

YAMAHA MOTOR NEWS 1992 No.1



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Yamaha—Living up to the Expectations of Society and Customers

PRESIDENT EGUCHI'S NEW YEAR ADDRESS



President Hideto Eguchi delivered a speech to YMC employees at the ceremony marking the commencement of operations for the new year. Here are some of the points Mr. Eguchi made.

The year 1991 was indeed a year which saw great changes on the world political and economic scenes, as symbolized by the Gulf War and the

dissolution of the Soviet Union.

Under these circumstances, we have addressed ourselves throughout the year to realizing our long-term goals, with our clearly expressed corporate philosophy for the Yamaha Motor Group.

Seeking Harmony with Nature

As for environmental problems, which are the cause of a great deal of international concern, we are fully aware of the social responsibilities that we as a corporation must fulfill. We have put our efforts into tackling this issue by establishing our Environmental Affairs Division.

Along these lines, the development and promotion of new technologies that are not destructive to the environment, and which give due consideration to harmony with nature, is what can be expected of us in the years to come.

Toward Greater Satisfaction for Our Customers and Society

This year, too, we are determined to make concerted

efforts to promote "Customer-First Management" which is part of our management philosophy.

The value of a company can be determined by how many satisfied customers it has. If there is a customer who is not satisfied with a product or service due to, for example, a defect or improper service at a shop, the customer may talk about it with his friends, and we could lose more than ten times the number of potential customers. Offering satisfaction, as well as real excitement — that's what the Yamaha Motor Group is all about.

But we know that keeping our customers satisfied is not all that we stand for. We must also consider what society expects of us. Only when we achieve a balance between customer satisfaction and the satisfaction of society, can we make Yamaha Motor Group a company that plays a worthwhile role in society in the true sense of the word. Each member of our group should be fully aware of this when doing their work.

Boldly Challenging Various Fields

We are confident that this year, too, our challenging spirit will thrive in a variety of fields.

On land, we actively participate in a variety of motor sports from motorcycle racing to Formula One. And our participation got off to a brilliant start at the very beginning of the new year when Yamaha was again victorious in the "Paris - Le Cap" Rally, and when our motorcycle with special low-pollution, low-noise specifications successfully traversed the Antarctic Continent. On the sea, we are challenging the America's Cup Yacht Race and preparing for the "Whitbread Round the World Race 1993-94." The opportunities around us are boundless, and we can look forward to greater results.

By "offering joy and fulfillment to people all over the world," and by making ours a "company that always offers something new and exciting," let's all work together this year to overcome any difficulties with a spirit of challenge.

Yamaha Enters Supersports Car Field

Yamaha Motor Company is currently developing a supersports car, under the code name, "YAMAHA OX99-11". Announcement of this project was made simultaneously in Tokyo and London on December 19, last year.

The car will stand as the flagship of Yamaha's total technology, and around 50 units will be produced. The car will be hand-built at Ypsilon Technology, Yamaha Motor's British subsidiary in Milton Keynes, with the V-12 engines supplied by Yamaha Motor Company in Japan.

The unveiling of this definitive car is set for this coming April in Britain. Sales, mainly for European markets, will begin in 1993 following U.K. approval regarding EEC homologation requirements.

Yamaha has been designing car engines since 1966, when it began the joint development of the Toyota 2000GT with Toyota Motor Corp. Since then, Yamaha has supplied a line of engines for Toyota cars, and since 1988 to America's Ford Motor Company, as well. The sports car that will soon be unveiled represents the culmination of this tradition of technological expertise. The development and production of the OX99-11 are being carried out at Ypsilon Technology, the company presently acting as supply and maintenance base for Yamaha F-1 racing engines. The power unit will be the F-1 race-tested and proven Yamaha OX99, a 3498cc, 60-valve V-12 format engine fully equipped and featuring improved emissions control, fuel economy, noise control and durability.



At the announcement in Tokyo.



TOTAL PARIS-SIRTE-LE CAP 1992 RALLY

Peterhansel wins on Yamaha YZE750T to follow up 1991 Paris-Dakar win



Peterhansel

In the first running of the "Total Paris - Sirte - Le Cap" rally, Stéphane Peterhansel won the Motorcycle Division on a '92 model Yamaha YZE750T Super Ténéré, while his Yamaha Motor France Mobil 1 teammates, Thierry Magnaldi and Gilles Picard, finished 5th and 6th respectively on '91 YZE750T machines. This was Peterhansel's second consecutive victory, following his win at the 13th Pioneer Paris-Tripoli Dakar rally in 1991.

In a big change from the longstanding Paris-Dakar course, this year's rally became the first ever to make a full crossing of the African Continent. Starting in Rouen,

France on December 22, the race followed a 12,427km course through deserts and jungles for 26 days of hot competition before finishing on January 16, at Cape Town, South Africa.

Of the 99 machines that started in the motorcycle division, only about 40 were able to finish.

During the rally, Gilles Lalay of Team Yamaha Chesterfield Scout died in an accident on January 7. We want to express our deep regret at this loss and our condolences to his family. Because of this tragedy, Team Yamaha Chesterfield Scout withdrew from the remainder of the race.

In the production-based "Marathon" class, Italian Massimo Montebelli made it a double victory for Yamaha on his Yamaha XTZ660, taking 13th place overall.

(See more details on page 5)



The late Lalay loved the African rallies.

Kazama rides Yamaha 200cc Bike in successful South Pole expedition

Adventure rider Mr. Shinji Kazama (41) returned to Japan's Narita Airport on Jan. 23 from the South Pole. He had just successfully reached the Pole riding a specially developed 200cc motorcycle, the Yamaha OU70 "Whisper Dancer". The "Whisper Dancer" was built by Yamaha Motor for this first-ever attempt to reach the Pole by motorcycle. Covering 2,000 km in 34 days, Mr. Kazama and the machine overcame a host of obstacles to reach the Pole. Back in 1987, Mr. Kazama reached the North Pole on another Yamaha motorcycle. This means that Mr. Kazama and his Yamaha machines have now successfully run to the two ends of the earth at 3:30 in



the morning on January 3, 1992.

Mr. Kazama planned this historic first motorcycle expedition to the South Pole to call the attention of a large audience to global environment issues and the importance of harmony between progressive motorization and preservation of our natural surroundings. For this purpose, Yamaha built him the unique new design, low-noise and low-pollution motorcycle "Whisper Dancer".

At the Antarctic base camp, Patriot Hills, Mr. Kazama and his machine became the subject of a TV report when a BBC crew from Britain took interest in his expedition.



On Feb. 2, Mr. Kazama visited with YMC's President Eguchi to report on his adventure.

PROMOTION IN MOTION

Boomerang Tour in Austr



3rd YAMAHA SPIRIT OF ADVENTURE CAMPAIGN



At their final destination, the famous geological wonder, Ayers Rock. A total of 60 users took part in this 4,000 km tour in Australia.

From October 28 to November 9 of last year, Yamaha Motor Europe NV, Holland, in association with Yamaha importers of France, Italy, Spain, Germany, Austria, Switzerland, Sweden and Britain, organized the "Boomerang Tour '91" as the third of its Spirit of Adventure campaigns. As we have mentioned in our coverage of the first two holdings, this campaign offers European motorcycle users the chance to realize their dream to ride in wild, natural environments. And the locations chosen for these adventure runs also include sections of some of the world's premier rally courses to add a taste of these grand survival races.

60 Ténéré users selected out of thousands of entrants

Open to all XTZ660 Ténéré and XTZ750 Super Ténéré owners in the participating countries, this year's "Spirit of Adventure" competition attracted thousands of entries from all over Europe. A total of 60 lucky winners were finally selected for the 4,000 km tour in Australia's desolate outback. Actually, the adventure began on October 24 and riders from participating countries arrived in Sydney on the 26th and 27th. After the long flight to Sydney and a good night's rest, the prizewinners travelled to Yamaha Australia to collect their brand new Yamaha XTZ750 Super Ténérés which, with the exception of their Metzeler Sahara tyres, were standard in every respect. Straight from the crate, these machines were to be subjected to some of the toughest conditions to be found in Australia -- and survive intact!



The aim of the "Spirit of Adventure" campaign is to offer European motorcycle users the chance to ride in wild, natural environments.

Reliable organization and back up

Responsible for each group was an experienced guide rider, whose job was to navigate his team - grouped by nationality - through the outback while maintaining a reasonable riding pace. These guides included Hakan Carlqvist, Gilles Picard and Angelo Signorelli, so the organizers were confident that the off-road speeds would be quick enough for even the most talented participant!

Route planning, course marking and medical and technical back-up were handled by Automotion Australia staff, whose unrivalled experience in organizing the annual Australian Safari (formerly Wynn's Safari) proved to be invaluable, while USA-based tour organizers Desert Only handled pre-event planning, coordination and accommodations.

With four 4WD vehicles, a pick-up truck with crane, two light aircraft and a Bell Jet



Ranger, as well as two heavy trucks to transport riders' luggage and camping gear between overnight stops, the back-up was the very best available.

The tour packs variety in scenery and riding conditions

First to get on the road after leaving Yamaha Australia's headquarters were the British Group led by Yamaha's Grand Prix Motocross Team Manager, Gary Benn. 400 km of outback lay ahead, with Ayers Rock as the final destination.

The dreaming was over, and the adventure was about to start! Snaking across the continent in a northwesterly direction from Sydney, the route was designed to offer as wide a variety of scenery and riding conditions as possible.

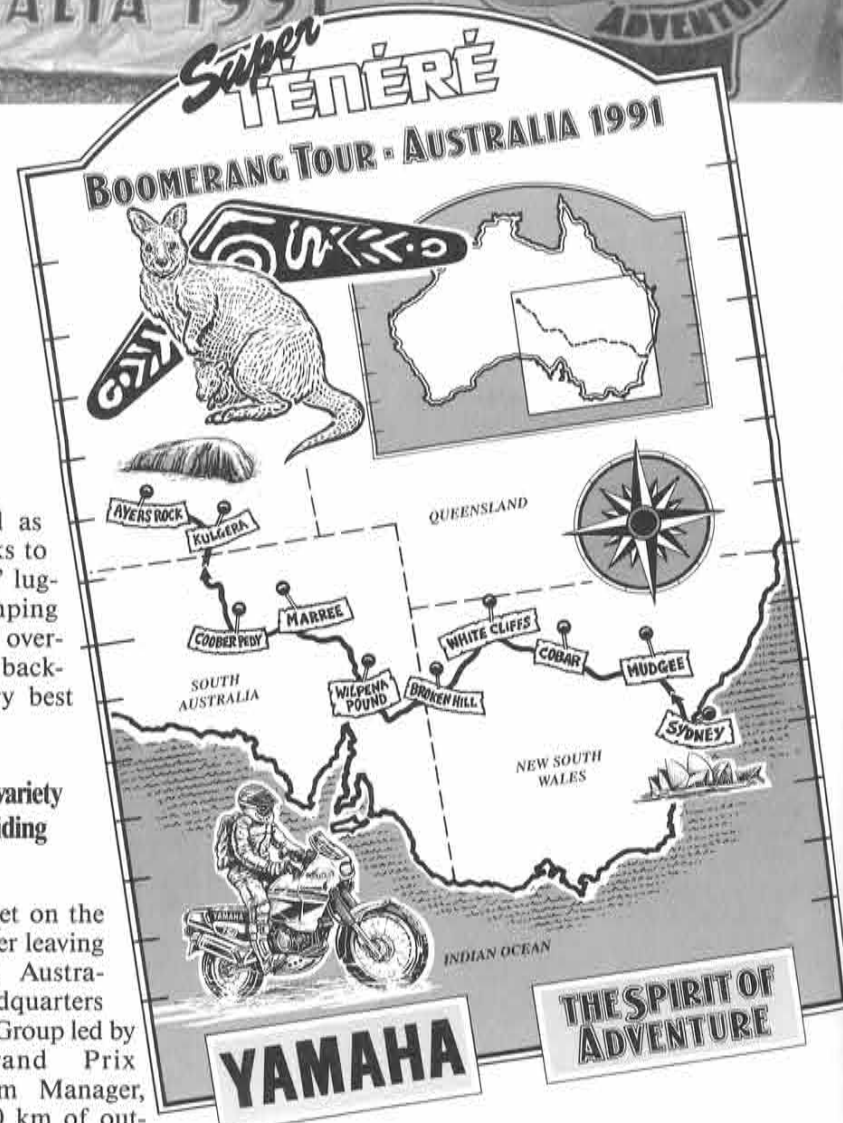
Early stages of Boomerang Tour '91 included a high proportion of highway compared to off-road, to give riders a chance to get used to riding on the left side and to acclimatise them to the southern hemisphere's early summer temperatures.

Once on the dirt, it soon became second nature to ride in pairs and allow 100-200

meters distance between riders to give time for the ever-present dust to settle. With many parts of the country suffering the most severe drought in a decade, this dust was to prove to be the rider's worst enemy -- but that would all change at the half-way stage.

Within hours of leaving Sydney the unique character of this magnificent continent had left its indelible mark on the memories of the whole group.

Nowhere else on earth will you see animals like the kangaroo or emu -- and there are few places where you can experience the vast uninhabited wilderness that is "the outback".



alia



Super Ténéré was to demonstrate its all-around ability in the worst possible conditions you could expect to find.

The advice from the lead riders before the group hit the treacherous 80 km section was simple: keep moving no matter what happens! Those riders who followed this advice got through unscratched. Those who were unfortunate enough to slide off at low speeds had a tougher time with the strength-sapping clay sticking to everything it touched.

Day 11 was an experience that few riders will forget. It proved beyond doubt the durability and versatility of the Yamaha Super Ténéré, and was the toughest test of skill for all participants.

Riding deep into the heart of Australia to Ayers Rock

After an unscheduled stop overnight in Port Augusta, the group were to discover that in order to make up for lost time due to the adverse weather, the following day's trip would be a 1,000 km highway run to Kulgera, with a lunch stop at Coober Pedy, Australia's opal mining centre where temperatures of 55 degrees have been recorded. 80 km through deep mud one day followed by 1,000 km of highway the next -- the "Spirit of Adventure" was beginning to live up to its name.

Waking up on the morning of day 13, the riders were about to experience the climax of Boomerang Tour '91. This was the day when the group would ride deep into the

heart of Australia along tracks used by Australian Safari competitors. A day when their riding skills as well as the durability of the 60 Super Ténérés would face the ultimate test. Ahead lay a trip of over 300 km that would lead to the center of the continent. A day that would remain with each and every rider forever.

Leaving Kulgera, the group soon crossed into the Northern Territory. By now temperatures were reaching the high 30's, and the tracks were getting more and more difficult. Until this point the Super Ténérés had suffered no mechanical problems -- just a few punctures and a couple of dented bash plates. The day ahead would be the final hurdle.

Deep sand, choking dust and razor sharp rocks greeted the riders as they moved further into the outback. The going was getting tougher, the temperature was rising and there was a long way to go. Watch out for kangaroos, full gas through the deep sand. And every single man and machine survived. Behind lay over 300 km of some of the harshest landscape on earth. And ahead of them was their final destination -- Ayers Rock.

They had made it!

Now it was time to party!

After relaxing by the pool at the Red Centre Hotel in Yulara, the Boomerang Tour '91 crew gathered in the restaurant for the "awards" ceremony. Throughout the trip Automotion Australia had run an unoffi-

cial league table with points awarded for the most remarkable happenings from each riding day. Undisputed winners were the popular Spanish team who won everything from the fastest beer drinking award through the prize for spending the most money on souvenirs. Spaniard Paulino Nore was also awarded a giant koala bear as his prize for "Mister Boomerang '91!"

Day 14 was a free day for exploring Ayers Rock - but only after each rider had recreated his Super Ténéré in readiness for its truck ride back to Sydney. Then it was off to the Rock!

For those feeling energetic after 10 days in the saddle, the 30 minute climb to the top of this sandstone outcrop was an unforgettable experience, and a fitting end to an incredible journey.

Soon it was time to fly back to Sydney for one last night out, and then home to the real world, with memories of the '91 Yamaha - Spirit of Adventure Boomerang Tour to last forever!

During the tour a camera crew was present to film the event. This film is used for promotional purposes by the European importers and was broadcasted on European satellite television in the beginning of this year.

Riders' off-road skill improves day by day

With a typical day consisting of 400 km riding -- around 60% on the dirt -- the off-road riding skills of the participants improved dramatically, and after a few days in the saddle many riders found themselves power-sliding their Super Ténérés with ease. This opportunity to build off-road confidence was to come in very useful when conditions got tougher.

A hint that things were going to change came at Wilpena Pound, where Boomerang Tour '91 set up camp for the night. The first rain shower for 18 months was something of a novelty to those riders who had been telling everybody that "it never rains in the outback". How wrong they were!

After packing away the tents the group left early to cross the Flinders Ranges. Beautiful scenery, fantastic trails and abundant wildlife -- and occasional showers to keep the dust down. Arriving at the overnight campsite at Marree, no one could have guessed what was to happen next.

A bit of the unexpected, too

The storm began at 3 a.m., with the rain getting heavier as dawn broke. No rain for years and when Boomerang Tour '91 arrives the heavens open up. Good news for the farmers maybe -- but not so good for the riders. Knowing the terrain better than just about anybody, Automotion Australia bosses Tom Snooks and Bob Carpenter decided to cut out the following day's 373 km off-road ride to Coober Pedy and use a detour via 80 km of dirt and 400 km of roads to Port Augusta. It was this first 80 km detour on Day 11 that was to prove the most challenging single section of the trip.

Overnight the roads that had seen riders cruising at 150 km/h with ease had become treacherous bogs with thick, sticky mud up to 25 cm deep. This was the day when the group's previous off-road experience was to come in very useful, and a day when the



The participants picked up their new Yamaha XTZ750 Super Ténérés at Yamaha Motor Australia to start the adventure.



The tour with its wild and demanding course offered unequalled excitement and challenge.

YAMAHA ON THE MOVE

Grand-scale scooter campaigns kick off across Latin America



AXIS 90
MUEVETE AL ESTILO YAMAHA

Yamaha Motor launched a full-scale promotional campaign last May introducing the AXIS-90 scooter for the Central and South American markets. Now, the importer in each country is actively developing their own AXIS-90 campaigns. After the dire effects of the two oil shocks in the '70s and the coming of an age of democratization, the countries of Central and South America are now on the road to economic and political stability. This atmosphere has led to lowering of trade barriers among the members of the region's common markets; the NAFTA made up of the U.S.A., Canada and Mexico, ANCOM which includes Colombia, Venezuela, Ecuador, Bolivia and Chile and MERCOSUR including Brazil, Argentina, Uruguay and Paraguay. Tariffs have been reduced in the region and the future promises further opening of its respective markets. It was in light of these trends that the decision was made to launch the AXIS-90 on the Central and South American market.

Importer Conference at Yamaha Motor

In May of last year an importer conference was held at YMC's headquarters to introduce the AXIS-90 for these markets. The conference focussed on ways of approaching the changes taking place in the world motorcycle market with specific attention to the opening of Central and South American markets and how to take

advantage of this new trend. The agenda began with an explanation of YMC's business policies for this market. One prominent aspect discussed was the importance of initiating and developing the scooter market, and thereby the significance of the release of the AXIS-90. Also, the Service and Parts Divisions gave presentations about their systems. And tools such as an AXIS-90 commercial film, a VTR, T-shirts, stickers and dealer manuals concerning the release of the scooter were introduced. Following the conference, a testride event was held at Tsumagoi to give the importers an opportunity to experience the performance of the new AXIS-90. From the entire conference agenda the importers got a good idea of how they would organize the scooter's introduction in their own country.

Each importer holds dealer meetings

After their experience in Japan, the individual importers held their own dealer conferences. On September 12 of 1991, Colombian Yamaha importer INCOLMOTOS S.A. held a meeting introducing the AXIS-90 attended by some 40 dealers. From YMC, Director Mr. B. Watanabe was on hand with representatives of the Marketing and Service Departments. Meanwhile in Argentina, importer

ZANELLA HNOS Y CIA S.A. held a meeting on Sept. 18 that was attended by some 200 people from 90 dealerships at a hotel in Buenos Aires. With economic stability on the horizon, motorcycles are starting to sell at a spectacular rate in Argentina. The meeting, entitled "YAMASHOW AXIS-90" focussed exclusively on the new model. A new sales contest was also announced, bringing on early predictions of stock shortages. In Venezuela, VENEMOTOS C.A. held its meeting on October 4 and 5, gathering about 200 people from some 60 dealerships. The dealers could see and testride the new AXIS-90 and XT225, and an unexpectedly high number of orders showed that the scooter was well received here too. The meeting was also highlighted by VENEMOTOS' 30th anniversary celebration, and a general manager from YMC's Motorcycle Overseas Operations, Mr. Omoda was on hand to present commemorative gifts to VENEMOTOS Vice President, Mr. Vito Ippolito. In Mexico, where the new company YAMAHA MOTOR DE MEXICO C.V. was established last October 1, a caravan was put together to take the introduction campaign around the country beginning this January. Preparations for the AXIS-90 market release are also going ahead on schedule in Brazil, beginning with a dealer meeting on October 19 of last year. In Uruguay, now in the midst of an out-

- 1) The spacious course of the testride event. Participants praised the styling and acceleration of the AXIS-90. (Colombia)
- 2) The importer meeting held at Yamaha Motor was attended by 28 representatives from all Latin American Countries.
- 3) INCOLMOTOS (Colombia) held a Japan trip because of the successful AXIS-90 introduction.
- 4) INCOLMOTOS President, Mr. F. J. Sierra (right) and YMC's director Mr. B. Watanabe at the opening of the riding course. (Colombia)
- 5) Exhibit in Chile features the new AXIS-90.
- 6) In Venezuela, the 30th anniversary of VENEMOTOS was commemorated with gifts from YMC.
- 7) The Argentinian dealers meeting was dubbed "YAMASHOW AXIS-90".

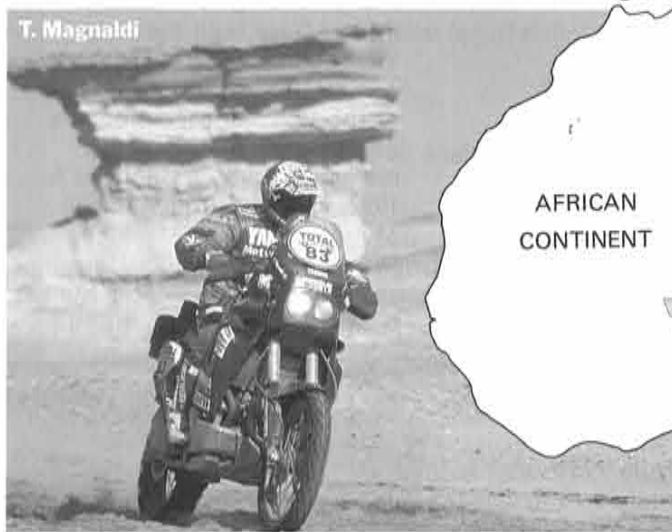
standing market recovery, some 150 guests including principal dealers and newspaper, magazine, TV and radio media representatives, gathered on December 11 for a press introduction of the AXIS-90 by former racing champion and present Yamaha importer for Uruguay, Maestro Limberg Moreira. Meanwhile, Chile's importer, YAMAHA IMPORT is holding an exhibition highlighting the release of the AXIS-90. As a result, full-fledged promotions, often involving "Miss AXIS" campaign girls, are being held throughout Central and South America. And we look forward to keeping you informed on the results of these promotional efforts in future pages of Yamaha Motor News.

Trans-African rally of glory and tragedy

TOTAL PARIS-SIRTE-LE CAP 1992

On December 22, a Prologue Run for the first "TOTAL PARIS-SIRTE-LE CAP 1992" rally was held on the outskirts of Rouen, France. Then, early on the morning of the 23rd, the participants started from the suburbs of Paris for Sète on the Mediterranean coast. At this point Team Yamaha Motor France Mobil 1 teammates Peterhansel and Carlos Mas were already running strong in 1st and 2nd places. After crossing over to Africa by ferry, the competitors battled across the Libyan desert from Misratah to Sirte on the 26th, Sirte - Sabha on the 27th and Sabha - Waw El Kbir on the 28th. At this point desert rally veteran Alessandro De Petri (Team Yamaha Chesterfield Scout) was the overall leader.

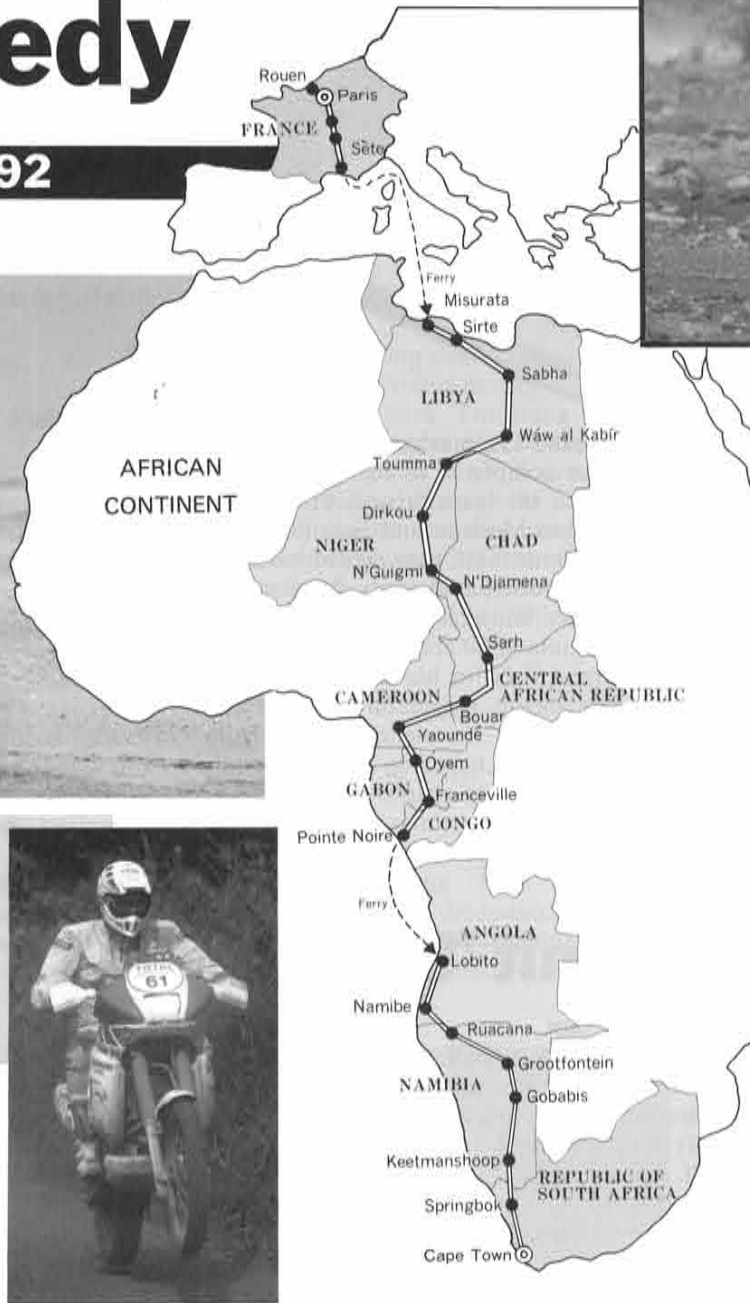
On the 29th, Peterhansel beat out LaPorte on the Waw El Kbir - Tumu Special Stage to move into second place overall behind De Petri. As the race entered Niger on



T. Magnaldi

Montebelli wins "Marathon" class on Yamaha XTZ660

In the Marathon class for normal production models, Italian Massimo Montebelli won on a 1991 XTZ660, making the Paris - Le Cap Rally a double victory for Yamaha. He came in 13th overall.



G. Picard

the 30th, De Petri took a bad fall that forced him out of the race. Entering the new year, racing had to be suspended on Jan. 1 for security reasons. Competition began again on the 2nd with the N'Djamena - Sarh leg. By the end of the Sarh - Bouar stage, entering the Central African Republic on the 3rd, Peterhansel still held first overall. But the winner of that day's S. S., LaPorte, was just 5 minutes 24 seconds back in 2nd. Following him were Arcarons (Cagiva) in 3rd and Morales (Stalaven) in 4th, with Yamaha riders Mas and Picard in 5th and 6th.

The leaders held these positions over January 4th and 5th, while Gilles Lalay and Thierry Magnaldi moved up into 7th and 8th position. With the race proceeding through Cameroon into Gabon, the riders completed the Oyem - Franceville leg on the 6th.

On January 7, Gilles Lalay suffered a fatal head-on collision with a support vehicle on his way on liaison in the Congo. Lalay, who was born in March of 1962, was the 1989 winner of the Paris-Dakar and second last year on a

Yamaha YZE750T. He was also a 9-time French Enduro Champion. Because of this tragedy, Team Yamaha Chesterfield Scout withdrew from the remainder of the race.

After a Special Stage on the 7th and a rest at Pointe Noire in the Congo, competition resumed with the Lobito - Namibe leg in Angola on the 10th.

Through this stage the positions of the top four riders remained the same, but Peterhansel's lead over 2nd-place LaPorte had widened to 30 minutes 47 seconds.

Torrential rains on the 11th forced the cancellation of the second S.S. On the 12th the course moved into Namibia. The 13th and 14th were devoted only to liaison. Then on the 15th came the last Special Stage, a 103km course from Keetmanshoop to Springbok, South Africa, that would in effect decide the final standings.

By running successfully through this S. S., Peterhansel was able to go into the final leg to Cape Town on the 16th with a lead of 24 minutes 8 seconds over 2nd place LaPorte.



Team Yamaha Chesterfield Scout
 1 The late Lalay 2 C. Mas
 3 A. De Petri 4 A. Cavandori



RESULTS

		Total time
1. Stéphane Peterhansel	Yamaha	52 hrs. 59 mins. 14 secs.
2. Danny LaPorte	Cagiva	24 mins. 08 secs. behind
3. Jo Arcarons	Cagiva	42 mins. 20 secs. "
4. Mar Morales	Stalaven	43 mins. 04 secs. "
5. Thierry Magnaldi	Yamaha	1 hr. 29 mins. 08 secs. "
6. Gilles Picard	Yamaha	1 hr. 56 mins. 34 secs. "
7. Edi Orioli	Cagiva	3 hr. 04 mins. 28 secs. "
8. Carl Sotelo	Gilera	4 hr. 22 mins. 22 secs. "
9. L. Charbonnel	Suzuki	4 hr. 32 mins. 03 secs. "
10. David Trolli	Stalaven	8 hr. 10 mins. 45 secs. "

Stevens brings Yamaha its first Superbike title

Team Vance & Hines Yamaha rider Thomas Stevens clinched the 1991 A.M.A. Superbike National Championship with a 3rd place finish at the final round held in downtown Miami on November 10, 1991. Stevens Championship marks the first-ever Superbike title for Yamaha Series leader, Stevens needed only to finish one position behind

rival Scott Russell to clinch the championship title, which is exactly what happened in the 30-lap final. The race was a test of nerves as well as skill due to the difficult nature of the Miami street course, and was made worse by crashes which stopped the race twice, once after 2 laps the next after 6. Fast qualifier Freddie Spencer

(Honda) took the lead and control of the race on all 3 starts. On the final restart Freddie took the lead and went unchallenged to win the race. Russell, who chased Spencer through the entire race needed only to pass the 3-time World Champ to secure the Championship, but he just could not do it. Spencer won his first race since 1985 and Stevens his first Championship.

Stevens' Vance & Hines-prepared Yamaha OW01 ran flawlessly at every national this year; and coupled with Stevens' consistent top finishes at every race this season it brought home the title. Yamaha TZ250-mounted Jimmy Filice took the 250 Grand Prix race and the National Championship at Miami, 18 year-old Colin Edwards in his first professional race finished in an impressive 2nd place in the 250 G.P. class. Young Colin looks to some to be America's future road racing champion.

Final Point Standings

1. Thomas Stevens	Yamaha	123 pts.
2. Scott Russell	Kawasaki	121 pts.
3. Miguel DuHamel	Honda	88 pts.
4. Jamie James	Yamaha	78 pts.
5. Richard Arnaiz	Honda	62 pts.



Photo courtesy of "Cycle News"

Jordan-Yamaha team revs up for '92 F1 race season

Yamaha Motor Company and Jordan Grand Prix Ltd. of Britain have formed the "Sasol Jordan-Yamaha Team" to take part in the 1992 F1 World Championship series. Sasol, the South African oil and petro-chemicals from coal group will be title sponsor and subsponsors include Barclay, OZ



JAPAN

Yamaha 192 machine. The machine was to be completed by mid-January. As for the team drivers, the Italian Stefano Modena and Brazilian Mauricio Gugelmin have now signed with the Silverstone-based team. Modena (28), a former World Karting, Formula 3 and Formula 3000 champion, joins Jordan Grand Prix for his fifth season of Grand Prix racing. Gugelmin (28) also has four years of F1 experience starting from 1988, during which he has earned a total of 10 championship points.

Wheels, FIAMM, Philips Car Stereo, Goodyear, Shoei, Kyosho, Sumitomo Marine & Fire, Osama and Unipart. Yamaha Motor, in October, signed a contract with Jordan to offer Yamaha's OX99 racing engine for the Jordan-

Yamaha Bali Summit '91

The Yamaha Bali Summit '91 convened this past December 1, on the beautiful Indonesian island of Bali. At this year's summit, representatives from the nine countries of Malaysia, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, the host country Indonesia and Japan were joined by YMC President, Mr. Eguchi and Directors, Mr. Watanabe and Mr. Arai, who had the opportunity to engage in lively and productive exchange of ideas with the participants from each of the countries. The Asian region represented by these countries, excluding Japan, continued to be a vital motorcycle market, exceeding half of the total world demand for Japanese motorcycles estimated at seven million units.

One of the highlights of the Summit was a slide presentation from Yamaha Motor based on the theme "Let's deepen our ties through closer communication." This presentation brought unanimous approval from the participants and helped bring the meeting to a successful conclusion with a sense of solidarity.

Representatives from 9 Asian countries took part in this year's Summit



INDONESIA

Second 3-S Shop Education and Training Program

PAKISTAN

As we reported in our No.4 issue of Yamaha Motor News last year, a 3-S Shop campaign aimed at building customer satisfaction and trust has been under way in Pakistan since 1990. 3-S stands for Sales, Service and Spare parts, and traditionally in Pakistan these three were entirely separate functions offered by independent operators. The 3-S Shop campaign seeks to bring all three functions to a single shop. As to the campaign's results, five shops were given the 3-S designation in 1990 and 19 more in '91. To further contribute to the sound and efficient management of these shops, representatives from all the appointed 3-S Shops gathered for a two-day "Education & Training Program" in Lahore on Dec. 7 and 8 of 1991. The program dealt with issues in a practical way that kept both the participants and the staff highly motivated.

In the future everyone involved is anxious to work together as a team made up of the dealerships, Dawood Yamaha and Yamaha Motor, for the smooth and sound business success of 3-S shops.



Participants engage in lively discussion

600 people gather for united Germany's first dealer meeting

From Dec. 4 to 6, the 1991 German Dealers Convention was held in Berlin, and some 600 people representing more than 300 dealerships showed up for this, the first dealer meeting to be held for dealers from both the former West and East Germany. The meeting focussed on reviews of the 1991 sales season and a detailed presentation of the marketing and sales policies for 1992. On hand from Yamaha Motor was Senior Managing Director, Mr. Takehiko Hasegawa and from Yamaha Motor Europe NV, its President, Mr. Tooru

Hasegawa. Everyone seemed to find strong motivation in the opening speeches of these two guest speakers. The two-hour presentation that followed the opening messages took the form of a talkshow, with famous German celebrity Stefanie Tücking serving as the host moderator. After dinner, the meeting continued in a relaxed and entertaining show atmosphere, with the popular German TV showmaster, Thomas Gottschalk acting as master of ceremonies.



GERMANY

The meeting held in Berlin focussed on reviews of the 1991 sales season and a detailed presentation of the marketing and sales policies for 1992.

TOPICS from the WORLD

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.

JAPAN

As we informed you in our recent circular to distributors, Yamaha Motor has established a new "Yamaha Marketing Award". This award will be given to those distributors who have conducted outstanding market-oriented activities. We designed the award in order to widen and deepen understanding of our market-oriented disposition based on the the "Practice of customer-first marketing", and the marketing

YAMAHA Marketing Award

capabilities of the whole Yamaha Group will be improved through the feedback of your excellent business activities.

Please read the circular again, and use the entry format included in the circular to make an application describing activities you are carrying out.

The deadline for applications is March 31. The winners will be decided in November of this year and announced in Yamaha Motor News. If you have any questions do not hesitate to contact your regional marketing/service representatives.

Yamaha Motor Spain sponsors Olympics and EXPO



Yamaha Motor España will serve as a supplier of sport material for the '92 Barcelona Olympics which will be held from July 25 to August 9, 1992. YMES will offer 147 JOG 50s, 37 SR250SPs, 7 XV535s, 10 DIVERSIONS, 8 ATVs and related maintenance service during the Olympics and its preparation period. Furthermore, Yamaha motorcycles will serve as the escorts for the relay of the Olympic flame to Barcelona.

Also, YMES signed a final contract with the organizers of the Sevilla Expo '92 to be held from April 20 to October 12, making the company an official collaborator. Under the contract, YMES

will supply the Expo with three Yamaha electric outboards to power boats in the Expo lake, 30 JOG50s and 3 lawnmowers. What is more, YMES will have its own 40m² exhibition space in the Pavillion Ambiente, as well as display space at all five main entrances to the Expo site.

It is estimated that some 40 million visitors will come to the Expo during its run, and YMES has agreed to give away 40 Yamaha products including motorcycles, scooters, outboards or Water Vehicles as prizes to every millionth visitor, which works out to about one give-away every five days.

When you go to the Barcelona Olympics and Sevilla Expo this year, you are sure to see a lot of Yamaha logos and products around the competition and exhibition sites.

FJ1200s on the job in traffic jam patrol **GERMANY**

German Yamaha importer, Mitsui Maschinen GmbH has found a good way to contribute to drivers in that country. They have offered Yamaha FJ1200 motorcycles to the

Automobile Federation of Germany (ADAC). This group will use the new motorcycles to give them better mobility to carry out their "Stauberater" activities. "Stauberater" stands for

"Traffic Jam Advisors" and they visit the sight of traffic jams especially in holiday seasons to offer motorists technical help and advice, including handing out maps advising of alternate routes to avoid the congestion.



What better way for motorists to help out other motorists? And what better machine to patrol the busy highways than the Yamaha FJ1200.

Excellent promotion at F1 circuit

Australian Yamaha distributor for South Australia, Yamaha Pitmans, made some highly visible promotion when F1 Grand Prix racing went Down Under for

the Australian GP on November 3. For the second year in a row, Pitmans supplied the tarmac crew of the Brabham-Yamaha team with Yamaha generators and Yamaha Jog scooters to help them get around. What is more, Pitmans took advantage of the F1 weekend to sponsor racing events of its own, its "Corporate Kart" races using Yamaha MT110S engines and its "Yamaha Superkart Trophy" event. This exciting form of racing is the sport that so many top F1 drivers like Ayrton Senna got their start in.



SPAIN

More Letters!

Letter

BURKINA FASO

My Yamaha is perfectly suited to our region

We received a letter in French from Mr. Bande Hamadou of Burkina Faso that we translated into English to share with our readers.

I am a forest supervisor, and in my work I use a motorcycle for supervision and maintenance of rural forest areas where the process of desert infringement is a primary concern. From 1970 - 80 I used a 125cc of another brand, but from 1981 to the present I have used a Yamaha Enduro 125. Over the years I have come to believe that my Yamaha is perfectly suited to our region. The bad road conditions in the rural areas give it no trouble at all. In fact, in the 12 years I have used it, the Yamaha has only needed two exchanges of parts, including a cylinder change in 1985, and I have only changed the tires and chains twice in this time. All the other parts are still performing with no problems.

When you travel around Burkina Faso you will be impressed by how many public officials, students, merchants, farmers, businessmen and people of all kinds of other professions are riding Yamahas. You can see Yamaha DAME80s, Yamaha 100 DE KYXEs, ENDURO 125s and the larger displacement models as well.

In our family, like so many others, we own a Yamaha 80 and a 125, and personally I would like to say that I'm a big Yamaha fan.

Yamaha bikes have durability, good looks and the ability to handle any environment. I'm always telling people "It's the motorcycle with an engine you can trust." I hope you will continue to build products like these that people everywhere, especially in Africa, can always depend on.



PHOTO: SAFARI PHOTO LUMIERE

Around the World on a dream on a Super Ténéré

Perhaps it is a dream that flickers through the mind of every motorcyclist once; to ride around the world. It came to the mind of young Graham Darracott of Surrey, England almost as soon as he started riding at age 16. The difference is he never lost that dream.

The last time Graham reported on his around-the-world adventure in our No.1 issue, 1991, he had just survived a crash in the Australian outback and worked his way across to America on a cargo ship. America turned out to be too tame for our seasoned adventurer (the only challenge was staying under the 55 mph speed limit), and after a 30,000-mile (50,000km) overhaul in California in which the only thing that needed to be replaced on his Super Ténéré besides the usuals were the rear wheel bearings, he headed south along the Pan American Highway.

Through Central America and into South America his journey continued. It was crossing the Amazonian jungle that gave his Ténéré one of its biggest tests. But it always got him through (with just a few punctured tires), and soon, after New Year celebrations in Brazil, young Graham was on another cargo ship for

Africa.

Arriving in South Africa, he worked his way up the African continent. A stay at a Safari Lodge in Zimbabwe while recovering from a back injury gave him a chance to see some of the wildlife of the country. After more adventures in Tanzania and Kenya, Graham hopped a boat back to Europe.

After 2 years and 51,000 miles (80,000km) through some 48 countries, the now 25-year-old Graham is worried about how he is going to settle back into normal life in England. Congratulations to you Graham and best of luck in the future.



With policemen he met in Mexico.

Look at Our Market



Nathan Toronto Square. This square in front of the city hall is a favorite place for the citizens to relax. (Photo courtesy of CANADIAN EMBASSY Travel Information, Japan)



YMCA head office.

reserves, all welcome Yamaha's well-known snowmobile reliability. The snowmobile is a uniquely Canadian vehicle, and Yamaha has played a large part in the development of this very "Canadian" mode of transport.

ATVs

Canada's varied terrain and natural settings are a perfect match for ATV's. The most popular models are the utility variety, with large carrying racks and powerful engines. Sporting, pleasure-only models, although they have their following, are a smaller

ity Yamaha products we offer the Canadian consumer. Amidst the emergence of other sports, Yamaha's motorcycle market share has held solid at about 30%, making it the No.2 maker in Canada for nearly a decade. The most popular motorcycles are the large displacement street models, with a variety of off-road bikes making up the rest of the motorcycle market.

Golf cars

We expect golf car sales to continue to grow as new club courses continue to be developed and existing courses have a steady stream of customers to use their fleets of golf cars. Golf courses rely on golf cars as a source of rental revenue. YMCA owns two provincial sales centers that help ensure our continuing growth.

Lawn and garden

There are almost two dozen competitors in the lawn and garden business. Our tractors are considered to be best in quality, and our job for the future is to bring our quality image to a fuller line of products such as walk-behind lawnmowers.

Our best asset is the name YAMAHA

In this year's editions of Yamaha Motor News, we will devote page 8 to a feature series that aims to offer you information about various aspects of today's world market. In this issue we introduce a report about the Canadian market from Yamaha Motor Canada's Sales Promotions Supervisor, Mr. Steve Manweiler.

Yamaha Motor Canada is located in Toronto with branches in Vancouver and Montreal. Also it has golf car sales centers in Winnipeg and Toronto. The last few years have seen snowmobiles emerge as YMCA's top products. ATV's are next, followed by outboards, motorcycles and golf cars. At YMCA, we believe our best asset is the name YAMAHA. In Canada, Yamaha is synonymous with quality. It makes it that much easier to market Yamaha products when the public already knows the quality built in. And quality is what sells Yamaha products. We hear stories of Yamaha products outlasting the competition, like from snowmobilers who put thousands of kilometers

on their sleds without a problem. Yamaha products continue to outshine and outdistance the competition year after year. Our best salesmen are our existing customers. And this is what makes the employees at YMCA proud to say they work for Yamaha. Let's take a look at the individual markets by product.

Snowmobiles

There are two distinct snowmobile markets in Canada; recreation and utility. Recreation riders ply the trails throughout Canada, and many towns rely on snowmobile tourism to boost their local economies. Performance is essential in the recreation market. Power, agility, comfort and reliability are key considerations when a consumer purchases a snowmobile. In the utility segment, speed and comfort are secondary to overall reliability, fuel consumption, and work capability. For trapping, logging, hunting and basic transportation, the snowmobile is an integral part of winter life. Canada's far north, remote rural areas, and native

category.

ATV's are used by farmers, sportsmen, and naturalists to work in and/or enjoy the great outdoors. Commercial applications abound in the hydro utilities, telephone, and construction industries. The market for ATV's continues to grow as more people discover this sound, economical, and hard working mode of transport.

Motorcycles

Once the mainstay of YMCA's business, motorcycles are now one of the many qual-

Outboards

In just 10 short years, Yamaha outboards have taken the outboard market by storm. The Yamaha reputation for quality has made our marine products the most desired and trusted in the industry. Yamaha's market share continues to grow and we have set our sights on being one of the top three makers in Canada. Canadians own the most outboards per capita in the developed world, and they can fully appreciate the quality of the Yamaha outboard motor.

- 1) Setting up for free hot dogs at the annual "Ride for Sight", a charity ride held in various locations across Canada.
- 2) YMCA employees at the start of the "Ride for Sight".
- 3) Snowmobile touring is one of the most refreshing winter sports in Canada.
- 4) YMCA's Don Lawrence teaches Inuit eskimos proper service for snowmobiles during a special service school for remote northern dealers.
- 5) A typical camp outboard scene. Many camps buy Yamahas because their guests ask for them.
- 6) A Yamaha YZ racer at a Canadian dirt bike race.
- 7) Yamaha outboards are popular for fishing.

