

# YAMAHA MOTOR NEWS

1990 No.2



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## The curtain raises on Japan's Marine Age



YMC's President Mr. Eguchi (left), who also serves as President of the Japan Boating Industry Association, the show's organizer, and Mr. Ishii, Director General of the Maritime Technology and Safety Bureau of the Transport Ministry cut the tape.

### 1990 TOKYO INTERNATIONAL BOAT SHOW

The 29th Tokyo International Boat Show was held this year from February 11 to 15 at the Tokyo International Trade Center on the Harumi fairgrounds. This year, some 193 companies from six overseas countries took part (Australia, Canada, Finland, Holland, the United Kingdom and the United States) along with domestic suppliers. A record 150,000 visitors came during the exhibition. This year, a good many young people, visitors from abroad and whole families were evident on the grounds as everyone took in the show.

In the past few years, as the government pursues its policy of stimulating domestic demand and companies change from a 6-day to 5-day workweek, there has been a fundamental change in people's attitude toward recreation. The result has been an increase in both scale and variety in the pursuit of recreation and leisure throughout Japan.

In particular, we have seen a people's greater interest in marine sports and leisure activities. With this, has come an increased demand for larger and more deluxe marine equipment.

Capitalizing on our know-how as the leading company in the marine field, Yamaha Motor Company has always aimed at producing top-quality, high-



performance products that give more customer satisfaction. We are also committed to developing ease and convenience in the enjoyment of marine-life opportunities, even for those who do not own a boat. For example, we initiated the Yamaha "Marine Club" last July in Japan. Here, members can use any available boat that belongs to the club at any time.

Yamaha has also invested a lot of effort in educational and promotional activities. We have opened a variety of schools, and have maintained a high profile in attracting marine enthusiasts through our support and sponsoring of competitions and other marine-related



Many journalists gather for the press conference at the Yamaha booth on opening day.

events. One coming event, for example, is our sponsorship of the Yamaha Osaka Cup Melbourne/Osaka Double-Handed Yacht Race 1991.

The Tokyo International Boat Show gave Yamaha a chance to show what we have been developing throughout the year. We continued with last year's theme: "The Sea - A New Frontier in

Sports?"

Yamaha's 1990 line-up display featured 16 new models including the MY50, our largest and most sophisticated production powerboat; the Y-45, largest of our Yamaha Cruiser Yachts; the MJ650SJ (Super Jet) Water Vehicle which combines sportier ride with excellent operating stability; our 250 hp V6 outboard; and sample exhibits of our catamaran powerboat "Yamaha Crestrunner" and our sailboard "WATERSPYDER" among others.

Following the Tokyo exhibition, the show continued in Osaka from February 22 through 25.

(See pages 6 and 7 for more details.)

## RT180 comes off-line at YMDA

In early December of last year the first units of the RT180 off-road bike for export to the U.S. market came off the assembly line at Yamaha's Brazilian factory, Yamaha Motor Da Amazonia Ltda.

The RT180 has been receiving great reviews since its introduction last year at the U.S. Dealers Meeting. The first shipments are already on their way to the U.S. market where expectations are high for good sales. YMDA has been directing efforts toward the production of export models in recent years.

Since 1986 it has exported the RD350 to the Spanish and Italian markets, and the DT180 to the countries of Central and South America since 1988. A tape-cutting ceremony celebrated the momentous line-off of the first RT180.



## Grassroots "Yamafests" promote snowmobiling fun



For five years Yamaha Motor Canada has been pursuing a grassroots snowmobile promotion through the dealerships in its market. The "Yamafest" program that resulted was aimed to foster the winter fun and festivals that existed in the northern towns. The Yamafests are a way for dealers to offer both newcomers and enthusiasts a chance to ride and enjoy together their quality Yamaha snowmobiles. They also offer many creative and exciting activities conceived with sound riding and family fun in mind; such as guided safaries, rodeos, demo rides and, of course, the traditional hot dog roast. One of the largest Yamafests in Canada was held in February this year in the community of Graven-

hurst near Toronto. This is an annual corporate event sponsored by YMCA in conjunction with the local clubs, dealerships and community. It is part of a large winter carnival that includes many events such as snowmobile demo rides, a snow queen pageant, ice skating and a 150km poker run. The evenings are also full with banquets, dances and festivities. The people of Gravenhurst have welcomed snowmobiles and Yamaha and the thousands of people who come to have a fun-filled, exciting weekend. YMCA plans to continue its support of this successful Yamafest program with more energy and enthusiasm than ever.

# Lively atmosphere envelopes dealer meeting

**M**exican importer MOTOCICLETAS CARABLA S.A. hosted a meeting of motorcycle dealers in Acapulco on February 3 and 4 this year. The participants included representatives from 40 dealerships (90 people) from around the country, sales agents and the host importer CARABLA S.A. and YMC, for a total of 120 people.

The meeting agenda began with a presentation of 1990 sales policies and an introduction of the 1990 line-up with its 10 new models, the FZR1000/600, YX600, XV535, SR250, YFM100, YFS200 and YFA125, etc., followed by a presentation of service activities including explanations of Yamaha's YBS (Yamaha Before-Service) and YSTS (Yamaha Service Training School).

The new level of stability seen recently in the Mexican economy and the lifting of the ban on imports of motorcycles over 500cc and ATVs last September are expected to lead to a future increase in motorcycle demand. These conditions were clearly reflected in the lively atmosphere of this year's meeting.



MEXICO

## Super Ténéré chosen Bike of the Year

**W**hen readers of France's popular motorcycle magazine, Moto Journal, voted for their 1989 "Bike of the Year", the balloting ended with the Yamaha Super Ténéré tied in first place with Suzuki's GSX.

The Super Ténéré's soaring popularity comes from its excellent reputation as an adventure tourer.

Also, in "Rider of the Year" voting, Christian Sarron was named the best French and Eddie Lawson the best foreign rider.



FRANCE



C. Sarron



E. Lawson

## Pakistan Motorcycle Dealers' Conference

**F**rom February 3 to 7, Yamaha Motorcycle Dealers' Conferences were held at Karachi, Multan, Lahore and Rawalpindi in Pakistan. The meetings were attended by 320 representatives of motorcycle dealers, authorized service shops and parts dealers. In attendance from Pakistan were Mr. Suleman Dawood (Director of Dawood Group), Chairman of Dawood Yamaha Ltd., Mr. Ali Mohamed Dawood and its Chief Executive, Mr. Yunus Dawood. YMC was represented by its General Manager, Mr. K. Takashi-

ma, Manager Mr. M. Ohmichi and Sales Staff, Mr. K. Morimoto.

The Conferences featured an introduction of the sporty new bike, YB100 Royale, followed by a detailed slide presentation of the YBS (Yamaha Before-Service) program, an explanation of the 1990 sales policy and introductions of A/D tools.

Full of enthusiastic energy for the coming sales season, the participants ended the meetings together with a commemorative photograph.



PAKISTAN

### FOR YOUR INFORMATION

If you would like further information about the Rental Bike Station in Turkey mentioned in the article on page 8, you can contact the address below:

Motorrad Spaett KG,  
Rüdesheimer St. 9, 8 München 21  
West Germany  
Tel. 089/579370 Fax. 089/5701769 Tx. 5216823



JAPAN

## Service technology contest gets under way

**L**ast November, the first nationwide "Star Tournament," a contest to test the technical skills of servicemen from Yamaha Motorcycle dealerships, was held at Yamaha's Tsumagoi Resort in Shizuoka Prefecture.

In 1987, YMC launched its "Star Shop Ranking" program as a part of its efforts to raise the technical level of service and the overall organization of its Yamaha dealerships. This system evaluated such factors as the qualifications of its service staff, the workshop facilities, the state of maintenance of its equipment and its service policies. Then, based on a set of specific standards, the shops are rated and encouraged to improve along on a progressive scale of "Single-Star Shop," "Double-Star Shop" and "Three-Star Shop."

The present event was designed to name one of the 30 servicemen who had passed qualifying competitions in the various regions of the country as a "National Champion," judged on the basis of customer courtesy, service and maintenance techniques, and overall knowledge. The winner, Mr. Takahashi of Tokyo, received a certificate and trophy from YMC Director, Mr. Miura.

This kind of competition naturally leads to improved customer service while, at the same time, it is also well received by the participants as an great opportunity to prove themselves.

## What went wrong with this bike?

**S**wedish Yamaha dealer, Mr. Thomas Kjellström has always built motorcycles in his own way.

But people wondered if he had the assembly instructions upside down when he put together this PW80. The humorous result was shown at the Stockholm Motorcycle Show in January 1990 in front of a huge crowd. Thomas says the machine is not impossible to ride, but not many were interested to try, to tell you the truth.

For next year's show Thomas has borrowed a V-Max from the Swedish importer Hallman & Eneqvist Motor AB. The importer really hopes that he reads the manual a little better next time.

Thomas Kjellström, a Swedish Yamaha dealer built this special PW80, but it hasn't attracted any riders yet. Wouldn't it be fun if someone really did learn to ride it.



SWEDEN

# Keeping high visibility in various fields

At the 17th Cologne Garden Fair last September, Yamaha importer Mitsui Maschinen GmbH displayed its lawnmower range highlighted by the new YT6800, the snowthrower range with the YS DX, generators, water pumps and ATVs. This retailers' fair drew 785 exhibitors from 33 countries, 57 of which were lawnmower manufacturers. With 32,000 visitors from 77 countries, this is the biggest gardening show in Europe and one of the largest in the world, and reflects the popularity of this pastime in Germany and its importance as a market.

Mitsui Maschinen also attracted the attention of some 341,000 visitors and 1,500 journalists at the record-

breaking Essen Motor Show in December with its display of motorcycles like the FZR1000 and XT600Z. The German importer has been maintaining high visibility with its promotional activities, as well. In a tie-up with the cosmetic manufacturer Pacco-Rabanne, the Ténéré name is being used for a new line of aftershave and the Ténéré and Super Ténéré are on display in some 20 shops in exclusive shopping areas in the Königsllee of Düsseldorf.

In another tie-up with a cosmetic maker, Scholl, Yamaha XV250 and XV535 models made eye-catching displays in 10 cosmetic shops selling the company's "Playboy" line.



## WEST GERMANY



Cologne Garden Fair

Essen Motor Show

## ATVs popular for business in New Zealand

Kiwis are finding new uses for the ATV, and not all of them are in the leisure field. The photo shown here is an interesting conversion of the YFUI Pro-Hauler which has been nicely fitted out as a home milk delivery vehicle. The idea of using these four-wheelers for country milk rounds is catching on, and quite a number of milk venders have been showing interest.



Rogers Yamaha, a dealer in Invercargill, can feel proud of one major order they won last year. The Land Corporation, a nationally run agricultural company, decided to change to Yamahas when replacing part of their large fleet of four wheelers, and they'll be placing another big order in 1990. Moller Yamaha, New Zealand's Yamaha importer, supplied The Land Corporation with YFM350 Big Bear and YFM350ER models through the dealer.

## NEW ZEALAND



The two mechanics in the photo are Mr. Stuart Kennedy (left) and Mr. Ashly Burgess.

## MOROCCO



## Yamaha bikes win in Moroccan motocross

Yamaha motorcycles won both the 80cc and the 125cc categories in the FEZ Motocross Races. Held on November 4 and 5 last year, the races celebrated the anniversary of Morocco's "Marche Verte." A team of mechanics from Yamaha was in attendance to service the motorcycles, and Morocco's Yamaha importer MIFA set up a site on the circuit where they demonstrated the Enduro range. The MIFA display attracted many visitors keen to find out more about the popular Enduro.

## Bike gets prize and fans get football event

Yamaha Motor's 100cc sports moped, the Belle-R, won the Thai "1989 Excellent New Product" prize. The award was presented to Siam Yamaha's General Manager for Marketing, Singchai Poovarodom, by Deputy Minister of Commerce Mr. Chucheep Harnsawad. Also in the news from Thailand is the "Yamaha Football Thailand Cup VI", presented by Siam Yamaha in cooperation with the Football Association of Thailand. The Cup was announced at the Bangkok Palace Hotel by Siam Yamaha's Vice President Khunying Phornthip Narongdej.

The announcement of the "Yamaha Football Thailand Cup VI"



## THAILAND



## Yamaha users club donates guide dog funds through nationwide campaign

Over an 8-month period from April 1 to November 30 last year, the organization of YMC, its dealers and its users, Y.E.S.S., held a "Give A Guide Dog" campaign for the visually handicapped. The campaign climaxed at a donation ceremony for the money collected during the campaign at a Tokyo hotel on December 8. At the ceremony a collection list showing a total of ¥7,315,663 (US\$50,000 approx.) was presented to representatives of the Japan Guide Dog Association.

At the same ceremony an award was presented for the best nickname suggested for a dog as another part of the campaign. The prize went to the name "Navi", short for navigator. YMC's Director, Mr. Miura, was on hand to attach a collar and a ribbon printed with the name "Navi" to the guide dog which received the new name.

"The fine results of this campaign surely come from the true desire of motorcyclists to make some contribution to society," said the Japan Guide Dog Association representative. "I hope this kind of activity will receive more attention and even greater numbers of people will give their support in the future."

The campaign will be held again this year.

## 100 DT 175s for public service

On January 17 of this year, Colombian Yamaha importer Incolmotos delivered 100 units of new DT175 motorcycles to the Colombian Army. This acquisition resulted from the DT175's reputation for versatility and maneuverability.

The new Yamahas will soon be at work keeping the peace throughout the country. The delivery of this important shipment was marked by a grand-scale ceremony.

## COLOMBIA



The reception ceremony

First help them discover the fun

# Creating the right environment for true enjoyment

## SNOWMOBILE CLUB ACTIVITIES IN THE U.S.A.

To ride a snowmobile through sparkling landscapes under a winter sun or through the cold, crisp air of a starlit winter's night; these are special joys that can only be experienced, not spoken of. Ask any snowmobile fan and he will tell you; nothing can replace the exhilaration that comes from riding through the great winter outdoors.

But to truly enjoy the pleasures that only a snowmobile can offer, one must first win the freedom and the space to use them. And that requires the understanding and consent of the local society as a whole. In America, snowmobile lovers are actively pursuing this understanding and winning the right to enjoy their sport by forming clubs and engaging in all sorts of consciousness-raising activities. And YMUS is supporting these clubs nationwide through its "Snowmobile Pride" program that recognizes outstanding club contributions to snowmobiling and society as a whole with cash awards.

### Clubs are formed to enable true enjoyment

Twenty-five years ago, snowmobiling became a boom in the northern U.S. Everybody had one. But without rules, and without proper places to ride, many people soon misused their newfound machines, angered their neighbors, and aggravated environmentalists. The nights were filled with droning noise. And of course, the reaction from those that did not snowmobile — the press, the police, the city councils, and anti-motor people — was negative. Finally the States and Federal Government began to control the sport in ways objectionable to the owners.

Lakes were closed to snowmobilers because somebody accidentally drowned. A park was closed because somebody destroyed some young trees. City streets or access

roads were closed to snowmobilers because of noise and someone's reckless behavior. The freedom to snowmobile was gone forever, or so it seemed.

It was at this time that responsible and caring snowmobilers began to unite, establishing snowmobile clubs, state associations and finally the International Snowmobile Council.

The Minnetonka Snowmobile Association in Minnesota was established in just such a situation. The story of how this club was founded and grew is typical of the more than 2,000 clubs that now exist in the U.S.

### Snowmobilers seek to protect their rights

A pair of friends in Minnetonka loved to ride snowmobiles. Lake Minnetonka, some 40 miles long, was ideal for their fun, but the lake was closed at night to snowmobilers. Severely fined once, they were close to giving up the sport. To buy a trailer and travel for miles to find a free area to ride was not their idea of fun.

They believed that what they were doing was not really wrong. They loved to get out of the house, away from TV and boredom. Finally, they decided to fight for their rights. First they enlisted the help of three more friends, then four more joined them. All of them felt the injustice of the situation, were dedicated to snowmobiling and wanted to have fun. How could they grow

in numbers and strength, however, if they had no place to ride, nothing to offer socially, and experienced only grim looks from neighbors?

That's when they decided to create a club. They gave it a name, voted in the officers, and most important they gave it a creed... "We dedicate our efforts to protecting the sport and our rights as snowmobilers and pledged ourselves to correct, responsible use of our vehicles." That was 19 years ago and the fledgling club had about 12 members.

### Grassroots consciousness-raising activities led to the opening of trails

On the weekends the club members would get out on their snowmobiles together with their families to enjoy the winter wonderland. But on the weekdays they knew that city councils were at work on new snowmobile restrictions. So, they began attending the council meetings; this town on Mondays, that town on Wednesdays. Soon they

became known by each council: "Those guys are here again!" They sat through all kinds of meetings and, in time, they won the chance to present their case for sound, organized snowmobiling on certain lakes and trails of the area. Finally one town gave them a vote of approval, then another and another. At last, the club won a vote to open up all 40 miles of their own lake, Lake Minnetonka.

These efforts brought new members to the club and its organization grew in strength. They marked trails, avoiding areas where noise or just the sight of snowmobiles would cause resentment. They policed themselves as well as others. The Lake Min-



Nothing beats a hot coffee break after touring in the crisp, cold winter air.

# Environment



netonka Snowmobile Association had successfully passed its first real test.

## Continuing efforts for sound, fulfilling snowmobiling

During the long summer months the club met near an island on their boats, anchored in a bay. They partied and planned. It was decided to contact three farmers, the electric company and the City of Orno to seek permission to cross their land and make some openings in wire fences through the farmers' unused pastures in winter. This would permit them to extend their runs to another lake and a restaurant for mid-run warm-ups. Winning permission in such

ways, the club members managed to add first 30 then 40 and finally over 100 miles of lakes, hills and trails as well as access to restaurants and public parks with facilities for outdoor bonfires for their hot dog roasts.

Responsibilities were assigned to each club member to monitor city hall activities weekly, and when they noticed any possible problems from anti-snowmobile groups they would at once show up in strength or go on a letter writing campaign.

## Never forgetting their debt and responsibilities to the local communities

Now, after 19 years, the Minnetonka Snow-



Stopping for a rest at a scenic spot.



Teaching young people about proper riding through a tie-up with a Yamafest.

mobile Association is as strong and active as ever. A core of twenty families from the old days remain, while new members join yearly to keep the membership at about 50 families. They are a close group of friends who share similar hobbies and interests. They remain politically active, too, being well known to State and Federal officials as the "guys with the white hats", the club trademark. One of the reasons the Minnetonka Snowmobilers stay together is because they have fun together. Their meetings in summer are brief on business and long on fun and games, such as watching snowmobile videos, boating, motorcycling, etc. But, the club's most important



Having fun on "Snoscoots".

summer activity is the annual "Appreciation Dinner and Dance" for all the farmers, neighbors and city officials who let them use their land in winter. Every year after mending the fences, collecting the trail signs and cleaning up the area it's time to say thank you. This tradition has become an local institution. Then on Labor Day in September, the club has their Boat Party.

On Halloween, in October, they have a "Get ready Dinner & Dance". New elections and awards for special work done or successes achieved or for the biggest contributions are held. They get ready for their favorite season, Winter. And everyone wonders when it will snow.

A date is set for the annual "Hammer School Ride". This is a school teaching mentally handicapped children, and the club sponsors a long ride with the kids. Then the "Fun Drive" to benefit cancer research or multiple sclerosis or the United Way fund is planned. The club's yearly calendar also includes a Children's Party and the Adult Competition and two or three annual trips to such grand sites as Cooke City, Montana, Cabel, Wisconsin or Yellowstone, Montana.

## A well-organized club doubles the fun

As one of the founders of the Minnetonka Snowmobile Association says; "It is now 26 years since I rode my first snowmobile. During these many active years as a "Biler" (short for snowmobiler), I have experienced all the best and the worst of this sport. I feel snowmobiling has always enabled me to enjoy the very best of the winter wonderland I love at the greatest, most exciting locations.

I may not be the first, nor the oldest Biler, but a lifelong love affair with this singularly beautiful sport has given me many years of experiences to reflect on, and has taught me how and when and where to search for that "great adventure on snow". All my children, my wife and even my dog dream about winter with its crisp cold nights on star-bright trails, through the winter solitude. To me, snowmobiling is a combination of fun and true freedom. Without the one there can not be the other. But true freedom, the freedom from restricting laws, prohibited areas, or unsafe and reckless behavior, is a very fragile thing. Freedom demands protection and constant care. To have snowmobiling freedom one must be responsible, cautious and sensitive to other people's feelings or property. Our love for snowmobiling and our efforts on behalf of it have helped change an unruly fad into a sound, respected, exciting sport. The irresponsible riders are gone now. Gone, too, are the complaints of neighbors and environmentalists. I know the joy of riding with fellow snowmobilers, and the joy of riding with the knowledge that I have won the approval of the local community at large. This is the kind of added satisfaction that well-organized clubs can provide."

**1990 TOKYO  
INTERNATIONAL  
BOAT SHOW**

# Yamaha bringing a world of marine pleasure within reach

As stated on page 1, at present Japan is seeing an upsurge of interest in marine sports and leisure activities. The government and private enterprise are joining their efforts to improve environmental conditions and provide the necessary facilities to make these activities more accessible to as many people as possible. At the 29th Tokyo International Boat Show, Yamaha Motor, the leader in the Japanese marine industry, unveiled its new product line-up backed up with relevant presentations that placed emphasis on a more accessible diversification of marine sports and leisure activities.

The land is one pleasure field and the sea is another. Four years ago the Marine Division of Yamaha Motor brought forward a new slogan - "The Sea; A New Frontier of Sports", expressing our quest to bring the utmost in marine sport and leisure activity enjoyment, as well as the fascination of communing with nature that the sea can offer, to as many people as possible. The Yamaha booth in this year's show was designed to help continue and develop this slogan. Introduced in these pages are selected Yamaha products from the show.

## PLEASURE BOATS

### •Big boat series

A new motor yacht model, Yamaha MY-50 is the largest and the most sophisticated

production model of its kind ever built in Japan. This model is available in different layouts



MY-50

## YAMAHA'S SAMPLE EXHIBIT

### ■ CRESTRUNNER

The Crestrunner is the largest class catamaran in Japan, and has been developed with cruising and onboard parties in mind. Dramatically new hull lines include the uniquely shaped bows and long, slim demihulls which reduce hydrodynamic resistance to improve fuel economy, especially at cruising speed. Furthermore, partially due to its sharp bow shapes, wave impact has been reduced several-fold to improve offshore ride.

On the flying bridge are a compact galley equipped with an audio system, etc., to make cruising even more fun.

The transom platform, large enough to carry even a Water Vehicle, expands the versatility of the Crestrunner.



### ■ WATERSPYDER



The Yamaha WATERSPYDER developed by Yamaha's R & D California is a sample model, single-handed sailboat for offshore boardsailing. The outriggers set along the main board make the WATERSPYDER stable in high seas and windy conditions for surer and less laborious sailing. In addition, stability without the sail is so high that even a novice sailor can put up the sail and handle this board with ease.

Overnight camping gear such as a tent, sleeping bag, lamp, food and clothing can be stored in the main board for a camping cruise.

of bow, middle and main cabins using different kinds of interior materials.

Also, included in this series are two high-grade, extra-comfortable saloon cruisers, the Yamaha SC-38 and the Yamaha SC-32 (new model).

The Yamaha 51 Marlin-SF and Yamaha 38 Marlin-SF are also offered in this series for serious ocean fishing enthusiasts. These boats meet the needs of private individuals, corporations, and organizations seeking the benefits of larger boats.



Yamaha-51 Marlin-SF (right) and Yamaha SC-38

### •Powerboats

The Yamaha PC-30III (new model) can serve equally well as a family cruiser or trolling boat. The new 1990 models in this series include the Yamaha SR-20C, a boat designed to let family and friends maximize their enjoyment of marine leisure activities, such as day-cruising, water skiing, diving, and on-board partying.



Yamaha PC-30III (right) and Yamaha-38 Marlin-SF

### •Sailboats

The Yamaha-45, one of the new and the largest of Yamaha's cruiser range features a Divnycell/kevlar sandwiched hull construction for reduced weight and added strength. The Yamaha-34EX (new model) combines high sailing performance with live-aboard comfort, and the Yamaha-31EX (new model) and Yamaha-25II My Lady offer more sailing fun.



Yamaha-45



Yamaha 34EX

## IMPORTED BOATS

YMC's imported Boat Department ties up with internationally-recognized boat makers such as Trojan (U.S.A.), Thunderbird (U.S.A.), S2 Yacht (U.S.A.) and Jeanneau (France) to import and market their boats. We showed the Trojan 12m Convertible, the Formula-29PC, the Tiara 3600 Open, the Jeanneau-36 and other selected boats in the Tokyo Boat

Show.

This complete line will surely meet the increasingly diversified and individualized needs of Japanese users. Besides marketing these products, we will provide customers with advice on how best to enrich their marine leisure experiences.



From right: Formula-29PC, Trojan 12m Convertible and Tiara 3600 Open.



Jeanneau-36

## MARINE ENGINES

On exhibit were Yamaha's outboard motor line-up including the new model 250 AETO

V6, the largest model in Japan, together with marine diesels and stern drives.



## MARINE JETS (WATER VEHICLES)

In addition to the current Yamaha MJ-650 series, Yamaha displayed three new models. The MJ-650SJ (Super Jet) is a single-rider model equipped with a spring-assisted handle pole for greater maneuverability. The MJ-650TL is a two-rider model contoured especially for cruising pleasure. There's also the MJ-650S, designed to be ridden either standing or sitting.



## OTHERS

Yamaha will market this year the new SL-290, a standard slalom board designed for beginners and intermediates.

Shown in the accessories/apparel corner are a variety of Yamaha-original marine wear and accessories essential to marine sports and leisure activities.



## PROMOTIONAL ACTIVITIES

### ● License and practice schools

Yamaha's promotional activities include boat license schools, yachting schools (dinghy courses, yachting room for instruction of basic yachting knowledge and junior yachting schools for juniors from 9 to 15 years old) as well as boardsailing schools, Marine Jet (Water Vehicle) schools and other kinds of licence schools. These schools are designed to help expand the base to greater numbers of people who enjoy marine sports while also introducing them to the variety of marine sports.



At the Yamaha booth, children attending our Junior Yacht School were interviewed after which they demonstrated how to put together a dinghy.

### ● Marine events

Yamaha sponsors and supports many boat races involving a variety of craft ranging from dinghies to cruisers both nationally and internationally. For example, Yamaha Motor is an official sponsor of the Nippon Challenge America's Cup 1991 Committee for Japan's first participation in the '92 event, as well as the official builder of the challenging boat. Also, we are planning to participate as title sponsor in the "Yamaha Osaka Cup - Melbourne/Osaka Double-Handed Yacht Race 1991!" This longitudinal cross-Pacific yacht race will be held in March of next



The 1990 Yamaha Marine Ladies. They will help to promote many marine events this season.

year over a 10,200-kilometer course from Melbourne, Australia to Osaka, Japan.

### ● Marine business

To promote the growth of marine leisure, YMC is working to supply not only new products but also to improve the "software" aspects of our business by establishing new facilities that encourage fresh approaches to marine enjoyment.

**JOB:** With its main purpose being to operate the Biwako, Harima and Shido Marinas and the marine goods shops "Marine Plaza Ripple", JOB (Japan Owner's Boating) was established in May, 1982.

**Yamaha Marina Hamanako:** Yamaha Marina Hamanako offers the enjoyment of such water sports as sailing and motorboating on Lake Hamanako. There is a clubhouse offering overnight accommodations as well as tennis courts, a swimming pool and a restaurant. This facility can be used for several different purposes. Many motorcyclists, for example, use it as a base for touring.

**Marine Club activities:** Last year, the Yamaha Marine Club was established as one of Yamaha's efforts dedicated to creating an environment in which people



At the show Yamaha's various schools, marine events, resort enterprises and marine club activities were represented on display panels.

can enjoy a variety of marine sports and leisure activities throughout the year. The club, with four branches in the Tokyo, Chubu, Kansai, and Kyushu regions, offers meticulous services to its members, including programs such as cruising, fishing, diving and other marine sports package tours.

Also, Yamaha founded the Marine Jet Club to promote proper riding and develop the skills needed to fully enjoy Water Vehicles.

Outside of the Yamaha Motor exhibit, this show featured displays of marine engines, powerboats, hovercraft, etc., from Nissan Motor Co., Ltd., Kawasaki Heavy Indus-

tries, Nihon Kūtei, together with imported products from Bayliner, Carver, Storebro, Wellcraft, Riva, Boston Whaler, and others.

## SPORTS NEWS RUNDOWN

# Records rewritten at test rides

— All signals "go" for 1990 World Championship Road Racing series

From February 2 to 4, the International Road Racing Team Association organized test rides for teams participating in this season's World GP at the Jerez Circuit in Spain. This event constituted the first unveiling of the works machines that will compete in the Road Racing World Championship series. Participating on Yamaha works

machines were Eddie Lawson, Wayne Rainey and John Kocinski of the Marlboro Team Roberts Yamaha, Christian Sarron and Jean-Philippe Ruggia of Sonauto Team Gauloises Blondes Yamaha Mobile 1, Luca Cadalora and Alex Crivillé of the Marlboro Yamaha Team Agostini and Juan Garriga and Albert Puig of the Team

Ducados Yamaha. During a total of 9 hours of test runs over the 3-day period, it was Rainey on the new YZR500 who turned in the best time, breaking last year's record by about a second and proving the excellent condition of both rider and machine even though the tires used were standard. Lawson followed with

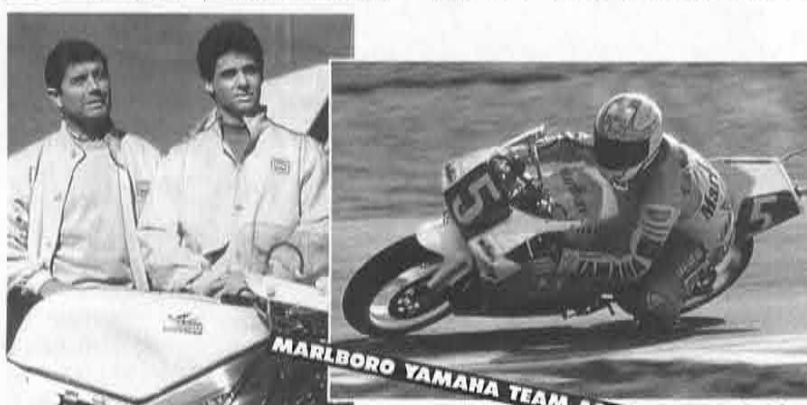


another excellent time to show he will be a power to contend with again this year. In our next issue

we will report on the highlights of the first round of the '90 season at Suzuka, Japan.



From left: Lawson, Kocinski, Roberts and Rainey

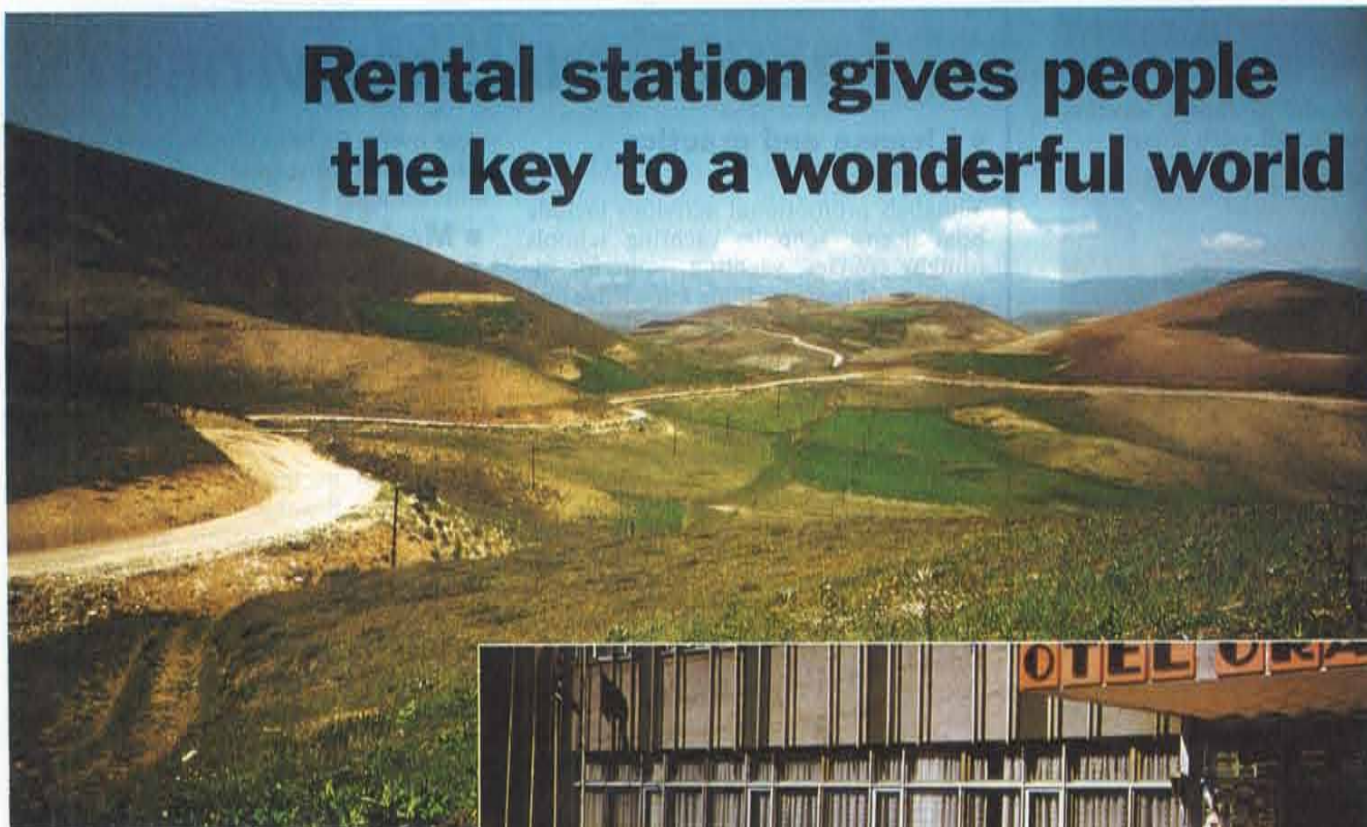


From left: Agostini and Crivillé



From left: Sarron and Ruggia

## Rental station gives people the key to a wonderful world



A motorcycle can be your willing guide to unknown lands. When you want to spread your wings and explore new worlds and new vistas, and you want to get there with speed and convenience, what could be a better way to go than by motorcycle?

A report by Peter and Paul Spaett of the German Yamaha dealer, Motorrad Spaett, about their rent-a-bike business in Turkey recently reached the editorial room of Yamaha Motor News. Here is their very interesting story.

"When we spent our first holidays in Turkey years ago, we were so fascinated by the country that we immediately decided to introduce motorcycle tours and rentals to Turkey.

Political and economic changes have been in motion recently in Turkey and our idea lended itself well to the tourist situation there.



Nevertheless, it took almost three years until the right connections could be made and all bureaucratic obstacles were overcome. Despite the long initial period we

did not give up, because in our opinion Turkey, with its wide open spaces and solitude, is the dream of freedom and adventure for the Central European people.

With support from our Yamaha German importer, Mitsui Maschinen GmbH; we now have in Erzurum - in the east of Turkey - 13 Yamaha Ténéré models which we use for guided motorcycle tours to the Black Sea along the Russian border and farther on the Mount Ararat (height 5,122m).

In the south of Turkey, on the sunshine coast frequented by tourists, we have 6 XJ 650s and 2 XJ 550s ready for daily rental!"



## Yamaha outboards power world champ

The outboard motor Yamaha 70 C powered a boat driven by the Norwegian Bjarne Horntvedt to recapture the world throne in class Formula 4 (Sport 850). The race took place in Nora, Sweden. The races took place last July 22 and 23, but since it is such a fine report we would like to share it with you now.

Horntvedt has driven his Mølgaard catamaran with the Yamaha for the last three years. His team this year was well prepared and had a lot of experience. Horntvedt was 1986 world champion in a smaller class (S-550) and is also this year's nordic champion. The team is sponsored by Yamaha Motor Norway and a local Yamaha dealer "Speed båtsenter" in Sandefjord, Norway. The very important propeller for his boat was prepared by Winrace propellers in Norway.

The boat has a top speed of more than 150km/h and accelerates from 0~100km/h in less than 8 seconds. The championship circuit was about 2000 meters and each of the four heats had 11 laps. Harntvedt won all four heats, with the three best heats counting for 400 points each in the finishing results.

The championship had competitors from 7 countries and the top three were:

1. Bjarne Horntvedt, Norway - Yamaha 1200 points
2. Jan Erik Lindholm, Finland - Yamaha 825 points
3. Pietro Vassena, Italy - Selva 620 points

### 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. In this edition of our series on historic machines, we introduce the collection of the "Asama Memorial Cottage", in the Asama Highlands, which could be called the birthplace of real motorcycle racing competition in Japan.

## The machines that pioneered racing in Japan

The Asama Highlands lie about 200km northwest of Tokyo. From the years 1955 to 1959, this was where many a motorcycle race fan gathered to watch the "Asama Volcano Race" and other competitions.

In May of last year, "The Asama Memorial Cottage" was opened here, housing a display of the old race machines from those nostalgic years of racing at Asama.

In the Cottage are some 35 classic bikes like the Yamaha YA-1, popularly known as the "Red Dragonfly," the Yamaha YDS-1 and the Honda CB72, etc., which remind us of the years of racing glory at the Asama Highlands as vividly as if it were yesterday. Also on display are bikes by the now defunct makers of the day who competed on the course at Asama.

The mood of competitive passion and technical pursuit of the manufacturers that fueled the racing dramas at that time in the Asama Volcano Race is captured in the photographs and banners displayed on the walls and ceilings of the show room.

At this same period in Europe, countless large and small motorcycle makers in Britain, West Germany, Italy, Spain, France and Austria were competing for popularity.

Meanwhile in the racing arena, the race that might be considered the origin of international motorcycle



Two Yamaha YA-1s; one with a sidecar. The first event joined in by the leading Japanese motorcycle makers aimed at bolstering the motorcycle industry in Japan was the First Asama Volcano Race. YMC entered this race with its newly introduced first model, the "YA-1", and swept the first four places.

racing, the Isle of Man Tourist Trophy, had been running since 1907, and the Road Race World Championships had begun in 1949, bringing great new impetus to the sport and to motorcycling as an industry and a culture. Old riders who know the Asama days well and new generation riders alike, everyone who visits the Asama Memorial Cottage is moved by the displays of bikes from the "good old days" of motorcycling. In the visitors' register in the Cottage we read words like "I was really excited to see real models of the bikes that I had only known by name until now," and "I can feel a sort of human warmth in the shapes and styling of each of these models," expressing a love of motorcycles that transcends the boundaries of time and generation. Most of the bikes here return to their owners after a lease of usually one year to be replaced other classic bikes.



The Asama Memorial Cottage



The British vintage bike "Velocette".



A model by one of the old Japanese makers that no longer exist, DSK. Behind it a famous British Triumph is on display.