



### WORLD CHAMPIONSHIP ROAD RACE SERIES UNDER WAY

# Season Opener Gives Yamaha Double Win

Another exciting season of world championship motorcycle competition kicked off on March 23 to 25 with the Suzuka round of the road race series in Japan. Among the various categories of world championship racing, this road racing World Grand Prix has special popularity as the pinnacle of the motorcycle industry's pursuit of speed and machine development.

With fan attendance exceeding last year's opener at 86,000 and lap times setting record after record, this year's promises to be a drama-packed and faster-than-ever racing season. In the 500cc class, it was Wayne Rainey of Marlboro Team Roberts Yamaha on his YZR500 who scored a convincing pole-to-finish victory. While in the 250cc class, Marlboro Yamaha Team Agostini's Luca Cadalora took the checkered flag first after leading from lap 10 on his YZR250, giving Yamaha a felicitous start for the 1990 season.

In the 2nd round, the U.S. GP on Apr. 8, Rainey won again at 500cc and John Kocinski took the 250cc win.

(See details on P.7)



Rainey dominated the field with his pole-to-finish performance.



L. Cadalora stretched his lead over the second half to win the 250cc final.



The start of the 500cc class

## Outstanding Spanish dealers visit Japan

From March 23 to April 1, 114 people from 57 Spanish dealerships and nine representatives from 6 Yamaha Motor España sub-contractors that turned in outstanding business results in 1989 visited Japan accompanied by 7 staff from YMES.

Part of the schedule awaiting this 130-person dealers trip included a visit to Yamaha's Head Office and tours of the Main and 5th Iwata factories and a presentation of the Yamaha JOG scooter at the "Yamaha Recreation Tsumagoi" facility. This successful presentation was heightened by the dealers' expectations regarding the release of the JOG as the first Yamaha scooter to be produced in Spain.



At the welcoming party on March 24, YMC President, Mr. Eguchi, greeted the tour with words of gratitude and expectation for the future and presented the dealers with plaques of achievement.

The next day, at Suzuka, the group was able to witness Yamaha's double victory in the 500cc and 250cc classes of the Road Racing World Championship. Later, sightseeing in Kyoto, Kanazawa and Tokyo rounded out an enjoyable and rewarding tour for all the participants.



## 1st Latin American Importers Meeting

The first Latin American Importers Meeting convened from February 28 to March 1 in Cancun on the Yucatan Peninsula in Mexico. Joining representatives of the host importer of this conference, MOTOCICLETAS CARABLA S.A., were 60 people from importers of 28 Latin American countries and, as guests, YMC's President Mr. Eguchi and YMUS's President Mr. Watanabe, for a total of about 80 participants. This year's meeting focused on business policies for the Latin American market in the 1990s.

President Eguchi opened the first day of meetings with an address to

the participants, followed by reports on world and Latin American market situations and presentations of the 1990 business policies and the current Brazilian-made products. The Colombian representative then gave a report on the structure and function of their sales management system and an introduction of the advertising promotion plans and business policies at use now in Mexico was given by the host company. One more event that added flavor to the meeting was a lively celebration party the participants gave President Eguchi whose birthday happened to be February 27.

# Growing like a rolling snowball

## YMCA's snowmobile promotion

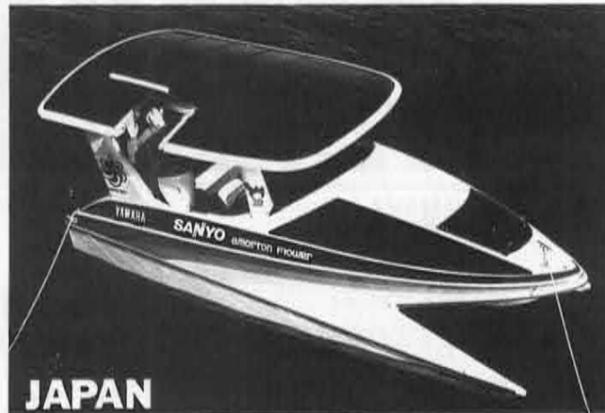
Yamaha Motor Canada launched a new promotional campaign this season, called "Project Snowball." This is the first time a program such as this has been attempted by YMCA to introduce '91 new models during the current season, before the dealers show. Three cube vans decorated with a bright corporate logo and graphics, set out coast to coast to introduce the exciting line of new 1991 snowmobiles. Two models were displayed at key locations throughout the country, the new Exciter II and Venture. District sales managers displayed the '91 models at many dealerships, winter festivals, Yamafests and other high profile events allowing thousands of people the opportunity to see what is new for next year during the current season. As the name suggests "Project Snowball" is going to spearhead Yamaha's thrust into the '90s. Like a rolling snowball, Yamaha intends to grow, picking up momentum each season to offer the best line-up of snowmobiles ever produced. During this season YMCA parts and

service personnel took Project Snowball to the field in British Columbia and Ontario for many hours and kilometers of local testing. Working closely with the factory, new specs and reliability factors were ironed out to ensure the success of these new models.

It was reported by one district sales manager that "after travelling, visiting dealers and displaying units, Project Snowball has to be qualified as an unmitigated success!"

The hard work and dedication that went into Project Snowball by YMCA's dealers and staff has created an excellent opportunity for new growth. We are happy to hear that an even bigger "Snowball" will be rolling again next year.

### CANADA



### JAPAN

## Solar-powered boat built on order for EXPO '90

In the large pond on the grounds of the EXPO '90 - International Garden and Greenery Exposition that opened in Osaka on April 1, a boat named the "Amorton Flower" can be seen at work daily. This boat was supplied to the EXPO by Sanyo Electric Co., Ltd. for the purpose of cleaning floating debris from the pond surface and to serve as an auxiliary life saving unit, as well. Built by Yamaha Motor on order from Sanyo, this boat has a 16-foot catamaran format, giving it excellent lateral stability characteristics and an opening between hulls to make it convenient for debris collecting.

This boat uses a Sanyo-developed amorphous silicon solar cell and a Yamaha marine motor as its power source. This makes it especially fitting in light of the EXPO's theme of "Co-existence of nature and human being." Its unique and attractive styling has also been drawing the attention of EXPO visitors.

In addition to Japan, this EXPO includes exhibits from 70 countries and U.N. agencies, and will run until September 30 of this year.

## New showroom opened in efforts to lead market for third year in a row



### SRI LANKA

Mr. Takashima presenting a commemorative award to Mr. De Zoysa.

On February 14 of this year, the new motorcycle showroom of Yamaha's local importer, Associated Motorway Ltd. (AMW), was opened in the capital city, Colombo. On behalf of Yamaha Motor, Mr. K. Takashima, General Manager of South and West Asia and Middle East, Overseas Operations attended the opening ceremony. In this opening ceremony, Mr. Takashima presented Mr. Tilak de Zoysa, Managing Director of AMW, a commemorative award for the best new motorcycle sales results in 1989.

AMW became a Yamaha Motorcycle importer in 1980. At that time sales of Yamaha's new models accounted for only 7% of the market in this country, and up until 1987 another brand continued to lead the market. Yamaha's share in 1988, however, leapt up to 52.3% to make it the market leader for the first time. In 1989 Yamaha motorcycle sales accounted for 49.1%, giving it the lead in market share once again. This was the second year in a row the company has received the sales award.

The company is now striving to further expand the market for Yamaha motorcycles and maintain the market lead for the third year in a row. The recent opening of the new showroom was a part of its sales promotion program.

## Sonauto's "Marathon Ténéré" program

French Yamaha importer Sonauto held a unique promotion recently in conjunction with the Paris-Dakar Rally. Called the "Marathon Ténéré", this program gave 17 competitors a chance to participate in the 12th Paris-Dakar riding XT600Zs prepared by local dealers. Well-proven in past races, the XT600Z is easy to handle and maintain, light, not tiring and powerful enough to get contestants through this great desert adventure without having to struggle constantly with a heavy machine. In this program Sonauto Yamaha offered their rally experience and technical assistance, in the form of mechanics and spare parts transported by truck, to the 17 competitors. And while each of these Ténéré pilots took part out on the course along with the other participants, Sonauto stressed the importance of maintaining a spirit of adventure and discovery and not getting overly concerned with performance or one's place in the field. As a result, 10 riders were able to complete the full course.



### FRANCE

Prior to the Rally, when Sonauto Yamaha sent out press releases concerning their official team, they also included a "Marathon Ténéré" press kit. A special poster was also prepared showing the Paris/Tripoli/Dakar course and photos of both the official Sonauto race team and the "Marathon Ténéré" riders. News of the program eventually was picked up by French magazines and TV. The success of this promotion is now contributing to the increased popularity of the Yamaha XT600Z Ténéré.

## Yamaha ATVs carry fond memories

In our No. 1 issue of this year, we carried news about New Zealand's hosting of the Commonwealth Games. The Games are an Olympic-type athletic meet held once every four years for countries of the British Commonwealth. The meet ended last January and many athletes and officials from nations throughout the world certainly went home with fond memories of the good times they enjoyed in Auckland and a spectacular sporting event which has been called by many "the friendly games."

The organizers were assisted by an "army" of volunteer workers and by the Yamaha four wheelers which performed many utility functions. Pictured here is one of the Games volunteers showing athletes from different countries around the accommodation village on a Yamaha Pro-Hauler - true Yamaha versatility.



### NEW ZEALAND

Photo courtesy of New Zealand Herald.

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.

# Thai government officials choose Yamaha sports moped for work and relaxation

When the Thai Prime Minister, General Chatchai Chunhawan, wants to relax, he can often be seen riding on his motorcycle. And the bike he chooses is the Yamaha VR-150, a popular

sport model in Thailand. This model was donated by Siam Yamaha as a prize for the Thai Charity Golf Tournament.

Another important official who relies on the VR-150 is the Bangkok Metropolitan Governor, Major General Jamlong Srimuang. Since the Governor's job is to find ways to make life better and more convenient for the people of Bangkok, he spends a lot of his time traveling around the city investigating possibilities for new projects. And when his work takes him to congested areas of the city where cars are not a convenient way to travel, he relies on a dependable Yamaha VR-150.



THAILAND

Prime Minister General Chatchai Chunhawan on his VR-150



SPAIN

## Press test-ride held in Malaga for XT600E

A major press test-ride event organized by YMENV took place in Malaga, Spain, from February 20 to 28. Being a top selling model in Europe in 1989, the event sought to bring an even deeper understanding of the XT600E's new concept as an adventure touring model equipped with increasing ON/OFF riding performance.

Participating were 66 journalists representing 69 magazines from the 13 countries of France, Italy, Germany, Spain, Britain, Switzerland, the Netherlands, Belgium, Sweden, Greece, Portugal, Finland and the downunder, Australia, 14 staff from YMENV and 5 from YMC's various departments.

To give the journalists a chance to thoroughly test the XT600E, they were divided into four smaller groups and given free run for up to 250km a day. Following the test-rides, a thorough explanation of the new product was also given.

The journalists evaluations of the XT600E agreed on three basic points; 1) the reasonable price continues to make it a bike that many can enjoy, 2) it has good overall balance of engine performance, handling and riding position and 3) the electric starter adds an especially welcome touch of convenience.

## Service training brings successful results

The Overseas Service Division of Yamaha Motor conducted a service training program for Yamaha's local importer Ela Motor's service instructors and the government's police mechanics over 9 days from January 18 to 26 in the capital city, Port Moresby. Attended by Mr. Tokita from YMC, this course was the first of its kind held in this country since 1985. This program was organized for two reasons.

First, back in December last year, 12 XJ750P police bikes were delivered to the National government of Papua New Guinea. The XJ750P was the first big model ever supplied to the police by Ela Motors and it became necessary, then, for police mechanics to master the service and maintenance basics of this 4 stroke 4-cylinder engine, including periodic inspection, electrical troubleshooting, and other techniques.

Secondly, it was also designed to help Ela Motors' service instructors understand Yamaha Motor's established service instruction system in

### Training courses

Models	Dates	Trainees	Contents
XJ750P Police bike 4-st. 4-cylinder	Jan. 18 & 19	11	•Periodic inspection (Engine oil replacement, valve clearance adjustment, Carburetor setting) •Electrical troubleshooting (Ignition/charging/lights/starting)
AG100 2-st. single	Jan. 22 to 24	11	•Engine disassembly & reassembly/parts precision measuring •Delivery inspection •Electrical troubleshooting
TW200 4-st. single	Jan. 25 & 26	10	•Engine disassembly & reassembly/parts precision measuring •Electrical troubleshooting

order to further improve their service knowledge and techniques to the level where they can act as instructors for similar programs in the future.

All the 32 trainees, although half of them were just beginners, took these courses very earnestly, making the program a significant success.

Ela Motors is reputed to be one of the best Yamaha importers in terms of its zeal and practical policies for service training, its training room, advanced equipment and a strong line-up of service instructors.

## German importer exhibits widely from bikes to marine products

Between the dates of February 26 and March 7, Germany's Yamaha importer, Mitsui Maschinen GmbH held dealer meetings in 5 locations around the country; Hannover, Stuttgart, Nürnberg, Neuss and Bad Orb. At the meetings the company's marketing strategy for 1990 was introduced and workshops were held around such subjects as technology, sales, accessories and spare parts. The new Yamaha logo

mark was also introduced.

Concurrent to these meetings was Mitsui Maschinen's participation in the "Motorräder '90" motorcycle show in Dortmund from March 1 to 4. Here, they displayed 1990 Yamahas such as the FZR750R, XJ600 and more, before some 100,000 show visitors.



Mr. Manfred Weihe, Managing Director of Mitsui Maschinen GmbH at one of the dealers meetings.



Motorcycle show in Dortmund



'Boot '90' Show

This came not long after the company had put together an exhibit of outboard motors, powerboats and generators in cooperation with Yamaha Motor Nederland B.V. at the "Boot '90" show in Düsseldorf from January 20 to 28. The Düsseldorf show is the largest event of its kind for watersports in Europe.



PAPUA NEW GUINEA

First help them discover the fun

# Stimulating sports-minded motorcycling with Y.E.S.S.

## MOTORCYCLE PROMOTION IN TAIWAN

The Taiwan of today, with its phenomenal economic growth and lively market conditions, stands as one of the leading examples of the NIES (Newly Industrializing Economies) of Asia. And in Taiwan, the motorcycle industry is no exception to the high-momentum times. At present some 7 million motorcycles are said to be in use in Taiwan, making for an extraordinary ownership rate of 1.4 bikes per household, and nearly 80% of these 7 million are scooters.

Why do the Taiwanese own so many motorcycles? A number of factors seem to be at work. For one thing, motorcycles are convenient transportation for the distances the average Taiwanese travels in the course of a day, and growing income has enabled many people that formerly used bicycles to afford a motorcycle. Taiwan also has a climate that makes it relatively comfortable to ride motorcycles throughout the year. Even since its founding in 1987, Yamaha Motor Taiwan has devoted great efforts to developing this high-potential market through the design and manufacture of products that meet the needs of the Taiwanese market coupled with comprehensive programs of promotion and marketing activities.

### Spreading the joys of motorcycling through YESS activities

YMT's promotional activities for motorcycles today center around its YESS (Yamaha Enjoy Sports System) program. As you probably know, YESS is a program that originated in Japan for the purpose of spreading the recreational use of motorcycles. The YESS program being promoted in Taiwan today is in fact a reworking of the Japanese version to fit the unique user trends of the Taiwanese market.

This YESS program brings together 25

national Yamaha sales companies, 110 major dealerships nationwide and their users in the pursuit of motorcycle club type activities. Started in October of 1988, this program is already showing positive results by introducing leisure and recreational aspects to motorcycling in a market where its conventional uses were mainly utility or commercial.

In Taiwan, YESS already boasts as members a select group of 1,000 users, from which it will pursue a policy of sound and steady growth among young users who fit



Yamaha's fashionable image in this country. Among its principal activities are a "Challenge 3,000km" campaign, a scooter race series, camping and barbecue tour events and more. Most recently a "YESS Members Meeting '90" was held with a guest appearance by Japanese World GP racer Tadahiko Taira.

### "Challenge 3,000km" Campaign

The "Challenge 3,000km" campaign in Taiwan is aimed to foster the joys of touring among users by offering incentives for them to record up to 10,000 kilometers of total touring distance. After achieving the initial goal of 3,000km, participants go on to goals of 5,000, 7,000 and finally 10,000km, for which they receive successive awards of a hat, a waist bag and a vest, along with completion certificates. Finally, those who reach the goal of 10,000km receive a special commemorative jacket.

The initial campaign began on October 1, 1988, and by the end of 5 months 3,000 of the 4,500 participants had reached the 3,000km mark. Meanwhile, in conjunction with the 3,000km challenge or independently, some 110 shops around the country are engaging in their own programs of touring, camping, fish contest events and the like.

All the dealers have taken to the campaign with enthusiasm, planning event schedules up to half a year in advance. And in their shops, of course, YESS posters and pamphlets are always on display.

### Scooter Races

Since there are no motorcycle race circuits in Taiwan, scooter races at courses set up in parking lots or driving school courses are popular. From the year of its founding, 1987, YMT began holding scooter races at a pace of 8 events a year. The next

year this number jumped suddenly to 38 races and then to 40 races in 1989, proving their tremendous popularity. The last race of the 1989 season, the Grand Champions Meet, was held on March 25 at Taichung. Top finishers from the Novice, Intermediate, Expert, Senior (over 33 year-old) and Women's classes in 5 regional qualifying meets gathered here to compete for the championship crown amidst hot competition. One of these race events included a friendship appearance by four Japanese YESS members from the Kanto region.

### Appearance by guest GP rider inspires YESSers

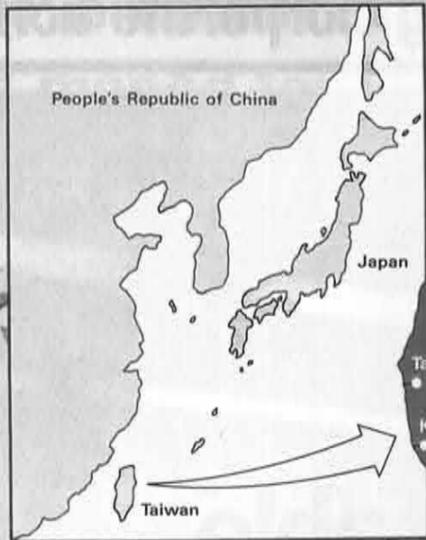
In another event, Japanese World GP rider Tadahiko Taira was invited to take part in a three-day promotion called "YESS Members Meeting '90 with Taira." Some 1,150 fans gathered on January 15, 16, and 17 in the cities of Taipei, Taichung and Kaohsiung to meet Taira and talk of racing and motorcycling. There are two major reasons why Taira was invited.



Taking a break in the shade



Popcorn



A teach-in centers around Taira



FZR line-up display corner

1) His performance as a top World GP rider has made him popular in Taiwan as well, and inviting him to appear at YESS meetings would be a treat for the members while also bringing publicity and added appeal to the YESS movement.

2) The appearance of Taira with his experience as a Yamaha factory rider who also has 8-hour Endurance Race experience on the YZF would serve as good promotion for the upcoming release of the 4-stroke sports bike FZR150 in June of this year.

The meetings took the form of a teach-in between Taira and the YESS members (viewing VTRs of World GP riders, giving advice to scooter racers, question-and-answer sessions) with added attractions like quizzes and raffles. At the meeting halls were also prepared a "World FZR" corner with bikes like the YZF750, FZR1000, FZR750, FZR400R and FZR250R were displayed, much to the pleasure of Taiwan's sports bike fans. Members also delighted to the YESS corner, accessories corner and race video corner set up at each meeting. The strong response from the members has encouraged YMT to plan similar events in the future.

#### Keeping constantly in touch with the target users

In addition to these types of promotion, YMT publishes a unique monthly information magazine called "Popcorn" as another aspect of its marketing activities. Not limiting itself to motorcycle-related information, "Popcorn" provides news from a wide range of fields of interest for young people, such as foreign fashion, movies, and music. Also featured is a shopping guide primarily for the capital city, Taipei, the latest in fashion, discos and concerts, introduction and advertisements of new motorcycle models as well as new products outside of the motorcycle industry.

"Popcorn" first appeared with its lively layout in 8 all-colour pages in 1987. Since then its popularity has led to enlargement to a 12-page format. In addition to being distributed from the sales companies to the Yamaha dealers and then their customers, "Popcorn" is also placed in restaurants, cafés, fast-food shops, discos, department stores, boutiques, movie theaters, dentists, hair saloons and other places frequented by young people. "Popcorn" is also sent to all YESS members. Another 1,000 customers who want this publication regularly receive "Popcorn"

just by paying postage. This number is expected to grow in the future.

As it provides motorcycle target users with the kind of information they want, the magazine also serves as a means for YMT to gather information from them by means of questionnaire inserts. This information is then analyzed and fed back for

use in the planning of events, sales promotions and new products.

In the future YMT's policy calls for a continued development of YESS activities and marketing promotions that fit this dynamic market and will eventually benefit the users in some form.



Race game using scooters



Enjoying a barbecue during a day of touring



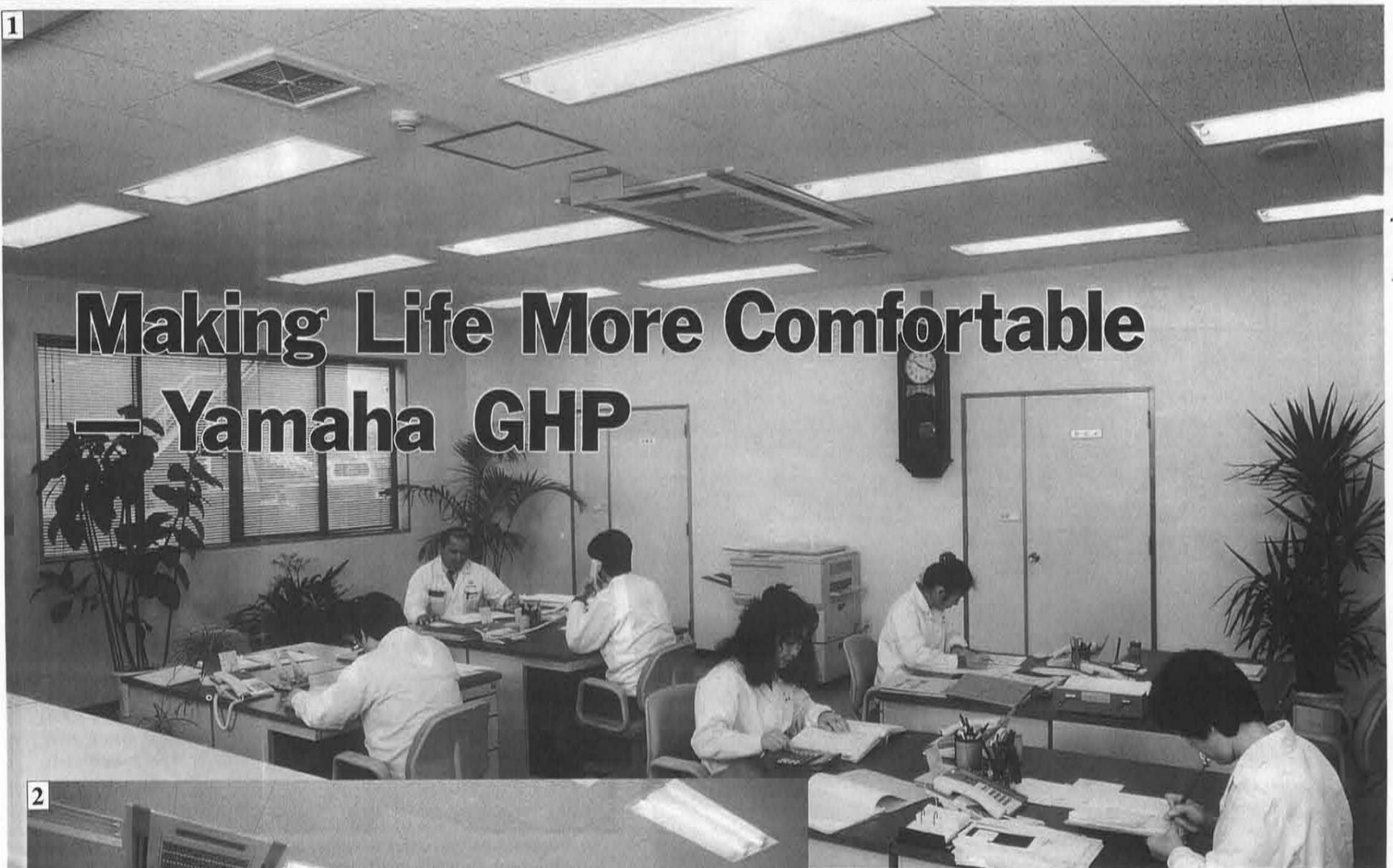
Before the start of a sports bike touring event



Quiz and game event

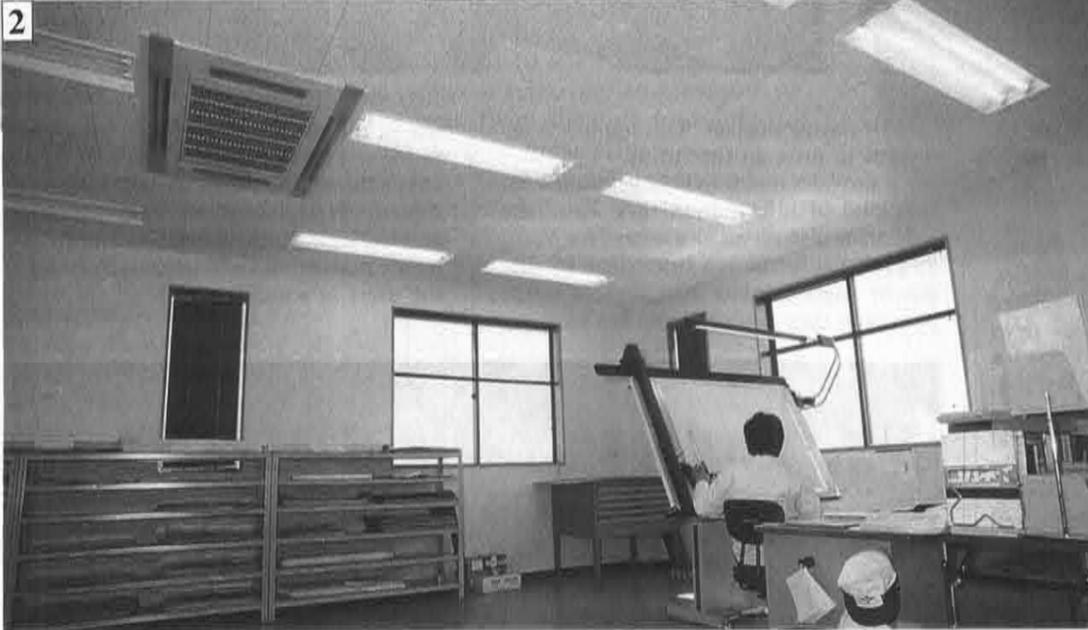
# The new faces of Yamaha — a look at our expanding corporate activities

1



## Making Life More Comfortable — Yamaha GHP

2



Design studio

3



President's office

These range from factories, schools, company housing, offices, hospitals, restaurants and shops, to private homes. An air conditioning system for a company employee housing project last year won much praise. One hundred and eight GHP units were used to cool 324 individual rooms. This year also a major steel corporation plans to use the GHP for its massive 210 room project.

Compared to electric air conditioners of the same size, the GHP provides a powerful, energy saving heating/cooling unit which can be run on 100V power supplies for domestic and other uses. As its reputation spreads, we are seeing the GHP being installed in old as well as new buildings.

4



Outdoor units

When this company built its new office building last November, they had it fitted with a GHP system. The office consists of three 120sq.m. floors. Four 7.5HP GHP outside units are used, one for the president's office and guest room, and one each for the office space, the dining hall and the design studio. The company's pleased president commented "I can't tell the difference between this and electric air conditioners. I think it may actually be quieter than my electric cooler at home. This system is going to prove very economical, especially for the design studio where we must have constant temperatures, so the air conditioner is on for long periods.

the extent that last year's were 2.5 times up over the previous year. The necessity for alternative energy sources is now widely recognized, and record sales are expected this year in response to the increased demand for both office and home air conditioners.

### From the Office to the Home

Yamaha GHPs have now been used successfully in a very wide range of applications.

### Bringing the GHP to the World

The GHP offers a highly cost-effective solution to countries looking for ways to stabilize their long-term energy demands. It is especially attractive if a country has low cost gas supplies, or regions with ample natural gas resources. Sales are growing in Japan, and the Yamaha GHP is currently being tried out in America, Canada, Taiwan, Spain and Italy.

The GHP division is pressing ahead with research to meet the needs of an ever larger number of users, by improving functionality and design.

### Yamaha GHP Business

At the height of summer a few years ago, a large scale power outage caused panic in New York when the city power supply could not handle the peak demand from cooling and air conditioning systems. The possibility of this kind of accident is worrying many of the large cities of the world. Yamaha's recent expansion into the Gas Heat Pump (GHP) Air Conditioner field could contribute to solving this problem. The company's guiding aim in its motorcycle and marine product enterprises has always been to bring "joy and fulfillment to people all over the world," and when it was decided to diversify into other business fields, it was natural that Yamaha should expand into another business aimed at improving the quality of human life. Yamaha's background in small-engine technology

formed the basis for its rapid progress in this new field.

### World's First Compact Gas Air Conditioner

After the oil shock of 1973 and '78, the Japanese Government urged industry to use alternative energy sources. The development of the GHP was partly due to YMC's policy of business diversification and partly in response to this government policy. In 1981, YMC, working jointly with three gas companies, began development of an air conditioning system powered by gas. The result was the world's first compact air conditioner, a 2HP model marketed in Japan through the gas companies in 1987. The present GHP line-up has expanded to include the 3HP, 3HP multi-type, 5HP and 7.5HP models, and sales are booming to



A single 7.5HP GHP provides all the heating and cooling for this beauty salon. Built in June, 1989, the salon is about 70sq.m. Its owner says "Since we got the GHP, we have been through the hottest and the coldest seasons of the year. We use the GHP continuously for long periods and I've been amazed at how economical gas running costs are. The GHP has two room units, which makes it easy to keep a uniform temperature throughout the salon.



Comments from the owner of a new coffee shop, just opened in December: "The company who designed my shop recommended the GHP, and I think they were definitely right. I have one 7.5HP unit, and this is plenty for my 80sq.m. shop. The GHP is running more than 12 hours a day, and I find that it's very quiet.

# Super fast: Rainey, Cadalora and Kocinski

**WORLD CHAMPIONSHIP ROAD RACING**

**The 1st round**

In the 500cc class held at Suzuka, pole-position winner with a new course record of 2' 9" 589, Wayne Rainey raced into the lead from the start. Following him were Eddie Lawson (Yamaha), Michael Doohan (Honda), Kevin Schwantz (Suzuki), Wayne Gardner (Honda) and Shinichi Itoh (Honda). While Rainey began to pull away from the competition, a 4-way battle was developing between Schwantz, Gardner, Lawson and Doohan for 2nd. On lap 5, Lawson and Doohan collided and they were out of the race. After that Schwantz and Gardner staged a fierce contest for second that lasted to the finish. In the middle stages, crashes or machine trouble took a toll of one rider after another. Leading the field by as much as 9 seconds at one point, Rainey scored the first victory of the season with a pole-to-finish performance. Schwantz and Gardner fought it out for second most of the race until Schwantz crashed in the closing laps and fell far behind his rival before he could restart. Taira passed P. F. Chili on the spoon section to finish in 6th. J. P. Ruggia and J. Garriga placed 8th and 10th respectively. C. Sarron retired on lap 14. It was a rough-and-tumble fight in the early stages of the 250cc class final. T. Okada (Honda), N. Aoki (Honda), C. Cardus (Honda) and W. Zeelenberg (Honda) battled it out for the lead as Cadalora worked up to 7th position by the end of lap 5 after a late start. By lap 8, Cadalora climbed to 4th and continued his drive to 2nd by lap 9 before finally taking over the lead on lap 10. Over the second half of the race Cadalora gradually extended his advantage over the field to finish with a commanding 5-second lead over 2nd place Cardus. In a collision shortly after the start, pole-position winner, Yamaha's Kocinski, suffered a bent muffler that forced him into the pit. Rejoining the race, however, he regained form and fought back to



The Yamaha works riders are out in force in the pit area.

finish in 14th and gain himself 2 championship points.

After the season opener, here are what Rainey and Cadalora had to say:

**Wayne Rainey**  
(Marlboro Team Roberts Yamaha)

"In the early stages I got out to a big lead, but I was not really thinking about anything. It was very windy and different conditions from the practice. I was just concentrated on going fast and maintaining my own pace. During my victory lap I felt a tremendous relief. There is so much tension involved in the first round of the World GP that it is great to have it over."



**Luca Cadalora**  
(Marlboro Yamaha Team Agostini)

"At the start I was so surprised at how fast everyone was going. And it was tough going over the second half, but I was able to gain steadily on the corners and build up an advantage. The victory lap felt great. This was my fifth GP win but, because Suzuka is the season opener, today's win was especially important. All in all this was a happy day for both me and Yamaha."



**The 2nd round**  
In the second round which was

held at Laguna Seca, U.S.A on April 8, 1990, Rainey and Kocinski gave Yamaha a double win again. After a restart in the 500cc class because Kevin Magee's machine went down on a high-side, Wayne Rainey was slow off the line and K. Schwantz took the lead. On lap

2, Wayne Gardner crashed. Through laps 4 and 5, Rainey closed the gap gradually on leader Schwantz. Then on lap 6, Rainey finally took the lead. Schwantz did a high-side on lap 24 and was out of the race. Doohan took second while A. Pons (Honda), who had moved into third, dropped out with machine trouble. In the end, Rainey finished with a commanding 30-second lead over second to claim his second GP victory in two outings. The French Yamaha duo of C. Sarron and J. P. Ruggia finished 4th and 5th respectively as Garriga was 6th. E. Lawson fractured his left heel in the practice on Friday and did not take part in the final. In the 250cc class, pole-position starter Cadalora passed the main stand in 6th after lap 1. By lap 2, Kocinski had taken over the lead and began to widen the gap over the field on his way to a run-away victory. On lap 5, Cadalora moved into second and from there on there were no changes in the order of the leaders, with Kocinski finishing a full 10 seconds ahead of 2nd place Cadalora to make up for his mishap at the Japanese GP.

## D. Sadowski wins Daytona 200 on his OW01



The '90 Daytona 200 Superbike Race held at the Daytona International Speedway (3.56 miles) in Florida on March 11, was won by Dave Sadowski (VANCE & HINES US ROAD RACING TEAM) on a Yamaha OW01 after a hot battle with Randy Renfrow (Honda RC30). Sadowski's teammate and pole-position starter Tom Stevens on another OW01 led the entire field in the early stages of this 57-lap race, with Sadowski lying just behind him. Sadowski took the lead when his teammate was forced to slow down with tire and valve trouble halfway through the race. The toughest challenge came from Honda rider Renfrow. He put increasingly heavy pressure on Sadowski lap by lap. Renfrow chased the Yamaha rider all the way home, but Sadowski managed to take the checkered flag by a split second.

**FINAL RESULTS**

1. D. Sadowski ..... Yamaha
2. R. Renfrow ..... Honda
3. D. Chandler ..... Kawasaki
4. D. Jacks ..... Yamaha
5. D. Quarterly ..... Honda

The 18-lap 250 GP was also dominated by Yamaha-mounted riders. Kenny Roberts Yamaha riders Gary Cowan and Rich Oliver became the early-stage pacesetters. On lap 4, however, leader Cowan crashed and retired. Oliver inherited the lead from his teammate and went on to score a runaway victory. Japanese Yamaha rider Keiji Tamura came in 2nd with South African Yamaha rider Robbie Petersen 3rd. Fourth through tenth places were also taken by riders on Yamaha machines.

**RESULTS**

1. R. Oliver ..... Yamaha
2. K. Tamura ..... Yamaha
3. R. Petersen ..... Yamaha
4. B. Schick ..... Yamaha
5. C. D'Aluisio ..... Yamaha

**RESULTS**

**WORLD CHAMPIONSHIP ROAD RACING**

**1st round - Japan - March 25**

- 500cc class**
1. W. Rainey ..... Yamaha
  2. W. Gardner ..... Honda
  3. K. Schwantz ..... Suzuki
  4. K. Magee ..... Suzuki
  5. A. Pons ..... Honda
  6. T. Taira ..... Yamaha

**250cc class**

1. L. Cadalora ..... Yamaha
2. C. Cardus ..... Honda
3. W. Zeelenberg ..... Honda
4. D. Sarron ..... Honda
5. J. Cornu ..... Honda
6. T. Honma ..... Yamaha

**2nd round - USA - April 8**

- 500cc class**
1. W. Rainey ..... Yamaha
  2. M. Doohan ..... Honda
  3. P. F. Chili ..... Honda
  4. C. Sarron ..... Yamaha

5. J. P. Ruggia ..... Yamaha
6. J. Garriga ..... Yamaha

**250cc class**

1. J. Kocinski ..... Yamaha
2. L. Cadalora ..... Yamaha
3. W. Zeelenberg ..... Honda
4. R. Roth ..... Honda
5. D. Sarron ..... Honda
6. C. Cardus ..... Honda

**CHAMPIONSHIP POSITIONS AFTER 2 ROUNDS**

- 500cc class**
1. W. Rainey ..... Yamaha ... 40 pts.
  2. P. F. Chili ..... Honda ... 24 pts.
  3. J. P. Ruggia ..... Yamaha ... 19 pts.
  4. W. Gardner ..... Honda ... 17 pts.
  4. M. Doohan ..... Honda ... 17 pts.
  6. J. Garriga ..... Yamaha ... 16 pts.

**250cc class**

1. L. Cadalora ..... Yamaha ... 37 pts.
2. W. Zeelenberg ..... Honda ... 30 pts.
3. C. Cardus ..... Honda ... 27 pts.
4. D. Sarron ..... Honda ... 24 pts.
5. J. Kocinski ..... Yamaha ... 22 pts.

**MOTOCROSS**

**500cc class 1st round - Holland - April 1 1st race**

1. B. Liles ..... Kawasaki
2. D. Geukens ..... Honda
3. G. Jobe ..... Yamaha
4. Jacky Martens ..... KTM
5. E. Geboers ..... Honda

**2nd race**

1. B. Liles ..... Kawasaki
2. D. Geukens ..... Honda
3. K. Van Der Ven ..... KTM
4. J. Martens ..... Kawasaki
5. E. Geboers ..... Honda

**CHAMPIONSHIP POSITIONS AFTER 1 ROUND**

1. B. Liles ..... Kawasaki ... 40 pts.
2. D. Geukens ..... Honda ... 34 pts.
3. K. Van Der Ven ..... KTM ... 23 pts.
4. J. Martens ..... KTM ... 23 pts.
5. E. Geboers ..... Honda ... 22 pts.
6. G. Jobe ..... Yamaha ... 15 pts.



## Snowmobile Rally Traverses 2500km of Northland Wilderness

VK540 TRIUMPHS IN HARRICANA '90

From February 26 to March 8, a grand saga of endurance and survival on the great snow fields of Quebec, Canada, the First Harricana International Snowmobile Rally, was held and the victors were the team of B. Dufour, P. Perron and C. Marceau fielded by a Quebec Yamaha dealer and riding three Yamaha VK540 snowmobiles. The Harricana International Snowmobile Rally was run over a 2,500km course between Montreal and Radisson, Quebec, by teams of 3 competitors on three snowmobiles and pulling one sled. The winning time was 35 hours 42.07 minutes, and of the first 20 teams to finish, seven were riding Yamaha snowmobiles. In all 90 teams participated from France, Canada, the U.S., Finland and Greece.

Each team carried on their sled all the emergency and survival equipment necessary for such an expedition, including a satellite-guided distress signal device, food, trappers tent, fuel, polar sleeping bags, etc. All the teams started together and each team's finish was determined only by the finishing time of the last member of the team to reach the goal. All the snowmobiles were standard models and mechanical assistance from outside the team was permitted in any case.

The organizers, René Metge and Nicolas Hulot, chose "environmental respect" as the motto of the rally and stressed the values of safety, teamwork and endurance rather than speed. The event was conceived as an adventure in the harsh but alluring



world of snowy forests and frozen lakes and rivers, where competitors could test their endurance and perseverance in a spirit of mutual assistance and respect for nature.

Among the participants drawn by this grand challenge were Paris-Dakar regulars like Hubert Auriol and Cyril Neveu, whose team finished a respectable 8th overall.

## '90 INTERNATIONAL WOMEN'S 470 YACHT RACE World's top women sailors grace the seas off Sajima



From March 2 to 6, the seas off the Sajima Marina in Kanagawa Prefecture were the site of the Shiseido Cup - '90 International Women's 470 Yacht Race.

Now in its 4th year, this event is held in part to encourage higher-level Japanese competition in this newly adopted Olympic class. This year's event drew 7 foreign entries from the Soviet Union, the U.S.A., New Zealand, Spain, Canada and West Germany, including last year's World Champion team of K. Adlkofer and S. Meyer (Germany), and 10 teams from Japan.

After high winds caused the first day's races to be postponed, the remaining schedule of races went off in good order. As predicted; the reigning champs from Germany were victorious, followed by the L. Moskalenko and E. Pakholchik (USSR) team in second and the L. Egnot and J. Shearer (New Zealand) team in third.

As in past years, Yamaha Motor lent its support in the running of this event, including provision of the charter boats used by the foreign teams.

In this series we visit museums around the world to search out some of the inventions or machines that can be said to be the "roots" of one or more of the varied products that Yamaha builds today. This issue, in a slight change of theme, we want to introduce material relating to the "America", the boat that is the origin of the famed "America's Cup" yacht race, from the collection of the Mystic Seaport Museum in Connecticut, U.S.A.

As you may already know, Yamaha Motor is the official builder of the "Nippon" for "Nippon Challenge America's Cup 1991", one of the syndicates from Japan that will take part in the 1992 America's Cup competition for the first time.

Boasting a history of 139 years, the America's Cup is the world's largest yachting competition based on a match race format. Held once every four years, the race pits the Cup defender against a field of challengers who compete through a series of qualifying rounds in their state-of-the-art boats for a chance to go for the

### IN SEARCH OF THE ROOTS OF INVENTION



A replica of the "America" in full rig.

## The boat that gave the America's Cup its name

Cup in the final race.

As of March, 1990, some 14 yacht clubs from 11 countries have registered their challenge for the next holding in 1992. To these yachtsmen from around the world, the America's Cup represents the pinnacle of racing glory. The present America's Cup actually began in Britain in 1851 as a race around the Isle of Wight held as a commemorative event in conjunction with the World's Fair being held that year. For the event, Britain happened to send an invitation to the still newly industrialized



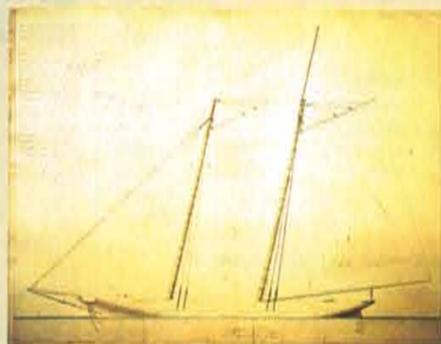
The "America's Cup"

United States, and one club, the New York Yacht Club, accepted the invitation by sending the yacht "America". In the race, which pitted the one U.S. boat against 14 British boats, the "America" completely outclassed the others in speed to win the victory cup. Previously called the "Victoria Cup" or "Squadron Cup", this venerable silver cup was forthwith officially renamed the "America's Cup". From that time on Britain and other countries including Canada, France, Sweden and Italy repeatedly launched challenges against the Cup

but could not defeat a succession of boats from the U.S. Finally, in 1887 an Australian boat, "Australia II", succeeded in defeating the U.S. defender and the Cup left American soil for the first time. So great, in fact, was Australian joy at this hard-won success that the victory day resulted in a grand day of celebration for the whole country.

The allure of this silver receptacle has been so powerful that many a wealthy man has poured his personal resources into the quest for the right to hold it. Famous among them are Britain's lord of tea, Sir Thomas Lipton, U.S. railroad baron, Harold Vanderbilt, and France's ball-point pen manufacturer, Marcel Bic.

The shapes of the participating boats have changed considerably over the years. The first "America" was a Schooner. Later came the giant J class. After World War II contestants raced in 12-meter class boats. The boats competing in the upcoming '92 races will be built according to the specifications of a new America's Cup class.



The rigging plan of "America"



Mystic Seaport Museum.