

YAMAHA MOTOR NEWS 1991 No.1



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Being an advanced and relevant corporation people can count on



**PRESIDENT
EGUCHI'S
NEW YEAR
ADDRESS**

the Gulf region and the world into unexpected political and economic turmoil. And now as we enter 1991, the future we all face will certainly be marked by dramatic and constant change.

On January 7, with these changable international political/economic conditions in mind, Yamaha's President, Mr. Eguchi, delivered his new year's address to the entire company in which he stressed the following points.

"In response to the rapidly-changing international scene, Yamaha has recently set forth a long-term management vision of what it must do as a corporation. When we examine the essential meaning of Yamaha's corporate existence and the directions in which we should focus our energies, we realize that our primary goal is "offering joy and fulfillment to people all over the world". And in this context, we aspire to make the dreams of our customers come true with our technology and our creative passion, and to build a Yama-

ha that constantly offers the public something new and relevant.

In light of this we have set management policies concentrating on the following five points:

- Ensuring greater customer satisfaction
 - Developing and supplying high-quality products and services
 - Placing more emphasis on human resources
 - Coping with the need for global environmental protection
 - Becoming a truly global company
- Towards these ends, we have worked to build stronger technical, manufacturing and sales aspects within each of our divisions in ways that bring positive results, while also clarifying jurisdictions and responsibilities in all sectors of our corporate activities.

As we enter the new year, practical mid-term and long-term plans based on this vision will be drawn up and implemented in each division and each department. I hope all of you will answer these tasks with energy and determination.

And in order to clearly establish the corporate consciousness we envision, it is important that we be the most creative, compassionate and expressive workers we can be.

We must also recognize our ever-increasing responsibility as a manufacturer to apply our resources to solving the environmental problems that face us all. As a company that has built its foundations on the development of internal-combustion engines, and has expanded its fields of business further through the application of FRP, another petroleum-based material, our role in tackling these problems is an especially important one. We should also remember that any technical advancement that we achieve in these fields also represents a golden opportunity for us, as well. I hope all of us will do our utmost to help build a Yamaha that people will always look to for something new and relevant.

Last year, even as a worldwide wave of democratic movements and the mood of détente between East and West brought the winds of change, the advent of the Gulf crisis in August threw

13TH PIONEER PARIS-TRIPOLI-DAKAR RALLY Yamaha sweeps top 3

In the 13 years since its inception, the Paris Dakar Rally has come to symbolize the ultimate challenge of man and machine versus the mysterious, beautiful and often brutal deserts of Africa. And since the very first races won by Cyril Neveu in 1979 and '80 on a XT500, Yamaha men and their machines have battled at the lead consistently, making each Paris-Dakar an exciting drama of spirit and competition.

The 13th Paris-Dakar was contested by 113 motorcycles, 184 automobiles and 109 trucks, for a total of 406 machines. But, as always, the desert took its mighty toll. And when it was all over only 46 bikes, 85 cars and 44 trucks, or 175 machines in all, had survived to reach the goal in Dakar. And of these valiant finishers, the first three places in the motorcycle division went to Yamaha YZE750T Super Ténéré-based factory machine riders Stéphane Peterhansel, Gilles Lalay and Thierry Magnaldi.

After starting from Paris on December 29 last year, contestants battled for 9,133km over 20 days

to reach the goal in Dakar, Senegal on January 17. This year's tougher course took its toll on the leaders as well as the back-of-the-packers. Early leaders Alessandro De Petri and Danny Laporte on YZE750Ts were among the victims of the unforgiving desert. Three more Yamaha riders, Magnaldi, Lalay and Carlos Mas took over the battle at the front along with

J. Arcarons on his Cagiva Elephant. Well into the latter stages the heat kept up, as less than one hour separated the first 6 competitors.

The man who emerged victorious, however, outlasting the competition with his steady, determined pacing, was Peterhansel. Sixteen and twenty-five minutes back in 2nd and 3rd respectively were Yamaha men Lalay and Magnaldi. In 6th came Mas and in 16th, Picard, for the most impressive Yamaha showing ever in this severe survival race. (See more details on page 7)



Paris Show



Essen Show



Bologna Show

More motorcycle shows across Europe

Following the September IFMA Show in Germany, a succession of shows across Europe gave motorcycle fans a preview of the season to come. At the Paris Show in late November, for example, 10% more visitors than last year flocked to see displays by some 36 manufacturers. Yamaha made a strong appeal with its new model TDM850, introduced for the first time at this show. Meanwhile, the Essen Show which opened in early December, boasted displays by 200 companies and an overall visitor turnout of 350,000. Here, too, the reaction of the public was very positive. The Essen Show proved to be a very good venue for reaching customers who would not normally attend a motorcycle show.

Around the same time, the Bologna Show was also attracting large crowds eager to check out and compare the new models for the coming season.

INCOLMOTOS celebrates its 15th year with new facility opening

On November 7 and 8, 1990, Colombian Yamaha importer, Industria Colombiana de Motocicletas S.A. (INCOLMOTOS), celebrated its 15th anniversary, the opening of its new factory and office complex, plus the line-off of its 100,000th CKD production motorcycle, all in one grand event. The first day of celebrations began with a blessing of the company's new facility and a mass attended by INCOLMOTOS President, Mr. Francisco Jose Sierra and guests from YMC, Mr. Shibuya, Mr. Odakura and Mr. Ohmichi. After that the guests watched the 100,000th Yamaha assembled by the company, an LB80, come off the line. This auspicious model was then raffled off to a gathering of all the company's employees. This happy event was followed by a commemorative luncheon for all personnel of INCOLMOTOS.



That evening a dinner party was held in honor of the visiting Yamaha representatives. The next day, another dinner party was held at the new office complex for all of INCOLMOTOS distributors, suppliers, bankers and representatives from other companies in the industry. With the opening of this new facility, INCOLMOTOS has shown its determination to meet the growing needs of the Colombian motorcycle market and to keep Yamaha the market leader.



Portuguese dealers enjoy mid-autumn in Japan

40 Portuguese Yamaha dealers arrived in Tokyo on Nov. 13, last year to enjoy their mid-autumn holidays in Japan.

On the evening of November 16, a Yamaha reception and welcome party was given for them at Tsumagoi after their study tour through the Main and the Fifth Factories at Iwata. Included among the 20 Yamaha representatives present were President Mr. Eguchi, Senior Managing Director Mr. Hasegawa and Director Mr. Nomura. At this party, President Eguchi presented the dealers with a commendation plaque in token of Yamaha's gratitude for their excellent sales results. And Mr. Pissarra, representing the dealers, handed Mr. Eguchi a white stork ornament of sterling silver symbolizing "happiness" as a return gift from all the dealers and the Yamaha Motor Portugal staff. The dealers traveled on to Taiwan after completing their 7-day tour of Japan. There, they visited the Yamaha Motor Taiwan Factory and had a cordial talk with YMT representatives. A couple of years ago Portugal became the first country ever to import Taiwan-built scooters, CT50S. The sales of these scooters are steadily increasing, and now account for about 50% of the total scooter market in Portugal. This fact gave special significance to their visit to the YMT Factory.

Lucky winner takes home Yamaha XV1100

From March through August of 1990, Esso of former West Germany conducted a big prize competition in

cooperation with Yamaha importer Mitsui Maschinen GmbH, to promote their line of motorcycle oils. The campaign, which was advertised in German motorcycle magazines, offered applicants a chance to win their dream bike from among three motorcycle models. The campaign was a great success, drawing over 107,000 applicants including many from former East Germany. And on the final drawing day in October the three lucky winners were given the keys to their new bikes, plus a travel coupon for a full 14-day trip through the U.S.A. The photo shows the winner of a Yamaha XV1100, Michael Herbst of Leipzig, outside the local Yamaha dealership. Michael says he will take his U.S. trip this coming May.



GERMANY

Bradshaw demonstrates new DT200WR



Prior to the release of the DT200WR in January, a test-ride event was held for some seventy members of the motorcycle press on Nov. 15 at Mobarra in Chiba Prefecture. Powered by a liquid-cooled single-cylinder, crankcase reed valve engine and featuring an upside-down front fork for sure handling, this trail model is also adaptable for true enduro type competition, making it one of the most versatile off-road machines ever. The morning of testrides for

the media started off with a demonstration by Yamaha's young Supercross star, Damon Bradshaw. Then, in the afternoon teams were drawn for a 90-minute enduro race. The press unanimously dubbed the DT200WR a "real enduro machine". The journalists agreed that its great engine response and nimble footwork bring out the best in a rider, and its suspension so good that the bike remains stable even on very hard jumps.

Yamaha's new F1 engine tests out successfully

On December 14 of last year, the Brabham Yamaha Formula One Team, which will participate in the 1991 F1 World Championships, conducted the first test-runs of its "BT59Y" F1 machine, outfitted with the 12-cylinder V-configuration Yamaha OX99 engine, at the south track of Britain's Silverstone circuit. Over four ensuing days 670km of tests were conducted and abundant data gathered. On the 14th, the Brabham Team's

BT59Y, based on the 1990 BT59 model chassis and outfitted with an OX99 engine, completed 20 laps of the circuit. On the 17th the same engine completed an additional 41 laps, after which a second engine was installed and tested over the planned distance of 500km on the 18th and 19th. During the tests detailed data was gathered concerning electric systems, oil pressure systems, etc. Mark Blundell and Martin Brundle, who drove the machine during the tests, both liked the power feel of the OX99 engine and its good low end torque. Early on in the tests there were some problems with accelerator action and traction coming out of low-speed corners. But work on settings gradually solved the problems and the machine developed very smooth acceleration. The team commented afterwards that they were very happy with the results of the test-runs.



U.K.

JAPAN

WORLD SHOW AND EVENT SCHEDULE

Date	Event	Place	Inquiries
Feb. 16-20	Miami International Boat Show	Miami Beach Convention Center	Miami International Boat Association 305-534-3139 USA
Mar. 2-10	The Amsterdam Boat Show	RAI Building, Amsterdam	RAI Gebouw B.V. 020-5491212 Holland
Mar. 16-24	Stockholm International Boat Show	Stockholm, Sweden	Stockholm International Fairs 46-8-7494100 Sweden

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.

"Bike of the Year" awards in Germany and Japan

JAPAN



Mr. Weihe of German importer, Mitsui Maschine GmbH (3rd from right) receives the "Golden Steering Award".

At the end of last year, a number of Yamaha motorcycles received "Bike of the Year" awards in succession. One is the FJ1200 which was selected for the 1990 "Golden Steering Prize" by the German Sunday newspaper "BILD AM SONNTAG". BILD AM SONNTAG is the Sunday issue of the Bild newspaper that boasts the largest circulation of its kind in Germany. The FJ1200 was first introduced as the FJ1100 in Europe and has undergone yearly refinements to become a highly matured model.

The paper's "Golden Steering Prize" was established in 1976 for cars, and in 1983, a special prize for motorcycles was added. Other award winners were the Yamaha R1-Z, Yamaha TZR125 and Yamaha TZR50 which were announced "1990 Japan Bike of the Year" by Motor Magazine Company, Publisher of Japan's leading motorcycle magazine. Readers of "Auto-by" and "Mister Bike" magazines voted Yamahas their favorite bikes in seven categories, with the R1-Z

receiving the top award in Class A (401-750cc), the TZR125 in Class D (51-125cc) and the TZR50 in Class E (50cc and under). This was the second year running for the TZR125 to be voted tops in its class. In addition, in a similar 8-class voting by the readers of "Young Machine", another popular Japanese motorcycle magazine, the Yamaha V-MAX 1200 and TZ125 were also selected for "Machine of the Year" awards in the "American class" and "Road Sports 125-50cc class" respectively.

In pursuit of higher levels of factory productivity

The 3rd SPRI Joint World Meeting

JAPAN



For three days beginning on October 31 last year, the "3rd SPRI Joint World Meeting" was held at the Iwata Grand Hotel. In attendance were representatives from 13 factories in 11 countries, plus technical trainees from France and Thailand presently studying in Japan. Joining the 46 foreign participants were Managing Director, Mr. Nagayasu, Director, Mr. Shiokawa and numerous other representatives of Yamaha's manufacturing and

sales departments. On the first day of the conference representatives of each of the overseas factories reported on their activities during the past year. The second day was highlighted by a presentation on the importance of TPM activities by General Manager Mr. Ohsio of YMC's Manufacturing Division and another on the role of supervisors from the Foreman Committees. These were followed, then, by discussion sessions among the overseas representatives. The

third day featured a study tour of the Hamakita Factory and mutual fact-sharing meetings among the international representatives, bringing the conference to a successful conclusion. Yamaha began its SPRI (Straight Passing Ratio Improvement) activities two years ago with the aim of promoting increased profitability in the overseas factories. With the assistance of the Manufacturing Division, this program has sought to improve the efficiency of production lines and meet production goals without waste or deficiencies, in line with Yamaha's global aim of implementing a wide variety of improvements. The annual SPRI Meeting serves as the annual review conference for these activities. And this third meeting was seen as a turning point in the instigation of truly effective TPM activities of the type that have had such a profound effect on YMC itself and will surely add a big impetus to factory improvement in Yamaha production bases the world over.

1990 Yamaha Asian Summit

On December 8, 1990, Yamaha's 3rd Asian Summit was held in Kuala Lumpur, Malaysia. This event saw Pakistan join regulars, Taiwan, Thailand, Indonesia, Singapore, the Philippines, the host country Malaysia and Japan to bring the total to eight countries. In attendance from YMC were the President, Mr. Eguchi, Directors Mr. Arai and Mr. Nomura, and representatives of the various related departments. The theme of this year's meeting was "We grow together", and the speeches of Mr. Eguchi and each of the national representatives reflected the attitude that the 21st century will be the era of Asian emergence. Particularly impressive among the presentations was the slide show prepared by the host importer, Hong Leong Yamaha, covering subjects from market conditions to business policies. At the end, YMC



also made a multi-visual presentation reviewing top Yamaha news items from 1990, shifts in demand in the world's motorcycle markets, growth in the markets of the various Asian countries and giving a detailed presentation of the Yamaha policy of ensuring greater customer satisfaction in the areas of sales, service, parts, manufacturing and products. The summit closed with a reconfirmation of the theme that "We grow together" into the next century and a consensus to meet next year in Indonesia.

Generators and Scooters for F-1 circuit

On the 2nd through 4th of November last year, the final round of the 1990 F-1 championships, the Australian GP was held in Adelaide before a record crowd and in excellent weather conditions. During the event the Brabham F-1 team, soon to be the Brabham-Yamaha F-1 team could be seen putting to good use a number of Yamaha products.

Yamaha distributor for South Australia and the Northern Territories, Pitmans Distributors Pty. Ltd. supplied the team with two Yamaha



EDL5500S Silent

Diesel generators to power the tire warmers in the back of the pit and two EF3800 generators for the tire warmers on the cars immediately before the start of the race. The sight of the Yamaha generators in use in this way created a lot of interest down on the tarmac, and their high visibility meant a big promotional effect.

Pitmans also supplied the team with two attractive Yamaha Zuma scooters for convenient transportation around the pits and circuit area.

Mitsui Germany launches 5 local dealer meetings

In November of last year German importer Mitsui Maschinen GmbH held their regional dealer meetings for the '91 season. In all, five meetings took place; in Bremen on Nov. 13, Neuss on Nov. 16, Karlsruhe on Nov. 19, Bad Orb on Nov. 20 and Augsburg on Nov. 22.

Each of the meetings was divided into morning and afternoon sessions. In the morning, presentations of the advertising strategy for 1991 and review/previews of the 1990/1991 seasons were made, during which targets were explained model by model. The highlight of the morning sessions was the presentation of the new models by means of slides and video. Of particular interest for everyone was the unveiling of the TDM850, which had not even received coverage in the motorcycle press at the time of the meetings.



GERMANY

In the afternoon the participants broke up into smaller groups to discuss a variety of subjects. There were productive workshops held in the fields of sales, technology, accessories, marketing and corporate identity.

YMT motorcycle production tops one million mark

Yamaha Motor Taiwan's total motorcycle production reached the one million mark recently in only its fourth year as a company. With the great popularity of scooters in Taiwan, the company's production grew from 160,000 the first year to 260,000 the second and 360,000 in its third, reaching a total of one million last October. Exports of YMT scooters/motorcycles have also been growing and are expected to reach 25,000 units this fiscal year.

At this opportunity, a ceremony for the line-off of YMT's one millionth motorcycle and announcement of the start of a new TPM program was held on



TAIWAN
Mr. Hsieh (left) and Mr. Nagayasu

October 22. In attendance at this occasion were YMT's Chairman, Mr. Warren Hsieh, and other company executives, YMC's Managing Director, Mr. Hitoshi Nagayasu, and representatives from 45 dealerships, and 50 sub-contractors.

From Schools to Races -Yamaha Marine Activities

This March will see the start of another YAMAHA OSAKA CUP - Melbourne/Osaka Double-handed Yacht Race. Like four years ago, Yamaha will serve as title sponsor for this grand marine event. YMC will also be represented as builder of a custom boat for Kankaku Securities Co., Ltd., the "Lucky & Luppy", specially built for this demanding race. In its aim to be more than just a manufacturer of products, Yamaha devotes itself to demand creating activities and educational activities like the following.

I Educational Activities

Since 1972, YMC has promoted its Yamaha Yacht School (Dinghy Class/Cruiser Class) for the purpose of encouraging proper sailing and the spread of good seamanship and sportsmanship. In 1979, the Junior Yacht School program aimed at children of 8 to 12 years of age was added. Later, Yamaha's Boardsailing School, Marine Jet (Water Vehicle) Riding School and Diving School programs, etc., were begun one after another. Also, because Japan has special requirements for obtaining a boating license, Yamaha also promotes a Boat License School program.

II Supporting races and participating teams

Among the international yacht races Yamaha has supported is the Yamaha Osaka Cup Melbourne/Osaka Double-handed Yacht Race. YMC served as the title sponsor in this first longitudinal cross-Pacific race back in 1987. Then in 1989, came the Auckland/Fukuoka Yamaha Cup Yacht Race, with YMC once again serving as title sponsor.

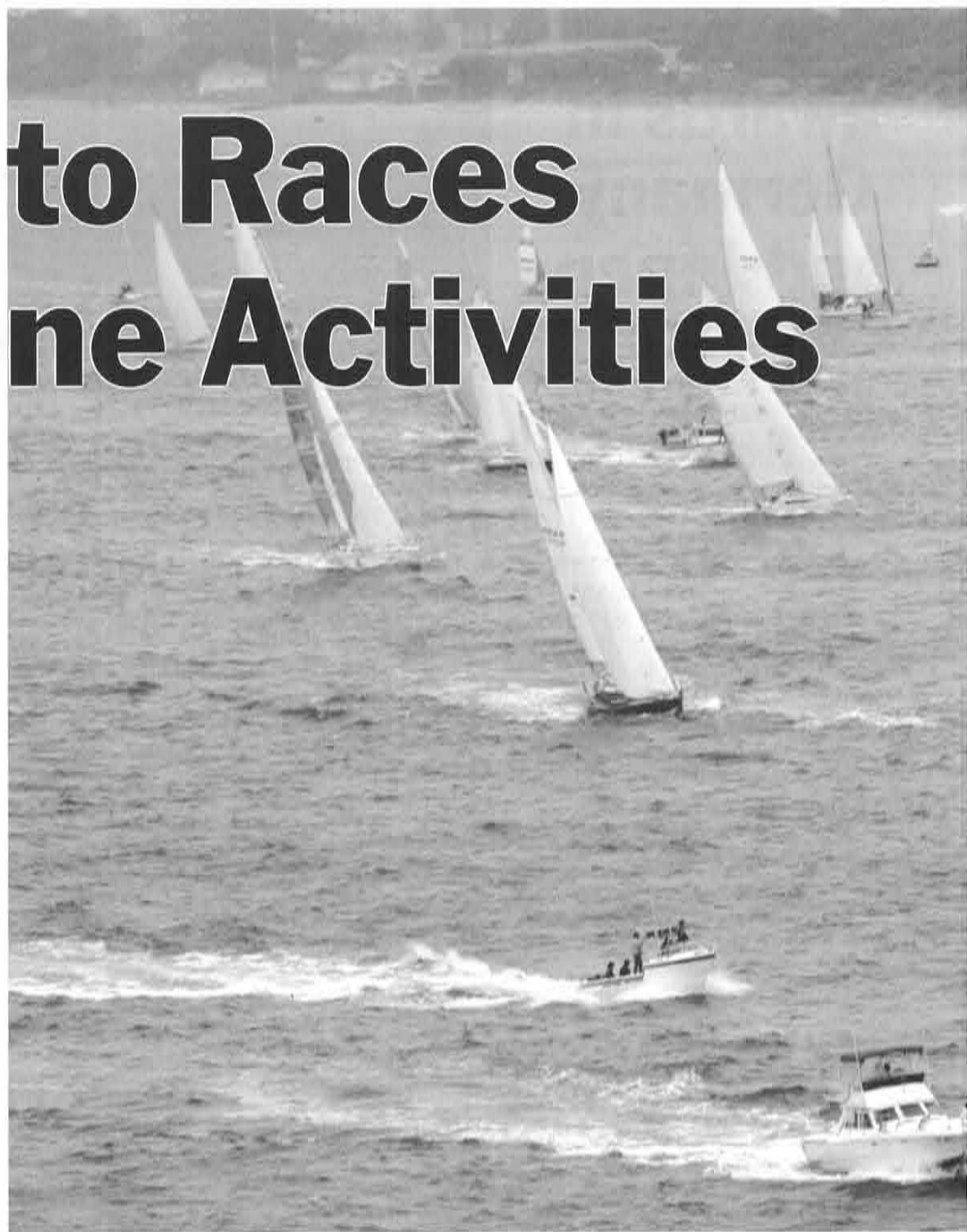
The Yamaha name will also appear in the 1991 Yamaha Osaka Cup Melbourne/Osaka Double-handed Yacht Race scheduled for this March. This will be followed by the pinnacle of match-race yachting competi-



The "Nippon" built by YMC for the NCAC will participate in the America's Cup to be held in 1992 in San Diego.

tions, the America's Cup, to be held in 1992. For this competition Yamaha will serve not only as an official sponsor of the Nippon Challenge America's Cup 1992 Committee, but also as the official builder of the NCAC's challenge boat "Nippon". Here is a list of some other prominent races Yamaha has supported and participated in:

- 1975: In the First Single-Handed Trans-Pacific Yacht Race, a race from San Francisco to Koajiro, on Japan's Miura Peninsula, the "Wing of Yamaha" was the winning boat.
- 1976: In the Third Okinawa-Tokyo Yacht Race the Yamaha one-tonner "Magician II" won overall.
- 1978: In the first Quarter-ton World Cham-



The 1987 Melbourne/Osaka Yamaha Cup Race



The Yamaha-built "Lucky & Luppy" will take part in the coming YOC race.

pionship race held in Japan, the Yamaha-designed "Magician V" was the victor.

- 1982: The Yamaha "Super Witch" won the "D" class of the Pan-Am Clipper Cup Yacht Race (later renamed the Kenwood Cup).

III Planning/Organizing/Cooperating in Events

For the benefit of Yamaha dinghy owners, the nationwide YSA (Yamaha Sailing Association) organizes the "Yamaha Yacht Week", an annual All Japan Championships for Seahoppers and other Yamaha dinghy classes. YMC also cooperates with such groups as the Nippon Ocean Racing Club, the Japan Motorboat Association, the Japan Game Fish Association, the Japan Bass Fishing Association and others in the organization of marine events and fishing tournaments.

In addition to these, Yamaha ties up with

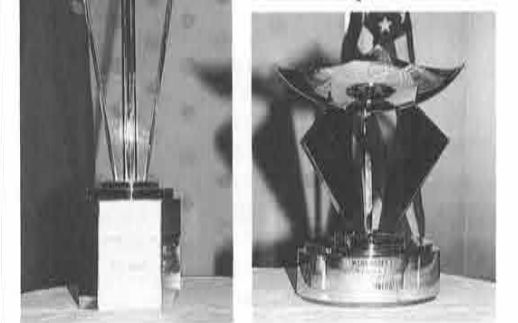
local agencies and private enterprises to sponsor a variety of events from major international competitions to small domestic races.

Last year alone, these included the Toshiba International Match Race (sailboat), the Shiseido Cup International Women's 470 class Yacht Race, the Sometime World Cup (sailboard), the Haimurubushi Yamaha Marine Carnival (marlin fishing tournament/Water Vehicle touring/diving, etc.), the Japan National Junior Yachting Meet, a solar boat race event, the Nippon Cup Yacht Race, and many more events aimed at the establishment and promotion of sound marine sports.

Attention focuses on the Second Yamaha Osaka Cup

Among Yamaha's many marine promotions, the one that is presently receiving the most attention is the Yamaha Osaka Cup Melbourne/Osaka Double-handed Yacht Race 1991, scheduled to set sail this March 23rd from Melbourne, Australia. From there, as in the 1987 running of the same race, the participants will navigate north

▲The 1991 YOC Class Winner's trophy. This trophy will be presented to the winner in each of the four classes; Racer Group classes A, B and C, and the Cruiser Group.



▲The First Finisher trophy for the 1991 YOC Yacht Race. This 70 cm tall, 7 kg trophy will go to the first boat across the line at Osaka, regardless of class.



The Auckland/Fukuoka Race



YAMAHA OSAKA CUP-Melbourne/Osaka Double-handed Yacht Race starts this March

across nearly 5,500 nautical miles or about 10,200 km of the Pacific, headed for Osaka, Japan. The crews, limited to 2 people, will sail their 10 m~16 m offshore cruising and racing yachts up the eastern coast of Australia, through the many island groups of the equatorial region, and north into Japanese waters before finishing in Osaka Bay. With its challenging variety of weather and sea conditions, this is one of the grandest ocean racing competitions in the world in terms of scale and difficulty.

Outline of the race organization

- **Planner:** City of Osaka, Japan
- **Organizer:** Nippon Ocean Racing Club with the cooperation of Sandringham Yacht Club, Inc., Australia
- **Sponsor:** Yamaha Motor Co., Ltd.
- **Cooperating Bodies:** Port of Melbourne Authority, Melbourne City Council, Osaka Port Promotion Association, Osaka Port Development and Engineering Corporation
- **Start:** Port of Melbourne, 10:30

a.m., Saturday, March 23, 1991 (local time)

- **Estimated number of days:** About 1~2 months (1987 records: 32~62 days)
- **Time limit:** Three weeks after the finish of the first boat in each class for the Racer Group, 4 weeks for the Cruiser Group

The coming race will see 28 boats from Australia, 16 from Japan, 5 from New Zealand, 3 each from the U. S., Britain, the U. S. S. R. and Denmark and one each from Canada, Germany, France and Bulgaria, competing for the Yamaha Cup. By the time limit in late May we hope to see all 65 entries from these 11 nations joined together at the goal in Osaka in the spirit of comradeship that such a sporting adventure builds. And for Yamaha, our satisfaction will come from knowing that such a grand-scale international event is sure to contribute to the growth of marine sports as it builds ever wider appreciation among a growing population of fans.

Divisions

Cruiser Group	For cruising yachts having a value - the cube root of displacement expressed in kilograms divided by LOA in meters - that is greater than or equal to 1.75	
Racer Group	For racing yachts having a value of less than 1.75 by the above formula. The racing yacht division shall be divided into three classes as follows:	
	CLASS A:	yachts having an LOA value of 16.0 meters or less, but more than 14.0 meters
	CLASS B:	yachts having an LOA value of 14.0 meters or less, but more than 12.0 meters.
	CLASS C:	yachts having an LOA value of 12.0 meters or less, but 10.0 meters or more.



Yamaha Yacht Week



Yamaha Junior Yacht School

Pacific Cruiser Rally in Japanese waters



Fishing Contest

Marine Jet (Water Vehicle Jamboree)

Baja Tour - Mexico 1990

"Spirit of Adventure" finds a place with European bikers



Yamaha has a long tradition of manufacturing and launching various kinds of products and promotional activities that offer joy and fulfillment to people all over the world. Such promotional activities, which serve to heighten the Yamaha image, are undertaken not only by Yamaha Motor but also by its worldwide distributors and dealers. As we have reported earlier, YESS, an integrated organization of Yamaha Motor, Japanese dealers and users, recently conducted tours to Australia. Introduced in this issue is a similar promotional event, the "Spirit of Adventure" campaign organized by Yamaha Motor Europe NV in association with the major European importers.

Choosing a location as exotic and challenging as last year's

Following the outstanding success of the first "Spirit of Adventure" tour, which traced the Pharaohs Rally through Egypt in October 1989, YMENV set out to find an equally exotic and challenging location for 1990 at an attractive cost. And for added interest, the tour should include in its itinerary a major off-road competition. After much scouring of atlases and checking out international off-road race schedules for the 1990 season, Baja California was chosen as a likely venue. Yamaha staff flew to Mexico to survey proposed routes and inspect accommodations, while back in Europe negotiations were under way with the various sponsors and the American off-road motorcycle tour specialist company "Desert Only". By early 1990 the decision was made.

The second Yamaha "Spirit of Adventure" was to be a 12-day, 3,000 km tour of Baja California.

Selecting participants from thousands of applicants

Once Baja California had been chosen as the 1990 venue for the second "Spirit of Adventure", the Yamaha importers in France, Italy, Germany, Switzerland, Spain, Great Britain and Austria launched their in-

dividual domestic competitions and promotions to fill a total of 55 spots for riders from the participating countries. For example, in Italy applicants underwent a theoretical test of compass direction measurement, an English language test and an oral examination by a psychologist, in addition to an actual skill test. All of them tackled these tests with determination. Open to all owners of '89 and '90 models of Super Ténérés, the competitions attracted thousands of entries throughout Europe. By August '90, the participants had been chosen; 8 riders from France, 8 from Italy, 3 from Germany, 4 from Switzerland, 3 from Spain, 4 from Great Britain and 3 from Austria. The 33 lucky winners, as well as a group of 22 journalists, guide riders and riding staff were ready to participate in the ultimate non-competitive motorcycle event of the year: the second Yamaha "Spirit of Adventure" Tour, Baja California 1990. Among the winners was one woman, 30-year old Yolanda Rousel from France, who was awarded a "Spirit of Adventure Helmet". And in fact, she proved to be the bravest participant. Each of the chosen participants was supplied with a specially prepared XTZ750 Super Ténéré and full logistical and medical support for the tour that started in Mexicali, Mexico,

descended the Baja Peninsula to La Paz and then returned north to join the Baja 1000 race and witness true rally action in progress from a number of spectacular viewpoints.

Starting an exotic, challenging tour

On Tuesday, October 30th, all the riders and organization staff arrived at the Palm Springs hotel in Southern California. Their dream was about to become reality. After a day acclimatizing to local conditions and getting over any jet-lag, the riders were divided into groups and introduced on Wednesday to their professional riding guide.

After an intensive briefing on Mexican highway laws, road signs, local customs and surface conditions throughout the Tour, the group prepared themselves for the trip ahead. Each rider was allocated a new, specially prepared XTZ750 Yamaha Super Ténéré, and had responsibility for all routine daily maintenance.

Backed up by 5 guide riders, 3 paramedics with an airplane and ambulance, a helicopter equipped with a doctor, 5 "Desert Only" support crew and a still photographer to record the event, the Super Ténéré mounted Baja Tour '90 riders had the very best support available.



To select the participants, domestic competitions were held in 7 European countries. Shown in this picture is the competition in Germany.



A total of 55 riders, including 33 customers selected from 7 different countries, participated in this exciting tour.



All the chosen participants were supplied with specially prepared XTZ750 Super Ténérés.

Over 1,700 km long and never exceeding 350 km wide, the Baja Peninsula is like nowhere else on earth. Surrounded by the Pacific Ocean to the west and the Sea of Cortes to the east, this uncommercialized part of the American continent has some of the finest white sand beaches to be found anywhere in the world.

But venture inland and one can see the breathtaking beauty of this rugged land of contrasts which has remained virtually unchanged since the first Spanish explorers arrived in the early 16th century. If true frontier territory still exists, this is it! Rugged Sierras, mirage-filled dry lakes, sun-baked deserts with gigantic cacti - Baja California has them all. And, hosting what is one of the world's most famous off-road events—the Baja 1000—this place in November can only be described as an off-road rider's paradise!

The second "Spirit of Adventure" promotion campaign proved to be just as successful as the first. It received favorable responses from European motorcycle journalists, and magazines such as Motorrad of Germany, Moto Journal of France and La Moto of Italy devoted pages to articles introducing the event. And the participants expressed it well by saying "the Yamaha Spirit of Adventure campaign has found a place in the hearts of motorcyclists throughout Europe!"

13th Pioneer Paris-Tripoli-Dakar Rally

Paris-Dakar laurels to Peterhansel

After 3 days of vehicle inspections at Rouen, the 1991 Paris-Dakar Rally shifted to the Chateau de Vincennes outside of Paris for the 7:30 a.m. start on December 29. On January 2nd of the new year, the racers were on the African continent, setting out from Tripoli to Ghadames, and then tackling the first SS (Selective Sector) from Ghadames to Idri. At this point Yamaha stars De Petri and Peterhansel were running first and second.

On the fourth day of racing T. Magnaldi (YZE750T) had moved into the lead in overall points. But on the 6th day, he saw E. Orioli (Cagiva Elephant 750) move

ahead, and on the 7th another Cagiva Elephant rider J. Arcarons, also passed him, to move into second place.

On the SS between Gossolom and Agadez on day eight, Peterhansel showed his prowess once again, winning the sector and passing Arcarons to lead in points. By day 10, Peterhansel had solidified his lead and two other Super Ténéré riders, Magnaldi and C. Mas, had moved into 2nd and 3rd overall. On the 12th day, still another Super Ténéré rider, G. Lalay, had moved into 4th.

By the 14th day Peterhansel, Lalay and Magnaldi held the first three places for Yamaha, as M. Morales



(Stalaven 900) moved up to claim 4th, just 42 minutes and 45 sec. behind the leader Peterhansel.

Day 15 saw Magnaldi move ahead of Lalay into second. But on day 16, Lalay won the Kiffa-Tambacounda SS to reclaim second. On the final day of competition these places held, giving Yamaha an unprecedented 1, 2, 3 victory.

"The Rally was as tough as ever, but the Yamaha YZE750T proved to be equal to the challenge", said Peterhansel. "I took things fairly easy at the start of the event, trying to pace myself to avoid making any mistakes, and it paid off", he added.

Supporting and participating in race activities



The anniversary of the "Marche-Verte" has become an occasion for big motorcycle events in Morocco. And this past year when a 220km Enduro race was held at lake "BIN EL OUIDANE" in the Atlas Mountains, Morocco's Yamaha importer, MIFA, was on hand with

a team of mechanics to help out the Yamaha riders among the 50 participants with professional service for their machines. Among the top finishers of the event was one of MIFA's own staff, placing 3rd on a Yamaha IT490.

RESULTS

- | | | | |
|------------------------|----------------|---|--------------------|
| 1. Stephan Peterhansel | 73 hrs 55' 55" | Yamaha YZE750T (Sonauto Yamaha Mobil 1) | Super Ténéré ('91) |
| 2. Gilles Lalay | - 16' 55" | Yamaha YZE750T (Chesterfield Team Yamaha) | Super Ténéré ('91) |
| 3. Thierry Magnaldi | - 25' 52" | Yamaha YZE750T (Sonauto Yamaha Mobil 1) | Super Ténéré ('90) |
| 4. Marc Morales | - 56' 46" | | Stalaven 900 |
| 5. J. Arcarons | - 1 hr 07' 05" | Cagiva Elephant 750 | |
| 6. Carlos Mas | - 1 hr 23' 51" | Yamaha YZE750T (Chesterfield Team Yamaha) | Super Ténéré ('91) |
| 7. Luigino Medardo | - 1 hr 38' 42" | | Gilera 600RC |
| 8. Edi Orioli | - 5 hr 06' 14" | Cagiva Elephant 750 | |
| 9. Rob Mandelli | - 7 hr 05' 33" | | Gilera 600RC |
| 10. Antonio Boluda | - 8 hr 20' 10" | | Honda RD 750 |

Lalay



Magnaldi



Decisive victory in the sands of Egypt —1990 Rally De Pharaohs

For 11 days beginning on October 7 of last year the deserts of Egypt were the scene of the 10th Pharaohs Rally with Yamaha rider A. De Petri (Yamaha OWC5) emerging victorious. The Pharaoh's Rally is a demanding 5,300km competition on the order of the Paris-Dakar that begins in the shadow of the Pyramids of Giza in Cairo and returns there to finish. Traversing sand dunes that stretch for 15~20km and seemingly endless stretches of rough gravel roads, the toughness of the Pharaoh's is proven by the fact that only 43 of

the 89 bikes that started were able to finished.

De Petri ran in the lead for much of the 11 days, eventually building



a 20 minute lead over 2nd-place J. Arcarons (Cagiva Elephant). Four other Yamaha riders, C. Mas, G. Lalay, T. Magnaldi and G. Picard finished 5th, 6th, 8th and 10th respectively, for an impressive Yamaha showing.

RESULTS

1. A. De Petri . . . Yamaha OWC5
2. C. Arcarons . . . Cagiva Elephant
3. E. Orioli Cagiva Elephant
4. C. Nevue Cagiva Elephant
5. C. Mass Yamaha
6. G. Lalay Yamaha



Winning race after race on a DT125

Sri Lanka's Yamaha importer Associated Motorways Ltd. sent us a report we would like to share with you about a young man named Young Ruwan Sanjeeva who is turning in excellent performances in local motocross races on his Yamaha DT125. Young Ruwan has made a name for himself by winning race after race on the Sri Lankan motocross scene on his spirited DT125. He also takes his Yamaha to hill climb races. These races, usually over a one-kilometer or so uphill course on windy roads through hilly areas, test man and machine to the limit. The greatest of riding skill is necessary to negotiate these narrow and often



slippery roads. Ruwan accredits much of his success in races like these to his dependable DT125.

A letter from a fellow biker

My Venture Royale never failed me

Mr. Walt Healy of Canada recently sent us a letter and this photo taken of him in Los Angeles with his Venture Royale. We would like to share excerpts of his letter here.

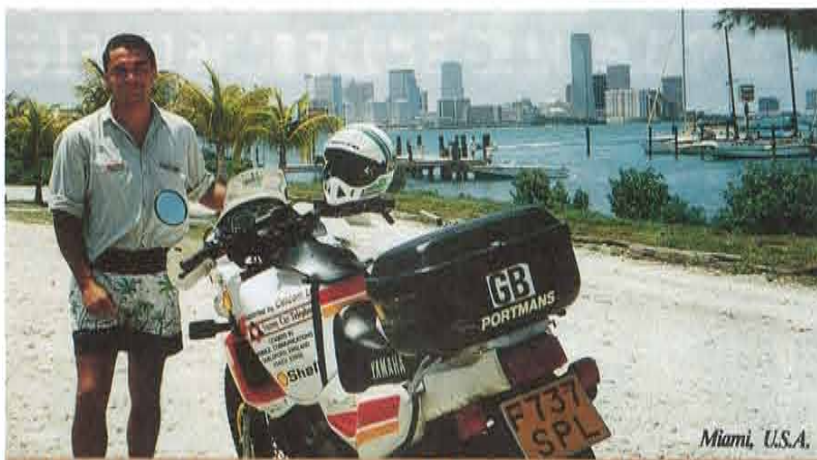
"My 1986 Venture Royale with Hannigan Astro Sleeper Sidecar has 280,000 kilometers on it. It has toured Canada from coast to coast, North America from the Arctic Ocean to the Gulf of Mexico, and all but five states of the U.S. It also toured all around Australia and up the middle, totalling 37,000km on that continent.

This motorcycle has never had any motor work. All the parts are still original. The only replacements were; brake pads, tires, 1 head light bulb, 1 tail light bulb, 1 speedometer cable.

The original rear end, when it was new, was exchanged for a V-Max rear drive unit to lower the



gearing for pulling a heavy sidecar. In my 64 years of driving motorcycles, I have never found a piece of equipment that would last or give the service that this Yamaha motorcycle has given me. I drive it every day, and in temperatures of 50 degrees C in Australia to minus 40 degrees C in Canada, it has never failed to go."



British biker tackles world tour

Keeping up with my Super Ténéré

Recently we received an interesting story and photos for Yamaha Motor News from Mr. Graham Daracott, an Englishman who is now about halfway through a round-the-world adventure on his Super Ténéré. Here are some excerpts of what he writes.

"There I was all alone, lying in the brutal heat in the middle of the Australian outback with a fractured arm and no water left after my Ténéré and I struck a log buried in the sand. When I left England more than a year and 50,000 kilometers ago, I never expected my round-the-world trip to be easy, but I also never dreamed that it would end this way, with me slipping into unconsciousness in the forbidden outback.

Miraculously, I was found that night by two Aborigine men and taken to a nearby homestead. I recovered and continued my journey. After working so hard to get sponsorship from a car telephone maker and assistance from my local Yamaha dealer, Portman Motorcycles of Guilford, and receiving additional sponsorship for a children's charity, I couldn't quit now.

When I started out across Europe I had to get used to riding with 120 kg of gear on the back rack. But my Ténéré cruised vibration-free at 110 km/h on the highways and handled the twisty roads of the Alps superbly. But I had chosen the Super Ténéré for its ability to perform on all types of surfaces,

and it was when I reached North Africa (after a ride on a Russian cargo ship and a little too much vodka) that I really appreciated my bike. Even with standard tires and all my luggage, it handled the sands of Lybia and Sudan surprisingly well. In fact my Ténéré proved tougher than me - I got dysentery and had to be cared for by a kind Bedouin family.

In Asia, some of my most interesting touring was in the jungles of Thailand and Malaysia. Often the roads were more pothole than road. But my Super Ténéré could handle even the roughest path, taking me deep into the remotest regions, where once again villagers cared for me during an attack of illness.

From Singapore I went by boat to Australia. This country is an offroad biker's dream. It was here that Yamaha also offered to completely service my bike. It was amazing how little needed to be replaced after more than 38,000 km and some very tough use. It showed me for certain that Yamaha builds these machines to last. After Australia I worked my way to the U.S.A. on a cargo ship (one of the toughest parts of my journey so far). After riding through the U.S. and Canada, I am in California again preparing for the South American leg of my journey. The new year should find me on a boat from Brazil to Kenya where I will depart for the final leg through North Africa and back to Europe. I have complete faith in my Super Ténéré; it's only myself I worry about. But no matter what may happen I know that my Super Ténéré and I have truly discovered the "Spirit of Adventure".

Sailors compete on Yamahas in Nippon Cup Yacht Race

'90 World Match Racing Series

The 4th "Nippon Cup", a race which draws top class sailors from around the world, was held on November 15 to 18, at the Hayama Marina in Kanagawa Prefecture. Participating in this event, which was the 9th and last round of the '90 World Match Racing Series, were last year's winner, Chris Dickson (New Zealand), winner of the first Nippon Cup, Peter Gilmore (Australia), winner of the 2nd Nippon Cup, Eddie Warden-Owen (Britain), 2nd ranked match racer in the world championships, Russell Coutts (New Zealand), 6th-ranked Peter Isler (U.S.A.) and Lawrence Mead (Hong Kong), competing in his second Nippon Cup. Representing Japan was the Nippon Challenge America's Cup team led by Makoto Namba, victors of the domestic preliminaries, and seven other teams including the host Hayama Yacht Club team led by Toshio Toya.

The organizer of the 1990 event chose Yamaha's 34-foot sailing cruiser as the competition boat, a larger class than that used in last year's event and crewed by teams of six. The two teams that survived the closely contested preliminaries and semi-finals to compete in the 3-race final were those of Chris Dickson and Peter Gilmore. In the first race Gilmore's team scored a dramatic come-from-behind victory, only to lose by big margins in the 2nd and 3rd to the New Zealand team. This gave Dickson his second straight Nippon Cup victory.



Let's hit the road
AUSTRALIA

Touring the Southwest Coast



Travel offers us a chance to break away from our daily routines and find refreshment for the body and soul alike. Modern day travel has made the world a smaller, more accessible place. In this series we will introduce some of the beautiful landscapes, touring courses, waterfronts, and more, that this grand world of ours still has to offer. In this issue let us take you to Australia.

The Australian continent is a motorcycle rider's dream. It's a place where you can experience the grandeur and the variety of unspoiled nature.

But it is so grand in scale that to try to see it all is a mighty big order. For those who are looking for a manageable portion of the great Australian outdoors, let us suggest a 1,000 km one-way course in the popular Southwest.

This course takes you from Sydney to Newcastle → Taree → Port MacQuarie → Kempsey → Coffs Harbour → Grafton → Ballina → Southport and finally to Brisbane, following Route 1 all the way.

Looking at a map of Australia, Route 1 appears as the Pacific Highway following the coastline from Sydney, up into Queensland. But in fact, the highway runs 10-30 km inland from the coast, offering the traveler spectacu-

lar vistas of the beautiful Australian countryside. At times the route becomes a winding road through forests where one can really appreciate the unique joys of touring on a motorcycle. Cars along this route usually cruise at speeds around 100 km/h, and it is best just to cruise along with this flow. And even for those who

prefer high-speed cruising, it is suggested you plan at least one overnight stop on your way to Brisbane to let yourself savor the feeling of being "on the road". In Australia you will also find that rural stretches of road may be in poor repair and frequently crossed by a stray cow or kangaroo. So, it pays to keep your average speed reasonable. You will also find that having a bike with plenty of power, like a 1,000 cc, gives you an extra margin of speed you may need when passing those extra-long trailer trucks.

You might enjoy taking the same route back to Sydney from Brisbane after you finish, but for a different route it is recommended you try going from Brisbane to Warwick → Tenterfield → Glen Innes → Armidale → Tamworth → Muswellbrook → Newcastle to Sydney. The hilly sections of this route will offer you a riding experience and vistas that you won't find on Route 1. This is known as the Route 15 course.

Like in Britain and Japan, Australians drive on the lefthand side of the road. And road signs are clear and easy to follow.

You will also find beautiful beaches along this route, like Manly Beach north of Sydney, famous as a boardsailing capital, and others including New Castle, Port Mac-Querie and Coffs Harbour.

Sydney Harbour Bridge



Rose Bay, Sydney