



PRESIDENT EGUCHI'S NEW YEAR MESSAGE

Reading trends of the times



During the latter half of last year world changes came with startling speed and remarkable implications. A wave of freedom in Eastern Europe suddenly washed away the Berlin Wall. The coming economic unification of the EC abruptly took on new East-West dimensions. The rapid economic growth in Asia continued and throughout the world environmental consciousness became the cause of the moment. As we watched, all of these forces seemed to be heralding the approach of a world without borders. Now, as the curtain rises on the last decade of the 20th Century, we will certainly see more vital and demanding changes in the coming year. These are the kinds of factors that Yamaha Motor Company's President, Mr. Eguchi, had in mind when he addressed a new year's message to Yamaha's employees on January 8, the first

day of work in 1990. Here are some excerpts from the message.

"At this time last year we stressed a number of important points for us to pursue, based on the three mid-term goals we were carrying over from the year before; "building higher quality and value into all our products", "diversification of our business fields" and "globalization of our business activities". The results of everyone's efforts in respect to these goals have been rewarding. Let us take this opportunity to offer heartfelt thanks to all the Yamaha importers, dealers and users around the world, and everyone who loves and supports the Yamaha brand.

In particular, our marine business offers good examples of progress made in '89. In timely response to the growing domestic interest in marine sports, we launched our "Yamaha Marine Club" program. Membership in the Club offers people carefree access to the joys of marine life. We also put our know-how to work as consultants in the development of marinas and other projects. At the same time, we poured our resources into expanding our development and manufacturing capacities for boats, marine engines and Water Vehicles to prepare for future growth. In the U.S.A., Water Vehicle production has started at Yamaha Motor Manufac-

turing Corp. of America in Newnan, Georgia.

In the Motorcycle Division we were able to meet our original goals thanks to strong growth in sales and production in Asia and an encouraging sales record in Europe.

Last year was also the year we saw real results in the globalization of our production base. Yamaha Motor Taiwan expanded its production and sales, especially in the scooter field. Yamaha Motor España built itself a new factory and continued its fine business record, while Yamaha Motor do Brasil starts exporting its products to the U.S.A.

Meanwhile, in Japan, the Yamaha Main Factory and the other six factories of our manufacturing network were awarded the "PM Excellent Prize", a prize given to plants which produce quality products with high efficiency. Among Yamaha's new businesses, our GHPs (Gas Heat Pump Air Conditioners) are rapidly establishing themselves in the Japanese market and our "Surface Mounters", have won international acclaim for our IM (Industrial Machinery) Division with their technological sophistication.

Today, we live in a time of unprecedented change. As a true state of détente seems to exist at last between the U.S.

and the Soviet Union, Eastern Europe has plunged into a period of reorganizing and rebuilding. The Asian nations continue their economic growth and a new worldwide consciousness has brought environmental concerns to the forefront in the global agenda.

In such a time of change, the success of an enterprise will surely lie in its ability to gather vital information and to make swift and accurate decisions based on that information. As we all deal in our daily work with the rapid economic changes and the technological advances that are the sign of the times, let us try to keep the following in mind while searching for concrete solutions to the tasks we confront; 1) improving product quality and productivity; 2) fostering greater innovation in research and development; 3) strengthening our cost competitiveness; and 4) gearing our promotional and follow-up activities on a policy of greater customer satisfaction.

This is sure to be a year that will test our capacities for "insight" and "responsiveness". And, I am also sure that we have the ability to meet the challenges of 1990. As we set about the work of this new decade, let us once again rally around the Yamaha motto of "offering joy and fulfillment to people all over the world".

Yamaha Bangkok Summit '89

Asia's Top Executives convene in Bangkok



Last November 6, the "Yamaha Bangkok Summit '89" convened in Bangkok, Thailand.

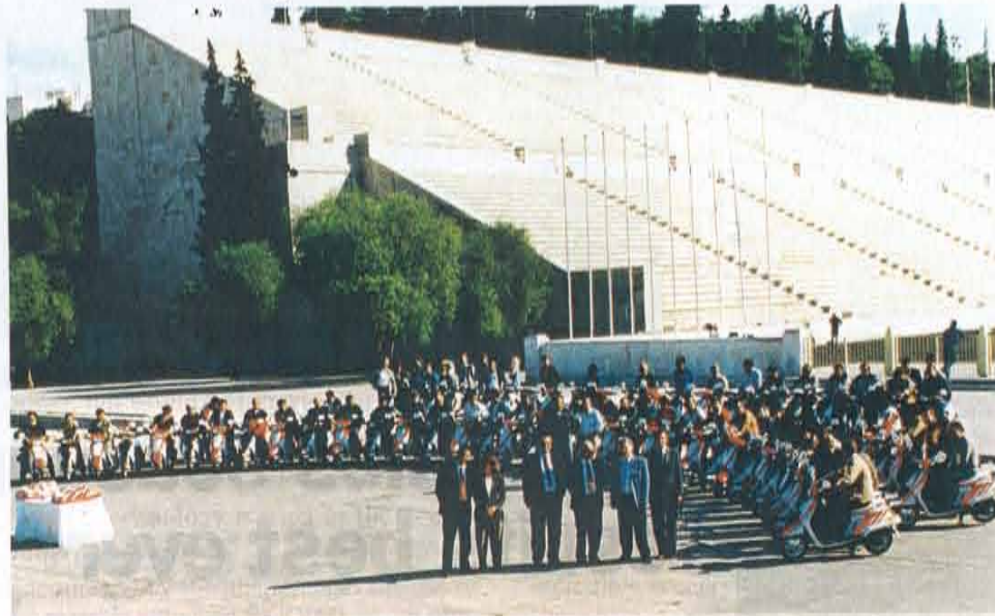
This Summit was the second of its kind for the Asian countries - following the inaugural summit held the year before in Taiwan - and gathered top Yamaha executives from Malaysia, Singapore, Indonesia, the Philippines, Taiwan, Japan and the host country Thailand. The meeting also saw first-time attendance by Hong Kong and Sri Lanka to bring the total number of participating nations to nine. YMC was represented by President Eguchi and management from the related divisions.

The summit began with a tour of the two

Siam Yamaha factories which have recently introduced a computer control system for production, design and office operations, a reflection of the company's growth. Then, the site was moved to Pataya for meetings dealing with the market conditions in each country, their problems and perspectives. Discussions also covered Yamaha's business strategy in Asia, and a wide range of topics such as management, service, parts and manufacturing.

This highly productive second Asian summit ended with the announcement that next year's meeting will be hosted by Malaysia's Hong Leong Yamaha.

Yamaha scooters for the City of Athens from Taiwan



Late last year Yamaha Motor Taiwan delivered a shipment of seventy CT50 scooters to the Municipality of Athens, Greece, through the Greek importer for all Yamaha products, Eliopoulos Brothers Ltd. On November 10, a reception ceremony was held at the Olympic Stadium in Athens, and the Mayor was on hand to

receive the keys for the 70 scooters - all wrapped in large blue ribbons - and take a test ride on one personally.

The scooters will be distributed to the different departments of the Municipality of Athens. It will be a proud sight to see so many Yamaha bikes at work on the streets of Athens.

After the ceremony, riders prepare to take off on the new scooters in front of the Olympic Stadium.

250 Yamafesters warm up the trails for new season



Prince George staff

November 12, 1989 was the date of British Columbia's Yamaha dealer, Prince George Yamaha's 6th annual "Yamafest: First Ride of the Year". Attendance, which grows every year, topped 250 snowmobiles this time at the old prospecting town of Barkerville, B. C., high up in the interior. Snow conditions were ideal for the year's first riding, with a four-ft. base on the abundant trails and open Alpine riding spaces of the area.

This year's event showed a greater percentage of family participants. And the organizers were ready to host them with gifts like Yamafest hats and 20 dozen hot dogs and beverages to be enjoyed around the roaring bonfire that kept everyone warm. They also prepared the Yamaha EX570P, PZ480EP, PZ480P and ET400T as user demonstration models.

One of the participants at this year's event, Mr. Chris Reid of YMCA, had this to say: "This Yamafest gave those interested in the new machines from Yamaha the chance to ride them and talk to other Yamaha riders, who know the advantages of owning a quality snowmobile. With the help of several attending Yamaha dealers, I was able to meet people and answer all kinds of questions from them with respect to Yamaha snowmobiles. As one customer put it, 'There may be other types of snowmobiles out there, but with this kind of dealer and dealer support, how could I own anything but a Yamaha?' Among the people enjoying the first riding of the season, the dealer's wife, Suzanne, showed she knows how to handle a snowmobile like a seasoned pro.

Celebrating 10 years of joint venture in Malaysia

In 1979 Yamaha Motor completed joint venture agreements with Hong Leong Industries Bhd. for the manufacture and sale of motorcycles. Last October 27, an executive meeting was held for leaders of the three joint venture companies involved, Hong Leong Yamaha Distributors Sdn. Bhd., Hong Leong Yamaha Motor Sdn. Bhd. and Allied Auto Parts Sdn. Bhd. at Yamaha Motor's Home Office.

Preceding the meeting was an opportunity to celebrate the tenth anniversary of the joint venture. After addresses by the Executive Chairman of Hong Leong Group Malaysia, Mr. Quek Leng Chan, and YMC's President, Mr. H. Eguchi, there was an exchange of plaques and commemorative gifts. From Malaysia came a painting by one of the nation's most acclaimed artists, and from YMC a Samurai helmet. On the plaque presented by YMC read: "As our next step, we do hope our relationship to be even closer and we will see further expansion in our business to an unprecedented stage in the coming prosperous decade".



From right: Managing Director of Hong Leong Industries, Mr. Lim, Executive Chairman of Hong Leong Group Malaysia, Mr. Quek, President, Mr. Eguchi, Senior Managing Director, Mr. Arata and Director, Mr. Arai of YMC.

Letters from readers



This issue, let us share with you a letter we received from a young lady in Australia. It contains a poem that should delight Yamaha people everywhere.

"My name is Patrice Rowlands. I am fifteen years old and I am writing this letter and sending you a poem in appreciation of the excellent motorcycles your company has manufactured. I have a 1979 model Yamaha 250 trail bike and my father has a 1975 model Yamaha 650 road bike, which give us a great deal of pleasure for their ride and their reliability. I wrote you a poem:

"Yamahas"

I am riding down the highway,
Now be it understood,
There are thousands going my way
Riding Yamahas, that's good.

I've rode them on the highways,
And also in the bush.
Yamaha's the only bike
I've never had to push.

So all you would-be riders
That only want the best,
Buy yourself a Yamaha
And forget about the rest.

Yours faithfully
Patrice

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.

1989 sales season results best ever

On October 12, 1989, a party was held at Mitsui Machinery UK to celebrate the year's excellent business results and to introduce the company's new president. After several difficult years, things showed a positive turnaround in 1989, and even by October it was clear that this would be the company's best business year ever.

From YMENV, the President, Mr. Kimura, and Mr. Kajikawa were on hand to help celebrate the year's results and to meet the new President of Mitsui Machinery UK, Mr. Hanagata, who has replaced Mr. Yoshida.

Seated are Mr. Kimura, President of YMENV (left) and former President of Mitsui Machinery UK, Mr. Yoshida surrounded by top executives.



Sri Lanka's Minister of Industry visits YMC

On November 4 last year, five dignitaries from Sri Lanka, headed by the Minister of Industry, Mr. R. Wickremasinghe, and Ambassador to Japan, Mr. C. Mahendran, visited Yamaha's Gamagori Factory. On hand to receive them were YMC's Senior Managing Director, Mr. Arata and Director, Mr. Tanaka, and from Yamaha Gamagori Mfg. Co.,

Ltd. were President Hirogaki and related staff. At present, YMC is cooperating with a Sri Lankan government program through the National Apprenticeship Board by accepting 30 technical trainees from four Sri Lankan boat-building companies at Gamagori Factory to receive training in FRP boat manufacturing technology.

This visit arose from the wishes of the Minister of Industry to convey his appreciation to YMC for accepting the trainees and to visit the trainees himself and encourage them in their efforts.

In addition to thanking YMC for their cooperation and expressing his hopes for the trainees' progress, the Minister also conveyed his wish "to build a lasting relationship of friendship between Sri Lanka and Yamaha Motor".

Afterwards, the party toured the factory and met with the Sri Lankan trainees. As for the trainees, they showed a combination of formal restraint and gratitude as the Minister greeted each one individually with warm words of encouragement. There was also an opportunity for the party to inspect one of Gamagori Factory's top-of-the-line products, a large motor cruiser. From his capacity as Minister of Industry, Mr. Wickremasinghe showed keen appreciation of the high-quality workmanship and technical excellence of the boat.



Yamahas keep the Commonwealth Games moving

NEW ZEALAND

The Commonwealth Games are an Olympic-type athletic meet held once every four years for countries of the British Commonwealth. This January when the Games were held in Auckland, New Zealand, they brought with them more than 3,500 international athletes and team officials and a worldwide television audience of many millions.

To help keep this grand event mobile and running smoothly, Yamaha importer Moller Yamaha was asked by the organizers to provide a fleet of reliable Yamaha motorcycles, scooters and 4-wheeled ATV's.

SR250's and scooters were used for courier purposes around town and between venues. Four-wheelers were put to work towing athletic equipment onto the track, security patrols around the athletic sites or for utility purposes in the Games Village. Particularly notable among the Yamaha vehicles put to work for the Games were the four YFM250s that were converted to road-legal specifications and outfitted with special equipment, including public address systems, radio-telephones and revolving warning lamps. (see photo) These machines were used to accompany runners on a 4000km relay around New Zealand,



where they attracted a lot of media attention. Moller Yamaha was proud to be a part of this great athletic event and proud of the fact that Yamaha was the only motorcycle brand the organizers called on for vehicle support.

Costa Rica hosts Central & South American parts importers

COSTA RICA

For two days starting on October 12, the Hotel Cariari in Costa Rica's capital city, San Jose, was the site of the "2nd Central and South American Parts Managers Conference". This year's meeting drew representatives from the region's 16 major importers. The Conference agenda included a presentation of the parts sales strategy for the future and explanations of the CD-ROM parts catalog and other materials by the Sales Dept., Parts Operation of YMC, reports on market conditions from each importer and an introduction of the Central & South American market supply system for Brazilian-manufactured motorcycles and parts by YMDB. All of the topics were greeted with lively question and answer sessions that attested to the relevance of the conference and the enthusiasm of the participants.

After conclusion of the conference agenda on the second day, visits were made to the two local importers, Motorcentro L & S and Lutz Hnos. & CIA. LTDA. for an informative explanation of the com-

puterized parts inventory control system and an introduction of POP materials for the promotion of genuine parts sales.

That evening a grand Farewell Party was held at the Hotel, at which YMC presented each of the importers with commemorative plaques and gifts. Finally, the President of Colombian importer Incolmotos, Mr. F. J. Sierra, got up to address the representatives and request that YMC holds the 3rd annual conference in Colombia in 1990.



Prior to the start of the course, a press conference was held before a gathering of about 150 people. From the left, Mr. Kazutoshi Iwao, Mr. Wasiganont and Siam Yamaha's Vice President, Khunying Phornthip Narongdej.



During the training

Motorcycle training for Police Academy Cadets

THAILAND

A motorcycle riding course organized by Siam Yamaha was held at the Metropolitan Police School on the outskirts of Bangkok from October 31 to November 4 last year.

The main objective of this training course was to review the basics of motorcycle riding and add instruction about the latest techniques and knowledge concerning both riding and machine maintenance, as well as diagnosing machine problems.

From YMC, chief instructor Mr. Iwao arrived to work with six Siam Yamaha instructors in the training of nearly 200 traffic policemen. On the final day of the course, Police Major General, Prasong Wasiganont, the Assistant Metropolitan Police Commissioner and Siam Yamaha's Vice President Khunying Phornthip Narongdej were on hand to present the cadets with their course completion certificates.

In Thailand, Yamaha RD400s and XJ650/750s are used as Police bikes.

Young Sri Lankan chases her racing dreams

SRI LANKA

As we found an interesting article about a Yamaha rider that appeared in Sri Lanka's "Mirror Magazine", let us introduce an extract of the story here.

The joys of motorcycling and racing certainly know no boundaries of nationality, age or sex. But the organizers of the Katukurunda Motor Races didn't quite know what to do when an 18 year-old young lady named Sashikala Sinnathurai asked to be entered in the 50cc and 125cc classes of the December 3rd races. They told her that if enough other women showed interest they would create a womens class. But, eventually she ended up where she wanted to be - in the open race against 80 male competitors - riding her Yamaha RZ50LC.

Sashikala says that racing is in her blood. Her father was once the Sri Lankan Champion and her mother has also won in Ladies stock car racing. Sashikala was 15 when she started riding her father's motorcycle, and he didn't object. And since she has gotten her license, it is hard to separate her from her Yamaha.

When asked if she felt nervous about racing against the men, she replied; "Not really. Once I'm on the track, I forget everything else!" Spoken like a trueblooded racer!



'90 Yamaha Motor Racing Program

RIDER PROFILES FOR WORLD GP AND AMA NATIONAL CHAMPIONSHIP

500cc WORLD CHAMPIONSHIP ROAD RACING

EDDIE LAWSON



Nationality: U.S.A.
Age: 31
Hobbies: Off-road riding, sports car driving, TV games and reading
Notable achievements:
1986 - Won 500cc Road Racing World Championship.
1987 - Placed 3rd in 500cc Road Racing World Championship.
Won TBC Big Road Race at Sugo.
1988 - Won 500cc Road Racing World Championship.
1989 - Won 500cc Road Racing World Championship.
Team: Marlboro Team Roberts Yamaha

WAYNE RAINEY



Nationality: U.S.A.
Age: 29
Hobbies: Off-road riding, hunting, fishing and Water Vehicle riding.
Notable achievements:
1987 - Won AMA Superbike Race Championship.
1988 - Won Suzuka 8-hour World Championship Endurance.
Placed 3rd in 500cc Road Racing World Championship.
Won the British GP of the 500cc class World Championship Road Racing.
1989 - Placed 2nd in 500cc Road Racing World Championship.
Team: Marlboro Team Roberts Yamaha

CHRISTIAN SARRON



Nationality: French
Age: 34
Hobbies: Skiing, off-road riding, and parachute jumping
Notable achievements:
1986 - Placed 6th in 500cc Road Racing World Championship.
1987 - Placed 7th in 500cc Road Racing World Championship. Placed 2nd in Bol d'Or 24-hour race.
1988 - Placed 4th in 500cc Road Racing World Championship.
1989 - Placed 3rd in 500cc Road Racing World Championship.
Team: Sonauto Team Gauloises Blondes Yamaha Mobile 1

JEAN-PHILIPPE RUGGIA



Nationality: French
Age: 24
Notable achievements:
1986 - Placed 2nd in 250cc class European Championship.
1987 - Took part in 250cc Road Racing World Championship for the first time and placed 17th overall.
1988 - Placed 7th in 250cc Road Racing World Championship.
1989 - Placed 7th in 250cc Road Racing World Championship.
Team: Sonauto Team Gauloises Blondes Yamaha Mobile 1

JUAN GARRIGA



Nationality: Spanish
Age: 26

250cc WORLD CHAMPIONSHIP MOTOCROSS

PEKKA VEHKONEN



Nationality: Finnish
Age: 25
Notable achievements:
1985 - Won 125cc class World Championship.
1986 - Placed 4th in 125cc class World Championship.
1987 - Placed 2nd in 250cc class World Championship.
1988 - Placed 2nd in 250cc class World Championship.
1989 - Placed 2nd in 250cc class World Championship.
Team: YMENV Team

Hobbies: Skiing and others
Notable achievements:
1986 - Placed 17th in 500cc Road Racing World Championship.
1987 - Placed 11th in 250cc Road Racing World Championship.
1988 - Won the Portuguese GP, Dutch TT and Czecho GP 250cc class.
Placed 2nd in 250cc Road Racing World Championship.
1989 - Placed 8th in 250 Road Racing World Championship.
Team: Team Ducados Yamaha



Mr. Kenny Roberts
Owner of Marlboro
Team Roberts Yamaha



Mr. Giacomo Agostini
Owner of Marlboro
Yamaha Team Agostini



Mr. Kel Carruthers
YMC's official engineer



▲ YZR500



YZR250 ▶

AMA SERIES

SUPERBIKE

DAVE SADOWSKI

Nationality: U.S.A.
Age: 26
Notable achievements:
1988 - 1st AMA 600 Supersport, Loudon
1st AMA 750 Supersport, Loudon
1st W.E.R.A. GNF, 600 Katana, Atlanta
2nd W.E.R.A. GNF, 750, Loudon
1989 - 1st AMA 750 Supersports, Daytona
2nd AMA Superbike, Atlanta
Team: VANCE & HINES US ROAD RACING TEAM

Notable achievements:
1988 - Won the 125cc Stock/250cc Mod. Classes NMA World Mini.
Won the 125cc Mod./250cc Stock/250cc Mod. classes at NMA Amateur Nationals.
Won the 125cc Stock class at the AMA Amateur Nationals.
Finished 4th overall at his first Pro National race, in Millville, MN.
Won Japan Supercross held in Osaka.
1989 - Won AMA 125cc East Coast Supercross Championship
Team: YMUS Team

THOMAS STEVENS

Nationality: USA
Age: 25
Notable achievements:
1988 - Finished 2nd in the AMA 250cc National series.
Team: VANCE & HINES US ROAD RACING TEAM

SUPERCROSS

DAMON BRADSHAW



Nationality: USA
Age: 17
Hobbies: Hunting, water-skiing, Water Vehicle riding and trail riding

DOUG DUBACH



Nationality: USA
Age: 26
Notable achievements:
1972 - Started motocross
1987 - Won CMC Golden State National Championship. Placed 11th overall in AMA 250 Championship. Placed 4th overall in Japan Supercross.
1988 - Placed 9th overall in Supercross Series. Placed 11th overall in AMA 500cc Championship. Placed 8th overall in AMA 250cc Championship.
1989 - Placed 4th in AMA National 500cc Championship. Placed 6th in AMA National 250cc Championship.
Team: YMUS Team

250cc WORLD CHAMPIONSHIP ROAD RACING

JOHN KOCINSKI



Nationality: U.S.A.
Age: 22
Hobbies: Dirt riding, cycling and wet-ski.
Notable achievements:
1987 - Placed 2nd in Daytona 100-mile race.
Placed 3rd in Suzuka 8-hour Endurance Race with C. Rayborn.
Won AMA 250cc

Championship:
1988 - Won AMA 250cc Championship.
1989 - Won the Japanese and U.S. GP of the 250cc class World Championship Road Racing. Won AMA 250cc Championship.
Team: Marlboro Team Roberts Yamaha

LUCA CADALORA



Nationality: Italian
Age: 26

Hobbies: Motorcycling and architecture
Notable achievements:
1986 - Won 125cc Road Racing World Championship.
1987 - Placed 7th in 250cc Road Racing World Championship.
1988 - Placed 6th in 250cc Road Racing World Championship.
Won the West German GP and British GP rounds of the 250cc class World Championship Road Racing.
1989 - Placed 5th in the 250cc class World Road Racing Championship.
Team: Marlboro Yamaha Team Agostini

ALEX CRIVILLÉ

Nationality: Spanish
Age: 19
Notable achievements:
1989 - Won 125cc Road Racing World Championship.
Team: Marlboro Yamaha Team Agostini

ALBERT PUIG

Nationality: Spanish
Age: 23
Notable achievements:
1989 - Placed 7th in the 250cc class of the Dutch TT of the Road Racing World Championship.
Team: Team Ducados Yamaha



1990 RACE CALENDAR

WORLD CHAMPIONSHIP ROAD RACING			
Mar. 25	Japan	Suzuka	125, 250 & 500cc
Apr. 8	USA	Laguna Seca	250, 500 & sidecar
May 6	Spain	Jerez	All classes
May 20	Italy	Misano	All classes
May 27	W. Germany	Nurburgring	All classes
Jun. 10	Austria	Salzburgring	All classes
Jun. 17	Yugoslavia	Rijeka	All classes
Jul. 1	Holland	Assen	All classes
Jul. 8	Belgium	S. Francorchamps	All classes
Jul. 22	France	Le Mans	All classes
Aug. 5	UK	Donington Park	All classes
Aug. 12	Sweden	Anderstorp	All classes
Aug. 26	Czechoslovakia	Brono	All classes
Sept. 2	Hungary	Hungaroring	All classes
Sept. 16	Australia	Eastern Creek	125, 250 & 500cc
Sept. 29	Brazil	Interlagos	250, 500 & sidecar

TT FORMULA ONE		
May 13	Japan	Sugo
Jun. 3	UK	Isle of Man
Jul. 1	Portugal	Vila Real
Jul. 15	Finland	Kouvola
Aug. 12	Northern Ireland	Dundrod

ENDURANCE FIM CUP		
Apr. 22	France	Le Mans
Jul. 29	Japan	Suzuka
Aug. 12	Belgium	Spa Francorchamps
Sept. 23	France	Le Castellet

SUPERBIKE		
Mar. 18	Spain	Jerez
Apr. 15	UK	Donington
Apr. 29	Hungary	Hungaroring
May 6	W. Germany	Hockenheim
May 20	Brazil	Interlagos
Jun. 3	Canada	Mosport
Jun. 10	USA	Brainerd
Jul. 1	Austria	Oesterreich
Aug. 26	Japan	Sugo
Sept. 9	France	Le Mans
Oct. 7	Italy	Monza
Nov. 4	Malaysia	Shah Alam
Nov. 11	Australia	Eastern Creek
Nov. 18	New Zealand	Manfield

500cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 1	Holland
Apr. 29	Switzerland
May 6	Austria
May 13	France
Jun. 10	Finland
Jun. 24	Italy
Jul. 8	UK
Jul. 15	W. Germany
Jul. 29	San Marino
Aug. 5	Belgium
Aug. 12	Luxemburg
Aug. 26	USA

AMA CHAMPIONSHIP SUPERCROSS	
Jan. 27	Anaheim, CA
Feb. 3	Houston, TX
Feb. 10	San Diego, CA
Feb. 17	Seattle, WA
Feb. 24	Atlanta, GA
Mar. 10	Daytona Beach, FL
Mar. 17	Las Vegas, NV
Mar. 24	Pasadena, CA
Apr. 7	Dallas, TX
Apr. 21/22	Pontiac, MI
Apr. 28	Tampa, FL
May 12	Charlotte, NC
May 19	East Rutherford, NJ
Jun. 2	Foxboro, MA
Jun. 10	Oklahoma City, OK
Jun. 16	San Jose, CA
Jun. 23	Los Angeles, CA

250cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 22	Austria
Apr. 29	Italy
May 13	Sweden
May 20	Finland
May 27	Czechoslovakia
Jun. 10	Holland
Jun. 17	France
Jun. 24	Belgium
Jul. 1	Switzerland
Jul. 15	USA
Jul. 22	Venezuela
Aug. 26	W. Germany

AMA 125/250 NATIONAL	
Mar. 4	Gainesville, FL
Apr. 1	Sacramento, CA
May 6	Axton, VA
May 27	Mt. Morris, PA
Jul. 8	Buchanan, MI
Jul. 15	New Berlin, NY
Jul. 22	Southwick, MA
Jul. 29	Troy, OH
Aug. 19	Washougal, WA
Aug. 26	Millville, MN
Sept. 2	Binghamton, NY
Sept. 30	Delmont, PA
Oct. 7	Budds Creek, MD
Oct. 14	New Berlin, NY

125cc WORLD CHAMPIONSHIP MOTOCROSS	
Apr. 1	Brazil
Apr. 8	Argentina
Apr. 22	Italy
May 6	Holland
May 20	Czechoslovakia
Jun. 10	France
Jun. 17	W. Germany
Jun. 24	UK
Jul. 1	Northern Ireland
Jul. 29	Switzerland
Aug. 5	Portugal
Aug. 12	Spain

AMA SUPERBIKE SERIES	
Mar. 11	Daytona, FL
May 6	Atlanta, GA
Jun. 17	Loudon, NH
Jul. 1	Elkhart Lake, WI
Jul. 8	Miami, FL
Aug. 5	Lexington, OH
Aug. 26	Portland, OR
Sept. 9	Topeka, KS
Sept. 23	Willow Springs, CA

AMA Representatives visit YMC

Last November 17, a group of 30 Americans paid a visit to YMC and toured the Main Factory. The guests, who came to Japan on behalf of the American Motorcycle Association (AMA), included the association's Vice President, Mr. Ron Zimmerman, AMA race promoters, motorcycle journalists and last season's AMA Amateur Motocross Champions and Amateur Road Race Champions. Representing the full spectrum of

the American motorcycle world, the group was here to observe the state of motorcycle sports in Japan and exchange opinions with people in all aspects of the industry. After visiting YMC's Main Factory, there was an opportunity for them to take in a Supercross meet in Tokyo on the 19th. Although their one-week visit was short, it was fruitful and rewarding for both hosts and visitors.



A memorable moment in front of YMC's Home Office.

AMA SUPERCROSS 250cc CLASS

Bradshaw Takes Season Opener

In the opening round of the '90 AMA Supercross 250cc class, Damon Bradshaw won on his modified YZ250, showing great promise for the season to come. Taking the lead from the start, Bradshaw was passed once in the middle-stages by J. Matiasovich (Kawasaki), but soon retook the lead and ran on to win by a convincing 30 meters. Second place went to Frenchman J-M Bayle (Honda) with Matiasovich in third. Bradshaw's team mate Doug Dubach placed 5th. Then again, on Feb. 4, Bradshaw dominated the field to win the second round in Houston in runaway style. Seventeen year-old Bradshaw has moved up to 250cc class this year after winning the East Coast Supercross Championship last year at 125cc.

Crevier takes historic "Triple Crown"

CANADA

When the Canadian dealer Pacific Yamaha's Steve Crevier announced that he would compete in three classes of the '89 Canadian Road Racing Championships, many thought he was spreading his talents too thin. Even those who knew his talents as a racer never expected the 24-year-old Vancouver native to finish the season with three national titles — a first in the history of Canadian motorcycle racing. Crevier, who started his road racing career at 19 on an RZ350 after a stint in motocross, has been riding Yamaha machines, and winning races, ever since. During '89 he rode

three different Yamaha machines to titles in the Pro 600 Production class, Pro 250 Grand Prix and the Pro 750 Superbike classes of the Canadian Championships, as well as competing in some U.S. and World Superbike events.

In 1990, Steve plans to defend his Canadian titles on Yamaha machines. He also hopes to try his skills in some World Superbike and perhaps some 250cc GP races in Eu-



rope. And what does a multi-talented racer like Steve do in his free time? He takes off to the trails on his mountain bike! The future certainly looks bright for this man of many wheels.

THE 13TH JAPAN KART GP

Dutch youth triumphs at Tsumagoi

The premier event of Japan's kart racing calendar, the "13th Japan Kart Grand Prix '89" was held from November 17 to 19 at Tsumagoi International Kart Course in Shizuoka Prefecture. The main event of the meet, the Japan Grand Prix (International A) was won by 17 year-old

Jos, who got one million yen for his Tsumagoi victory, was also last year's Champion in the European Formula Super (FS-100) Championship and the Intercontinental A (INT-A) Championship. The meet was highlighted by the presence of eleven top international stars like '89 World FS 100 Cham-

pion, Gert Munkholm (Denmark), and '89 World FS100 Champion, Jan Magnussen (Denmark), in addition to top Japanese racers like 4th place finisher in the '89 FK4 Championship, Tokiyuki Otake. Second and third places eventually went to Belgium's Alain Corbican and Japan's Hiroshi Sasaki.

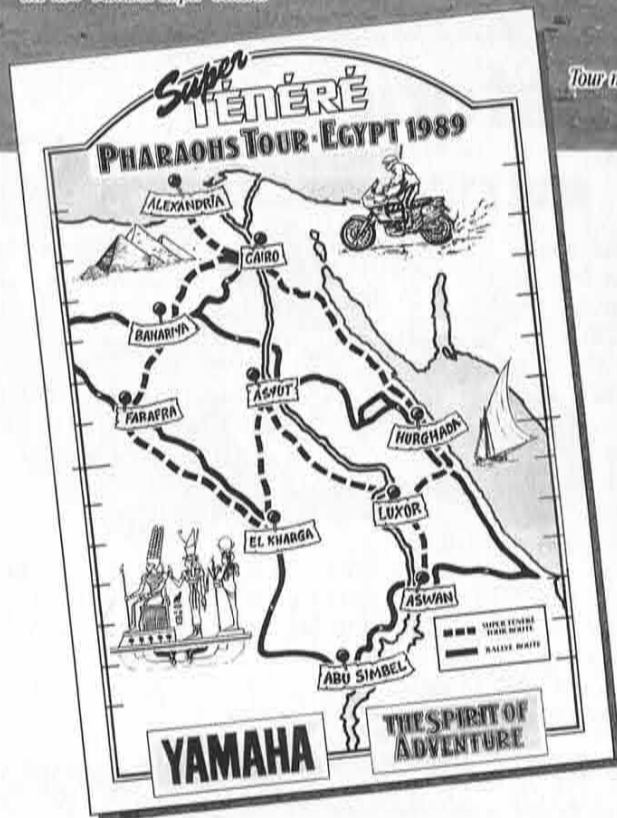
This international kart race has been organized by the YMC-run "SL Kart Club" since 1977. Being the only "Grand Prix" race in Japan certified by the FIA and the JAF (Japan Automobile Federation), the event has always attracted top drivers who deliver the kind of racing thrills the fans have come to expect. Among past participants are such illustrious names as last year's F-1 World Champion, Ayrton Senna (4th in 1987), and a first-time F-1 competitor this past season, Aguri Suzuki, who participated from '77 to '82 and won top places in each race, his highest place being 2nd.



Bringing to life the spirit of adventure touring



The wide spectrum of ages and occupations, the Tour participants truly illustrated the broad appeal of the new Yamaha Super Ténéré.



Tour map



The Yamaha Super Ténéré Pharaohs Tour is the first Yamaha Spirit of Adventure trip to be organized by YMENV together with European importers. At Yamaha we recognize that a motorcycle is much more than a machine. It opens up a whole new way of life for its owner, and helps bring out "The Spirit of Adventure" in everybody.



Recognizing a growing demand for "Adventure Sport Touring" type events, Yamaha Motor Europe NV in cooperation with its importers organized a tour in Egypt last October 1st to 13th for European XTZ750 Super Ténéré owners.

This revolutionary promotion opened a new chapter in customer/machine relations. The event allowed participants to actually follow the progress of the 8th Pharaohs Rally and experience firsthand the excitement of desert racing with occasional breaks for sightseeing and relaxation. The result was a smashing success that left the riders satisfied and extremely grateful for a once-in-a-lifetime experience.

Lucky participants are selected

The 64 XTZ owners who took part in this highly acclaimed "Super Ténéré Pharaohs Tour" were winners of selection competitions held in France, Italy, Switzerland, Spain, Germany and the United Kingdom. They came from all walks of life - a policeman, a chemical engineer, a dental student, a plumber, to mention a few - and ranging in age from 20 to 60 to take part in this 3,000km adventure at a very attractive price. The wide range of participants spoke enthusiastically of the breadth of the Super Ténéré's popularity all across Europe today.

The participant's machines were shipped from Marseilles, France, to Alexandria, Egypt, where the 12-day journey into the unknown began, accompanied by 4 back-up trucks manned by Yamaha coordinators, mechanics and medical personnel.

Super Ténéré proves an ideal long desert tourer

Running concurrently with the gruelling Pharaohs Rally, the Super Ténéré group headed southwest from the Cairo pyramids into some of Africa's most inhospitable but beautiful desert terrain. Two nights were spent in the desert, bivouacking with the rally contestants at palm-lined oases, followed by tough 300-mile daily "stages" in temperatures reaching 50°C.

The Super Ténéré proved the ideal machine for these long-distance desert treks which combined 160kph cruises on immaculate roads with some tortuous sections where the tarmac had been all but swallowed up by advancing sand dunes!

Wonderful rest after a gruelling tour

After "roughing it" in the desert, the Super Ténéré Pharaohs Tourers rested for two days in a luxury hotel in Luxor on the Nile,

where they took in the remarkable sights of the Valley of the Kings and the world famous Karnak and Luxor temples.

On the Red Sea coast they were able to view another special stage of the Rally, marveling at the sight of the world's top desert racers attacking the terrain at 180 kph plus, before heading north once more to Cairo for the climax of both the Rally and the Tour.

Every Super Ténéré which began the trip made it to the finish, with the back-up truck personnel occupied mainly with repairing punctures and the effects of a few minor "spills" - usually the result of an overdose of desert exuberance!

A growing demand for a new kind of motorcycling

Encouraged by the resounding success of their first "Spirit of Adventure" tour, YMENV staff now know they were correct in their belief that there is a growing demand from owners of Yamaha on-off road machines who are looking for new ways to take themselves and their machines to new horizons.

Yamaha's aim is to bring within reach of every European customer the opportunity to experience the true "Spirit of Adventure".

It all begins with the XT500

It was 13 years ago, in 1976, that Yamaha introduced the XT500. Powered by an over-square SOHC engine, this machine was to revolutionize the marketplace.

At that time, the concept of a large capacity four-stroke single with dual-purpose capability was indeed quite a radical departure from the range of machinery offered by other manufacturers. It was soon to capture the imagination of thousands of riders throughout the world, and was to lead to a whole new generation of motorcycles from Japan's motorcycle industry.

Before long, modified XT's with large capacity fuel tanks and luggage racks were seen all over Europe, and the machine became the only real choice for riders embarking upon intercontinental journeys.

XT based machine wins many desert races

In competition the machine excelled. XT based machines competed in and won many desert races, including the most famous of them all, the Paris-Dakar Rally.

By the early 1980's the machine had evolved into the XT550, with a larger engine capacity and Monocross suspension, offering im-

THE YAMAHA SUPER TÉNÉRÉ PHARAOHS TOUR - EGYPT '89



Super Ténéré Introduction — Swedish Style —

Late last season, over 25 Swedish Yamaha Dealers finally got their own special introduction to the new XTZ750 Super Ténéré. The reason for the delay was simple. The customers bought up the first shipments of the model so fast that most of the dealers never even got a chance to test-ride one. This time all the dealers who gathered at Swedish importer Hallman & Eneqvist Motor AB got to ride more than

300km on their Super Ténérés before they rode off on them to their home towns for the second stage of the event, a nationwide test-ride service for the public. Motorcycle magazine ads that had been previously run told all the Swedish fans where to go to get their chance to try out the XTZ750. The Super Ténéré is already the best-selling big off-road bike in Sweden.

proved off-road handling over its predecessor.

Introduction of the Ténéré

The next stage in the development was the adoption of the race-developed Monocross suspension, and raising the engine displacement to 600cc. In addition to the standard XT600, Yamaha recognized the importance of the growing long-distance touring market with the introduction of the Ténéré, a big-tanked XT600Z, which later came equipped with an electric starter.

As consistent top sellers in Europe, the XT 600 and Ténéré had established themselves as firm favourites with riders looking for a strong, reliable and relatively simple motorcycle.

However, in the summer of 1986, customer research and Yamaha importer feedback revealed the growing demand in Europe for a whole new kind of motorcycle. A machine that could cruise at high speeds for hour after hour on the road, and be a competent off-road performer as well.

Work starts on Super Ténéré

It was in the winter of 1986 that Yamaha's top engine and chassis designers started work on one of the company's most important motorcycle projects of the decade. The teams worked together for 20 intensive months to produce a machine that would take Yamaha well into the 1990's.

In spring of 1987, the powerplant configuration was one of the most important decisions to be made. The design team considered all possibilities. The new

machine had to be capable of long distance, high speed road cruising, yet also have the flexibility and low down torque required for the dirt.

A bigger version of Yamaha's top selling XT600 single cylinder powerplant was considered. However, this option was dropped because a larger capacity single would not produce the levels of power or smoothness required.

Although producing the right sort of power, a V twin engine would be too long. The extra length meant a longer chassis would be required, giving poor off-road handling. An in-line four would produce plenty of power, but would be too wide for a serious dual purpose machine. It became clear that a parallel twin was the best choice to follow.

Genesis technology is used in the new powerplant

Encouraged by the phenomenal success of the recently launched FZR1000, in the summer of '87, the engine design team decided to use much of the Genesis technology in the new powerplant. Displacing 749cc, the new parallel twin featured 5 valve heads for maximum combustion efficiency, and forward inclined cylinders to keep the center of gravity as low as possible.

The chassis used a high-tensile steel double-cradle frame with removable downtubes for easy engine access. Race developed front and rear suspension were specified, and with a comparatively short 1,515mm wheel-

base, precise off-road steering was assured. By the winter of '87, the first prototype machines underwent extensive testing on various surfaces. It soon became clear that the machine exceeded all its performance criteria.

Giving birth to the "Spirit of Adventure"

Testing continued through the spring and the machine's bodywork began to take shape. For long distance capability, a 26-liter fuel tank was chosen. As with the FZR models, much of the bulk was kept low by the 45° slant block design and downdraft carburetors. Occupying the space just above the crankcases, the long-range tank kept fuel mass low and to the front for optimum weight distribution. By the summer 1988, the machine was ready! Named the Yamaha XTZ750 Super Ténéré, this outstanding new model was destined to change the face of large-capacity motorcycling.

Leading up to the Paris Show that autumn, rumours abounded in the press and the public. Everybody knew Yamaha had something special, but nobody knew just how special. After the Show opened, press and public opinion was unanimous - the XTZ750 was the star exhibit!

In the spring of 1989, YMENV invited selected journalists to test the new Super Ténéré in Egypt. Home of the gruelling Pharaohs Rally, and a country offering unlimited scope for Adventure Sport Touring, this Press launch was like no other before. Those who went can testify to this. Those who didn't wished they could have! Egypt lived up to everybody's expectations. A magnificent country with some of the most incredible scenery to be seen anywhere in the world.

Since then the Super Ténéré has met with universal praise, not only as a great all-around performer but also as the pioneer of a whole new area of motorcycling that we call "Adventure Sport Touring".

The phenomenal reception the Super Ténéré received both in the press and in market demand, led YMENV to undertake the planning of the Super Ténéré Pharaohs Tour. And in doing so, they have opened up a whole new dimension in customer promotions.

Dutch duo hits the roads in Africa, too



When Piet Van Wijngaarden (30) and Paul Leeflang (22) departed from the Yamaha European Head Office in Uithoorn, Holland for a 40,000km trip through 19 African countries on two specially prepared Ténérés at the beginning of October, they said goodbye not only to their main sponsor but also to their employer. Piet was employed by Yamaha Motor Netherlands B.V. until this as technical engineer.

Because of his technical background, V. Wijngaarden insisted on the very best equipment. The choice of a Ténéré was an obvious one.

The trip they have undertaken will require a lot of careful planning because of the unpredictable political and climatic conditions in the regions they will travel through.

We wish these adventurous globetrotters a successful journey.



The 12th Pioneer Paris-Tripoli-Dakar Rally

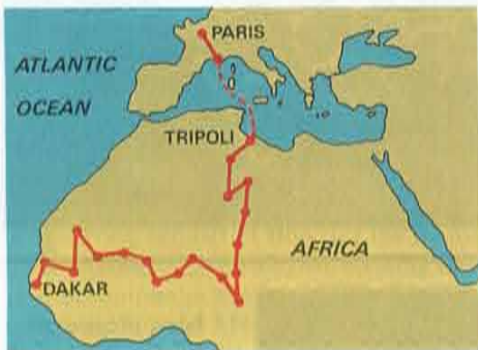
5 Yamahas home in top ten of grueling rally

The twelfth running of the Paris Dakar Rally got under way at 5:00 am in Paris on December 25 of last year.

Twenty-thousand spectators watched as 93 trucks, 121 motorcycles and 235 cars set off to tackle a new 11,500 km course that included Tripoli for the first time.

Of these 449 valiant starters only 133 would reach the goal in Dakar on January 16, for a completion rate of only 29.6%. In the motorcycle division the race was as tough as ever, with 38% of the entries reaching Dakar.

Yamaha was well represented at the finish as Carlos Mas of Spain (Team Yamaha Camper) finished an impressive 2nd on his



YZF750 Super Ténéré, T. Magnaldi (Belgarda Yamaha Team) finished 4th on his Yamaha OW94 and last year's 2nd place finisher, Franco Picco (Italy) of Team Belgarda Yamaha Chesterfield Scout ran consistently on his Super Ténéré to claim 5th place. Yamaha's fine showing continued with a 6th place finish by Gilles Picard (Team Sonauto Yamaha Mobile 1) on yet another XTZ750 Super Ténéré.

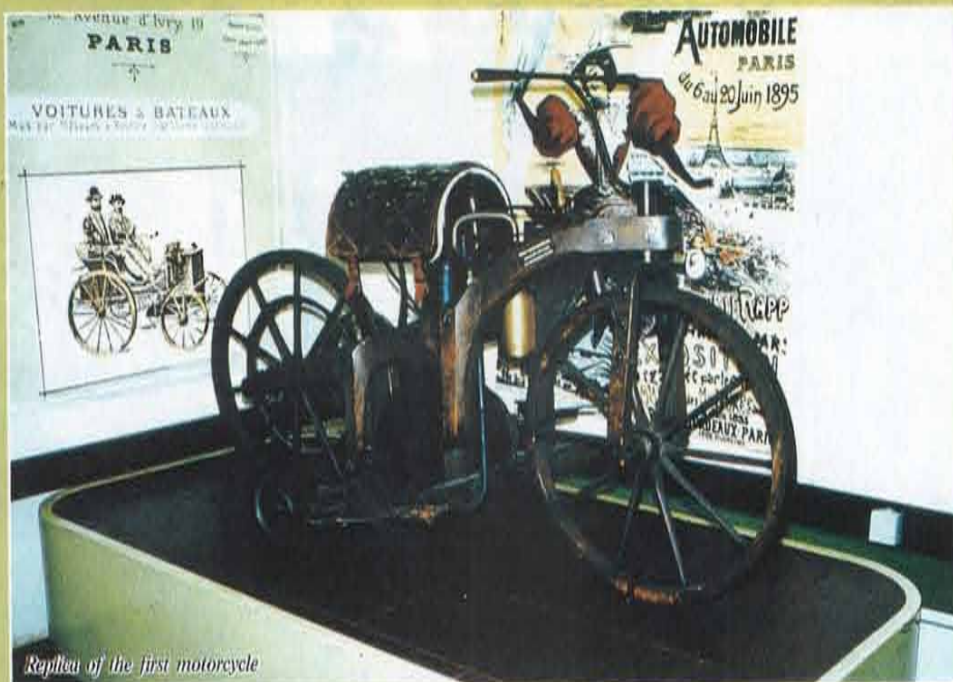
As another chapter of the Paris-Dakar saga ends, let us give a toast to all the contestants, those who retired as well as those who finished, their support staffs and everyone who loves this grand rally.

IN SEARCH OF THE ROOTS OF INVENTION

The history of machines has played a vital role in the history of man's civilization and enrichment. These inventions give us a vivid picture of how man has depended on the machine since olden times and how the lofty visions of the inventors have helped shape our lives.

In this series, we introduce the historical "roots" of machines and products which Yamaha manufactures today.

The world's first motorcycle



Replica of the first motorcycle

The world's first motorcycle is on display today at the Deutsches Museum in Munich, West Germany. The first machine was built in 1883 by the man who contributed much to the refinement of the small-scale, high-speed engine, Gottlieb Daimler. His first model featured wooden wheels and chassis and was powered by a 4-stroke, single-cylinder 264cc, 0.5ps engine. We are told that Daimler's first motorcycle successfully completed a 3 km test run on the outskirts of Stuttgart, achieving a top speed of 12km/h.



The Deutsches Museum

'89 WORLD MATCH RACING SERIES

Nippon Cup Yacht Race

The ninth and final round of the '89 World Match Racing Series, the Nippon Cup, was held from November 16 to 19 off the Hayama Marina in Kanagawa Prefecture. Now in its 3rd year, the Nippon Cup was contested by 6 invited teams from New Zealand, the UK, the U.S.A. (two teams), Hong Kong and the USSR and two teams from Japan. The Japanese teams included one from the hosting Hayama Marina Yacht Club and the winner of a nationwide qualifying competition, the team from the "Nippon Challenge America's Cup 1991 Committee" which will represent Japan in the next America's Cup. The boat chosen for this competition was the Yamaha 30SII.

The final day of competition saw the team from New Zealand skippered by Chris Dickson and the



Holding its own in the stiff international competition, the Nippon Challenge team comes home 4th.

American team skippered by Peter Isler going for the purse in this, the first prize-money race ever held in Japan. Strong winds of 6~8m/s and the kind of close start-to-finish technical battle that only match racing can offer, made this final an unforgettable one for yacht racing fans here in Japan.

Finishing third was the British team led by Eddie Warden-Owen followed in 4th by the America's Cup "Nippon Challenge" team of which Yamaha Motor is one of the official sponsors as well as the challenge boat builder.



Race fans thrilled to the nip-and-tuck battle staged by the New Zealand and American teams.

Yamaha attracts attention at 2 big European Shows

Last fall two European motorcycle shows were held at Milan, Italy (Nov. 21~27) and Paris, France (Nov. 24~30). Both of these shows drew outstanding response during their week-long runs, and in each case it was the Yamaha booth displaying the FZR1000, XT600, Super Ténéré, etc. that won the spotlight.

The Milan Show was especially active with a turnout of 730,000 visitors. A particularly large number of visitors this time were under 20 and their keen interest in the motorcycles and bicycles on display means these shows have surely been a positive stimulus on future motorcycle users.

