

1. J. Cornu	Honda
2. A. Pons	Honda
3. C. Cardus	Honda
4. R. Roth	Honda
5. L. Cadalora	Yamaha
6. H. Bradl	Honda

**11th round - France - July 16  
500cc class**

1. E. Lawson	Honda
2. K. Schwantz	Suzuki
3. W. Rainey	Yamaha
4. C. Sarron	Yamaha
5. K. Magee	Yamaha
6. P-F Chili	Honda

**250cc class**

1. C. Cardus	Honda
2. J. Cornu	Honda
3. A. Pons	Honda
4. T. Honma	Yamaha
5. J-P. Ruggia	Yamaha
6. R. Roth	Honda

**12th round - UK - Aug. 6  
500cc class**

1. K. Schwantz	Suzuki
2. E. Lawson	Honda
3. W. Rainey	Yamaha
4. N. McKenzie	Yamaha
5. C. Sarron	Yamaha
6. K. Magee	Yamaha

**250cc class**

1. A. Pons	Honda
2. R. Roth	Honda
3. M. Shimizu	Honda
4. J. Cornu	Honda
5. L. Reggiani	Honda
6. J. Garriga	Yamaha

**13th round - Sweden - Aug. 13  
500cc class**

1. E. Lawson	Honda
2. C. Sarron	Yamaha
3. W. Gardner	Honda
4. N. McKenzie	Yamaha
5. K. Magee	Yamaha
6. R. Haslam	Suzuki

**250cc class**

1. A. Pons	Honda
2. R. Roth	Honda
3. J. Cornu	Honda
4. C. Cardus	Honda
5. L. Cadalora	Yamaha
6. T. Honma	Yamaha

**WORLD CHAMPIONSHIP  
POSITIONS AFTER 13 ROUNDS**

**500cc class**

1. E. Lawson	Honda	194 pts.
2. W. Rainey	Yamaha	180.5 pts.
3. C. Sarron	Yamaha	144.5 pts.
4. K. Schwantz	Suzuki	122.5 pts.
5. K. Magee	Yamaha	119.5 pts.
6. P-F Chili	Honda	111 pts.

**250cc class**

1. A. Pons	Honda	236 pts.
2. J. Cornu	Honda	165 pts.
3. R. Roth	Honda	160 pts.
4. C. Cardus	Honda	143 pts.
5. J-P. Ruggia	Yamaha	110 pts.
6. L. Cadalora	Yamaha	97 pts.

**WORLD CHAMPIONSHIP  
MOTOCROSS**

**5th round - Holland - June 4  
Race 1**

1. J-M. Bayle	Honda
2. P. Vehkonen	Yamaha
3. J. Van Den Berk	Yamaha
4. G-J Van Doorn	Suzuki
5. M. Bervoets	Kawasaki
6. R. Diepold	Kawasaki

**Race 2**

1. J-M. Bayle	Honda
2. P. Vehkonen	Yamaha
3. R. Smith	Yamaha
4. P. Johansson	Yamaha
5. I. Vehkonen	Kawasaki
6. M. Bervoets	Kawasaki

**6th round - France - June 18  
Race 1**

1. R. Diepold	Kawasaki
2. M. Fanton	Suzuki
3. J. Van Den Berk	Yamaha
4. P. Vehkonen	Yamaha
5. R. Herring	Suzuki
6. R. Smith	Suzuki

**Race 2**

1. R. Herring	Suzuki
2. M. Bader	Suzuki
3. B. Glover	KTM
4. R. Diepold	Kawasaki
5. M. Fanton	Suzuki
6. G-J Van Doorn	Suzuki

**7th round - Venezuela - July 2  
Race 1**

1. J-M Bayle	Honda
2. J. Van Den Berk	Yamaha
3. G-J Van Doorn	Suzuki
4. P. Vehkonen	Yamaha
5. M. Bervoets	Kawasaki
6. Y. Kervella	Honda

**Race 2**

1. J-M Bayle	Honda
2. P. Vehkonen	Yamaha
3. G-J Van Doorn	Suzuki
4. B. Glover	KTM
5. M. Bervoets	Kawasaki
6. M. Fanton	Suzuki

**8th round - USA - July 9  
Race 1**

1. R. Johnson	Honda
2. J-M Bayle	Honda
3. P. Vehkonen	Yamaha
4. G-J Van Doorn	Suzuki
5. M. Dymond	Yamaha
6. P. Johansson	Yamaha

**Race 2**

1. R. Johnson	Honda
2. J. Van Den Berk	Yamaha
3. J-M Bayle	Honda
4. M. Dymond	Yamaha
5. P. Vehkonen	Yamaha
6. P. Johansson	Yamaha

**9th round - West Germany - July 23  
1st race**

1. J-M Bayle	Honda
2. R. Smith	Suzuki
3. M. Fanton	Suzuki
4. I. Vehkonen	Suzuki
5. P. Vehkonen	Yamaha
6. J. Van Den Berk	Yamaha

**2nd race**

1. J-M Bayle	Honda
2. M. Fanton	Suzuki
3. J. Van Den Berk	Yamaha
4. I. Vehkonen	Suzuki
5. B. Glover	KTM
6. G. Dugmore	Suzuki

**10th round - Sweden - Aug. 6  
Race 1**

1. G-J. Van Doorn	Suzuki
2. J-M. Bayle	Honda
3. J. Van Den Berk	Yamaha
4. P. Johansson	Yamaha
5. P. Vehkonen	Yamaha
6. M. Bervoets	Kawasaki

**Race 2**

1. J-M. Bayle	Honda
2. P. Vehkonen	Yamaha
3. G-J. Van Doorn	Suzuki
4. J. Van Den Berk	Yamaha
5. P. Hansson	KTM
6. P. Dirix	Honda

**WORLD CHAMPIONSHIP  
POSITIONS AFTER 10 ROUNDS**

1. J-M Bayle	Honda	255 pts.
2. P. Vehkonen	Yamaha	200 pts.
3. J. Van Den Berk	Yamaha	192 pts.
4. G-J. Van Doorn	Suzuki	160 pts.
5. M. Fanton	Suzuki	135 pts.
6. R. Smith	Suzuki	130 pts.

**'89 AMA  
125 SUPERCROSS  
CHAMPIONSHIP**

Damon Bradshaw driving a modified Yamaha YZ125 clinched the '89 AMA 125 East Coast Supercross title by one point from his archrival Mike Kiedrowski (Honda) when he

**Yamaha's Bradshaw  
captures East Coast title**

finished 3rd in the final round of the 10-round series held in Oklahoma City on June 4. 16-year old Bradshaw gained the Supercross crown in his first professional attempt.

Additionally, 17-year old Mike La Rocco (modified YZ125) finished 4th in the final round of the 8-round West Coast Supercross series. With this result, he placed 2nd overall in final championship standings.

The title was won by Jeff Matiasovich (Kawasaki)

**FINAL RESULTS**

**East Coast**

1. D. Bradshaw	Yamaha	217 pts.
2. M. Kiedrowski	Honda	216 pts.
3. D. Stephenson	Kawasaki	176 pts.
4. L. Ward	Suzuki	112 pts.
5. T. Davis	Suzuki	104 pts.

**West Coast**

1. J. Matiasovich	Kawasaki	149 pts.
2. M. La Rocco	Yamaha	123 pts.
3. T. Vohland	Kawasaki	106 pts.
4. B. Carsten	Honda	105 pts.
5. M. Craig	Yamaha	91 pts.



**Auckland Fukuoka YAMAHA CUP Yacht Race 1989**

**OVERALL RESULTS**

**IOR Division (Racing Yacht)**

1. BBC Challenge Tobiume (Japan)
2. Liberté Expres (Japan)
3. Racketeer (New Zealand)

**GHS Division (Cruising Yacht)**

1. Northern Quest (Norway)
2. Second Giance (Japan)
3. Shuten Doji (Japan)

# Their odometers now read 140,000km

"The Elephant Riders of the Planet Earth Expedition" still on the go

**T**he Elephant Riders of the Planet Earth Expedition" featured in the No.3, 1985 edition of Yamaha Motor News are still going strong.

Recently YMC received a letter from the Elephant Riders, Klaus Schubert and Claudia Metz, reporting on their travels since then.

After leaving Japan in 1986, the West-German couple spent 6 months travelling through China on their Yamaha XT500s. Their China tour started in Shanghai and followed the Yangtze River up to Wuhan. Later they managed to travel to Hainan Island and to the legendary Lee River in the Guilin area before their bikes were shipped from Hong Kong to San Francisco.

For the last 2 years they have been travelling extensively throughout North America, covering over 50,000km. The tour took them up to Alaska, across Canada to Labrador and Newfoundland, down to the Keys in Florida and over to New Orleans. From there they followed the Mississippi River up to it's source. Since they liked the north so much, they returned once again from there to Canada and Alaska.

Having toured all the roads in the Northwest already, Klaus decided to build a raft in Whitehorse, Yukon Territory and travel

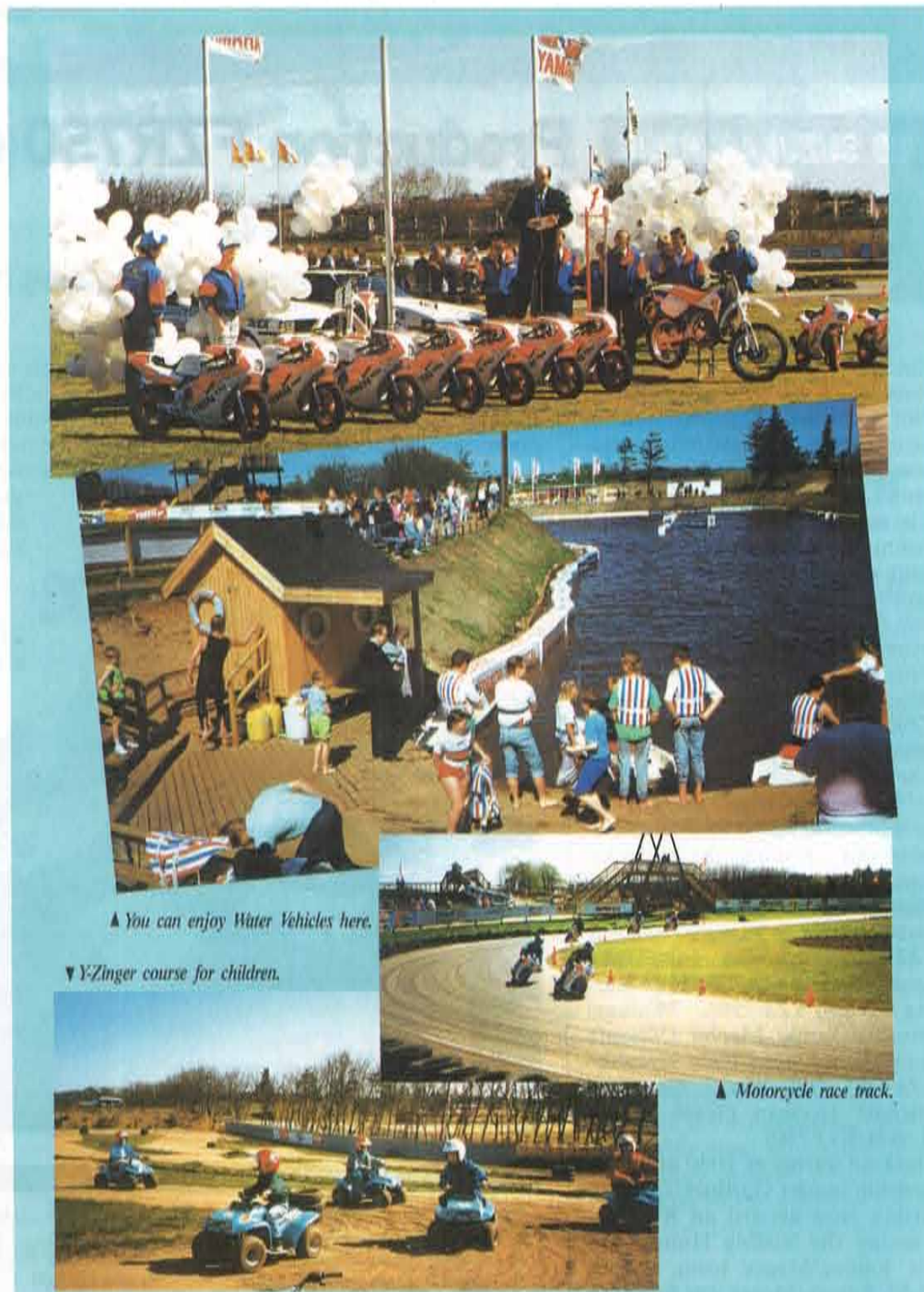
the river. He wanted to take the bikes along and it seemed logical to him to power the raft with the bikes. This was accomplished by constructing a paddlewheel, which was driven off the rear hubs via chains. To protect the engines from overheating he alternated the bikes.

They travelled the Yukon River for about 1,200km in 3 weeks, studying it's history, people and geography. Along the way, they had to overcome rapids, gravelbars, a 50km long lake with high waves and all the other hazards of an untamed river in northern Canada.

The rafting adventure ended in Circle, Alaska, the beginning of the Yukon Flats. From there, a road led them back to civilization. Looking back, the couple says: "This was one of the best adventures in the 7 years of our expedition so far. It was the most educational, interesting and the most exhausting. We met some very unique people along the river, raising sled-dog teams and living off of trapping and fishing."

In early winter they followed the Rocky Mountains south to Yellowstone Park and later to Utah and the Grand Canyon in Arizona.

At last report the odometers of this adventurous couple read 140,000km!



▲ You can enjoy Water Vehicles here.

▼ Zinger course for children.

▲ Motorcycle race track.

## YAMAHA Sports Complex opens in Denmark

**O**n May 4, Yamaha's Danish importer YMDK officially opened a new leisure park "YAMAHA Action Parken" in Terring, Denmark.

The concept of this park is based on existing Yamaha leisure parks such as Nemunosato, Tsumagoi and Sportsland Sugo in Japan.

The park is located in the neighbourhood of the world-famous "Legoland" and therefore is a very good opportunity for holiday-makers from all over Europe to be introduced to Yamaha products.

Everyday the director of the park, the Scandinavian stunt-rider, Mr. Eric W. Pedersen, puts on an exciting show which displays his skill as a car and motorcycle stuntman.

As soon as you enter the park you are greeted by a whole range of Yamaha's products from lawnmowers, motorcycles and ATVs to Water Vehicles and outboards.

Already over 45,000 visitors of all ages have enjoyed the exciting Yamaha products in this park, and many more people from all over the world are sure to follow in the future.

## A grand 13-day marine sports meet

Yaeyama Marine Carnival '89 at "Haimurubushi"

**F**rom June 16 to 28 a grand-scale marine sports meet was held at "Haimurubushi" on Kohama island in the East China Sea.

"Haimurubushi" is a Yamaha Recreation-managed marine resort facility located at the same latitude as Miami and Honolulu. Besides its fine lodging and eating facilities, this 1,580,000m<sup>2</sup> resort offers visitors access to cruisers, sailboards, diving boats, a reefviewing boat, Water Vehicles, a swimming pool and private beach.

Organized by Yamaha Recreation with support from Yamaha group and others, the "Yamaha Marine

Carnival '89 at Haimurubushi" featured diving, fishing, board sailing and Water Vehicle touring as its four main events.

About 90 participants took part in the 4-day "Yamaha Tour de Yaeyama" sailboard event beginning on the 22nd. The competitors tested their boardsailing skills and speed over the three legs of a 70km course. Then, from the 25th to 29th, 50 participants gathered to experience real adventure touring on Yamaha Water Vehicles. Exciting competition unfolded on a beautiful course through the islands surrounding Kohama Island, located near the center of the Yaeyama archipelago.

