

YAMAHA MOTOR NEWS

1992 No.3



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Nippon challenge ends at semifinals

COMPETING IN THE AMERICA'S CUP CHALLENGER SERIES

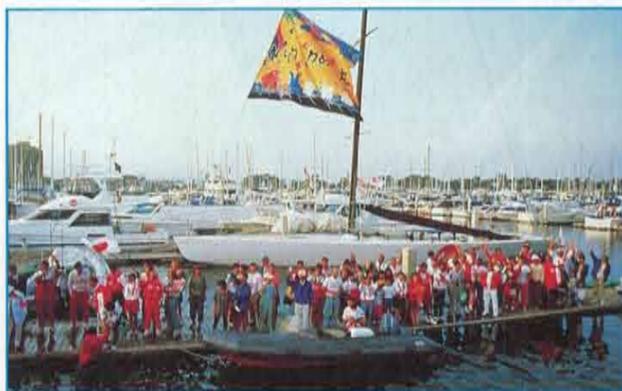
In the Louis Vuitton Cup competition to determine the challenger for the 28th America's Cup, the Yamaha-built "Nippon" of the Nippon Challenge America's Cup 1992 syndicate failed to reach the finals in spite of the awesome potential it demonstrated in the early rounds.

But, in this grand competition where experience is often the deciding factor, the success of the Nippon's first challenge and the unflagging spirit and seamanship displayed by the team have won high acclaim in the sailing world.

In the preliminary rounds of the competition which began on January 25, Nippon consistently outsailed the seven other challenge boats from France, Italy, New Zealand, Spain, Sweden and two from Australia, to go into the semifinals with the highest point total. In the semifinals contested between Nippon, France, Italy and New Zealand, however, a series of unfortunate mishaps and damage to the boat kept the Nippon from reaching the finals. Thus, the Nippon's hardfought first America's Cup challenge came to an end at the semifinals.

In its final race of the series, the crew of the Nippon sent a message to their fellow competitors and fans by raising a white spinnaker just after the final leg, inscribed with the words "SAYONARA - SEE YOU AGAIN!"

(See feature article on pages 2 and 3)



Yamaha sponsors 2nd Auckland-Fukuoka Yacht Race to start in 1993

The second running of the Auckland-Fukuoka YAMAHA CUP Yacht Race will start in April of 1993. The inaugural Auckland-Fukuoka race for ocean cruiser yachts was held in 1989 in conjunction with the Asian-Pacific Exposition; Fukuoka '89 and the 90th anniversary of Hakata Port, at which time Yamaha Motor also served as title sponsor.

The race will start from Fukuoka's sister city, Auckland, New Zealand on April 24. The competitors will race from there to Fukuoka with stops in Suva of Fiji, and Guam. The first

running in 1989 attracted 39 boats from nine countries for this demanding race which covers a total of about 5,500 nautical miles (10,200km) in 55 to 65 days. For next year's event, invitations have gone out to some 2,200 yacht clubs in 22 countries and from 30 to 40 entries are expected.

The race is organized by the Nippon Ocean Racing Club in cooperation with Fukuoka City, Fukuoka Yacht Club, Royal New Zealand Yacht Squadron, Auckland City and many other organizations and yacht clubs.

Start of the 1989 race.



Grand Scale Motorcycle Dealer Meeting in Mexico

Last May, Yamaha Motor de Mexico S.A. DE C.V. (YMMEX), a company responsible for Yamaha motorcycle business, was founded in Mexico. The company began actual operation in October, 1991. On April 7 of this year, YMMEX held its Second Motorcycle Dealer Meeting for some 40 dealerships nationwide and other guests totaling 120 people.

At the Meeting, special guests Director Watanabe of YMC and President Kimura of YMUS as well as YMMEX, joined the dealers for a presentation of business policies and goals for the "New Yamaha" in the 1992 season. Also introduced was this season's business slogan; "Construyamos junto el futuro" (Let's build the future together). Vice President Yonezawa spoke about the basic policy for the coming year, describing it as a time for laying the foundations for a big step forward in the company's motorcy-



cle business. He asked the dealers for their cooperation in the fundamental jobs of building this foundation, namely; making shops with sound appeal; building a solid program of Yamaha corporate identity and educating and training employees to raise overall business quality.

The dealers' special efforts were also asked for in promoting the image of a "New Yamaha" and in working toward the goal of "customer satisfaction No.1"

"Nippon" wins high acclaim as an VALIENT EFFORT FALLS SHORT IN SEMIFINALS OF



America's Cup '92

In the Louis Vuitton Cup series to determine the challenger for the America's Cup, the Yamaha-built entry, "Nippon" went into the semifinals as the top contender only to see its fortunes slip away in a series of tough match races.

The performance of the first-time challenger Nippon team, holding its own amid far more experienced competitors in this 140 year-old race, earned high acclaim from the yachting world. As official builder and one of the major sponsors of the Nippon syndicate, Yamaha is proud to have joined the ranks of yachtsmen competing in this great racing tradition.



Yamaha builds high-tech yacht for first America's Cup attempt

In April of 1987, two months after the finish of the 26th America's Cup races, the "Nippon Challenge America's Cup 1992 Committee" was founded as the first Japanese syndicate to launch a challenge for the Cup. At that time, Yamaha was the first to sign on as one of the new NCAC's official sponsors. And, at the same time, YMC was chosen as official builder for the syndicate's challenge boat. From that point on, Yamaha has been deeply involved in the design and building of the challenge boats as well as various aspects of the race team management.

In particular, Yamaha poured all its technology and know-how into the building of the challenge boat "Nippon". Down through the years, the America's Cup competition has always brought to focus the most advanced boatbuilding and design technology of its day. Especially in recent years, the participating syndicates have brought together their countries' finest technological resources for the creation of high-tech yachts. To win the

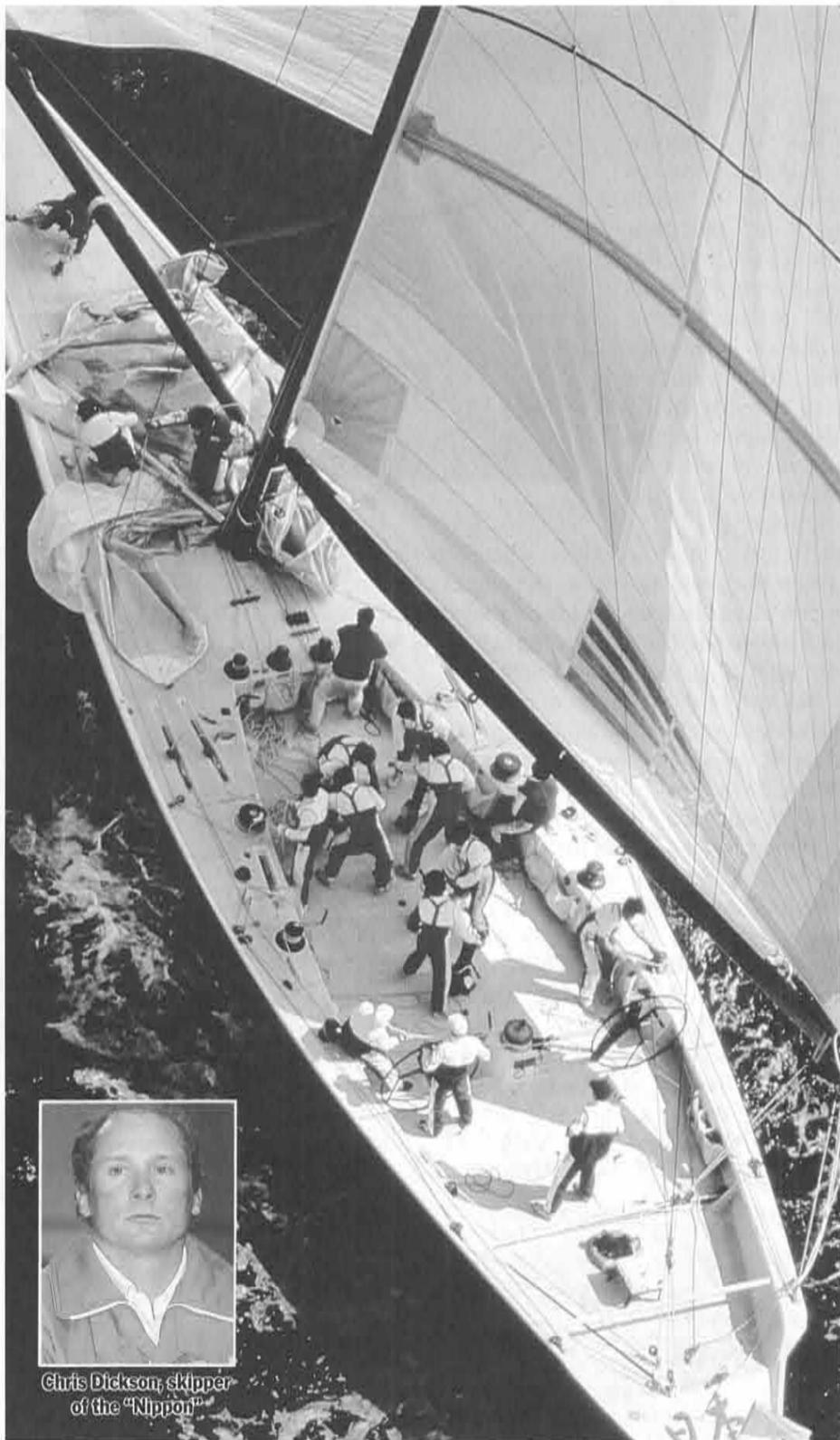
America's Cup today requires not only a state-of-the-art racing yacht but also a wealth of experience in actual match-race competition.

The long and proud history of the America's Cup

The great America's Cup tradition began 141 years ago, when a yacht race around the Isle of Wight was organized in conjunction with the 1851 London World's Fair. After the race, a silver victory cup was sent to the New York Yacht Club, home of the winning boat. While the initial races staged once every three or four years were contested primarily between British and American boats, challengers from other countries such as Canada in the third holding and Scotland in the 7th and then entries from France, Australia, Italy and Sweden joined in increasing numbers.

Gradually the race took on a strong international flavor, in which yachtsmen competed for national as well as individual honor.

After the first race around the Isle of



Chris Dickson, skipper of the "Nippon"

Wight was won by an American boat from the New York Yacht Club, entries from the U.S.A. went on to score 24 consecutive victories. It was not until 1983 that Alan Bond, piloting "Australia II," was finally able to defeat the American defender and carry the prized Cup away from American soil for the first time. In 1987, however, Dennis Conner, the man who had lost the Cup four years earlier, came back with his new "Stars and Stripes" to defeat the Australians and bring the Cup back to the U.S. And now, this year, the world's yachtsmen are competing once again for the coveted silver trophy in the 28th holding of the America's Cup races in Conner's home waters off San Diego, California.

Nippon sails its way to yachting world recognition

In this year's Cup races, eight challengers including first-time entries from Japan and Spain joining boats from France, Australia, Italy and Sweden, competed in the Louis Vuitton Cup to decide which

challenger would face the American defender. The competition, which began on January 25, continues through May. In the first three rounds of the Louis Vuitton Cup, highly respected skipper, Chris Dickson, piloted the Nippon to a record of 18 wins, 3 losses, to advance to the semifinals in first position, followed by New Zealand, Italy and France.

But with the start of the semifinals on March 29, luck seemed to run out for the Nippon team. Managing only 2 wins against 7 losses, Nippon failed to advance to the finals; that honor going to the boats from New Zealand and Italy. The final round to determine the challenger got underway on April 20, and Italy's "Il Moro di Venezia" emerged victorious to become the Cup challenger.

Perhaps the Nippon team learned a valuable lesson. Even four years of hard work and preparation are not enough to take on the grand sailing tradition the America's Cup represents. But everyone in the yachting world agrees that in its first attempt, the Nippon team has won the right to be called true America's Cuppers. A good ex-



Families and friends of the crews turn out to cheer their team on.

America's Cup

CHALLENGER SERIES



After the semifinal races.

ample of that recognition came in the third race of the semifinals when the Nippon's boom broke under the stress of three successive punches from large swells. Normally, a boat damaged in this way would be expected to retire from the race, but the Nippon crew battled on against the odds to finish a mere 1 min. 53 sec. behind the Italian boat. Seeing this, a TV commentator covering the race live made this statement; "Watching the Nippon today, sailors all over the world have surely seen something that gives new meaning to the word seamanship". The skipper of the French challenger, Marc Pajot added; "It is amazing that a boat could be designed and built to run so well under such tough

conditions?" The Los Angeles Times had its own words of praise for the Nippon team's efforts in an article on April 6: "Broken mast, broken rudders, broken boom, broken



Crew and staff talk over the day's events at the media center.



A close duel between Nippon and New Zealand in the third round of the semifinals.

dream, the Japanese have felt the weight of the America's Cup through the past 12 months, but it has not broken their hearts or their resolve?"

Sharing the pure joy of sport

When Yamaha engages in race activities, it is not just for the sake of product promotion or even for the valuable technological spin-offs they bring. Another big reason is the joy and fulfillment that involvement in this wonderful world of sports can bring to so many people, and the sense of shared enthusiasm for every-

one involved. We believe that our first involvement in the America's Cup competition not only fulfilled these goals but also left us with the thrill of having taken part in such a grand tradition, a satisfaction at knowing we gave it our all, and high expectations for a new attempt in the future. On May 17, America³ defeated the Italian challenger to clinch the coveted America's Cup. To this valiant crew and all the other participants this year we give our heartiest congratulations!

Characteristics of the "Nippon"



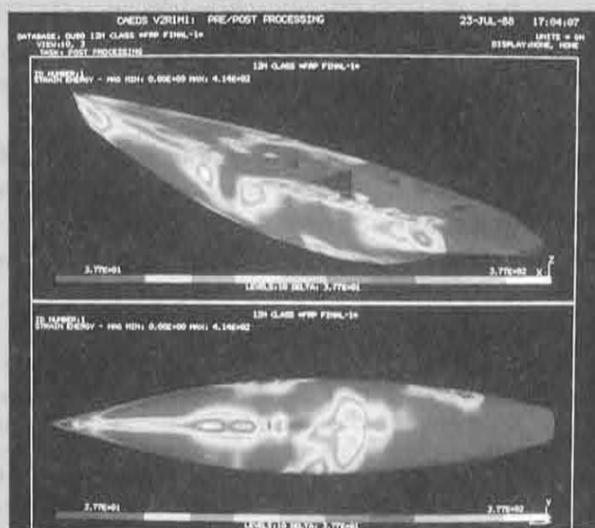
The pre-preg carbon fiber construction method

The America's Cup is a competition that relies not only on perfect teamwork and race experience, it is also a battle of state-of-the-art technology.

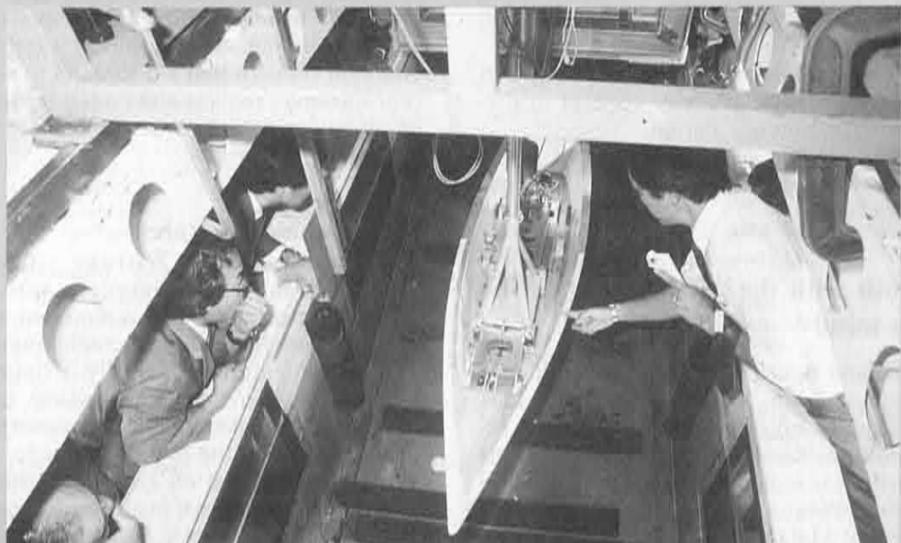
In order to build the Nippon's light, rigid hull, supercomputers were used for the design and structural analysis, and the construction method employed a composite of Nomex honeycomb and carbon fiber as its core material. The carbon fiber was applied by means of the latest method used in today's aircraft industry. Namely, an outer skin of carbon fiber pre-pregated with epoxy resin is applied

over several directionally varied carbon fiber layers with a vacuum bagging method.

In this way, multiple layers can be packed down firmly, much like the contents of vacuum packed foods. After application, the entire shell was heat treated in a huge oven constructed inside the Arai Boat Factory. The hull and deck built by this method were then coupled together along with necessary rigging and finally the mast and keel attached to complete the boat.



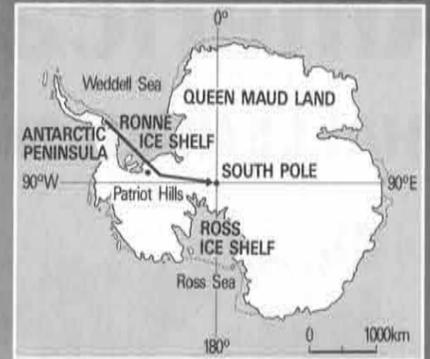
Supercomputers are put to use for completing an optimum structural design within the shortest possible time. Rapid confirmation of all details can be made in the form of numerical values as well as graphic images. Shown in this photo is a simulation of load imposed on the mast. The whitish sections represent a higher operating stress.



Water tank testing.

Yamaha's development concept wins praise

Testriding the "Whisper Dancer" ridden by Kazama to South Pole



Early this year, Mr. Shinji Kazama became the first man to reach the South Pole by motorcycle. On March 20, the machine that he rode, the OU70 "Whisper Dancer", was the object of a unique testride event enjoyed by some 20 members of the press in Nagano Prefecture of central Japan where the next Winter Olympics will be held.

For the testrides, the bike was outfitted the same as it had been for the South Pole; first with spikes on both front and rear wheels and then with a sled on the front wheel. Although the conditions were not exactly identical to those on the South Pole, a course combining fresh snow and frozen moguls made for sufficiently hard running.

When it was over, the journalists agreed on a number of points:

- The engine had plenty of torque, and performance on the snow was very good.
- High praise for the low-pollution, low-noise machine concept and desire to see these qualities fed back into production models.
- Recognition for the full-cover body and overall design as a new concept in off-road motorcycle design.
- This OU70 could be the start of a new kind of recreational motorcycle for use on snow.

Built with the environment in mind

Yamaha built the OU70 as a result of a request from Mr. Kazama for a low-pollution motorcycle for his Antarctic expedition. Kazama's plan was to use this first-ever motorcycle expedition to the South Pole as a means to bring the attention of a large audience to environmental issues and, also, to make an appeal for

harmony between nature and human motorization. Meanwhile, as one of our corporate policies, we at Yamaha have adopted "Environment Sensitive Management," and in January of last year we established an "Environmental Affairs Division" to take action in the area of global environmental problems. It was this common concern that led Yamaha to accept Kazama's request and undertake the development of the "Whisper Dancer".

Main technical features

The liquid-cooled 2-stroke 200cc piston/reed valve induction engine with a premix lubrication system is mounted on a specially designed double cradle frame. The engine features a specially designed cylinder, muffler and intake system for improved power development characteristics especially in the low speed range. The oil and oil seal on each suspension system is given a special treatment for low-temperature use. Both front and rear Bridgestone tires are a special low-



temperature type with ultra-hard SUS spikes. With the adoption of a carbon-fiber full fairing, titanium exhaust pipe/muffler, aluminum fuel tank and large-volume intake/exhaust silencers, total machine weight is held to some 120kg.

Noise reducing measures

The noise level is generally low with a liquid-cooled engine, and in the case of the new-design OU70 engine, more complete noise reduction measures have been

Bradshaw keeps 3rd ranking

1992 AMA Supercross Series

Damon Bradshaw, riding a Yamaha YZ250M is having a great season in the American AMA Supercross Series. After starting the season opener on January 11 with a 4th place finish, Bradshaw came on to win the second through sixth rounds to lead the series. While his pace slackened somewhat in the 7th through 10th rounds, finishing 2nd, 6th, 19th and 4th respectively, he bounced back to win the 11th and

12th rounds and reclaim his series lead from 2nd-ranked Jeff Stanton by a 6-point margin. However, at the 13th round held in Las Vegas on April 25, Bradshaw finished 9th to drop into 3rd place, chasing the leader J. M. Bayle by six points.

The AMA Supercross continues this year until the closing 16th round in Los Angeles on June 20.



Damon Bradshaw at the 8th round.

1992 Harricana International Snowmobile Rally

The 3rd HARRICANA RAID INTERNATIONAL MOTONEIGE (International Snowmobile Rally) was held from February 21 to March 1 on a course that traversed snowfields, forests and frozen lakes in Quebec, Canada.

This year's rally featured a new, faster course than last year's, designed to attract a larger audience.

In all, 21 teams entered this tough, wild race. Yamaha-equipped teams have been very successful in this increasingly popular

event, winning its first two holdings. This year, again, Yamaha Motor Canada supported several teams including the team of S. Gregoire, P. Beausejour and B. Both on three Yamaha Venture machines that finished 8th overall.

As this new type of winter sporting event continues to grow in popularity, Yamaha snowmobile teams are sure to be in the forefront contributing to this exciting new wilderness sport.

MOTORCYCLE RACE RESULTS

WORLD CHAMPIONSHIP ROAD RACING

3rd round - Malaysia - Apr. 19

- GP1 class (500cc)**
1. M. Doohan Honda
 2. W. Rainey Yamaha
 3. A. Criville Honda
 4. J. Garriga Yamaha
 5. D. Chandler Suzuki
 6. D. Beattie Honda

GP2 class (250cc)

1. L. Cadalora Honda
2. A. Puig Aprilia
3. P. F. Chili Aprilia
4. C. Cardús Honda
5. J. Schmid Yamaha
6. D. Romboni Honda

4th round - Spain - May 10

- GP1 class (500cc)**
1. M. Doohan Honda
 2. W. Rainey Yamaha
 3. N. Mackenzie Yamaha
 4. K. Schwantz Suzuki
 5. J. Kocinski Yamaha
 6. P. Goddard Yamaha

GP2 class (250cc)

1. L. Reggiani Aprilia
2. H. Bradl Honda
3. M. Shimizu Honda
4. L. Cadalora Honda
5. C. Cardús Honda
6. P. F. Chili Aprilia

CHAMPIONSHIP POSITIONS AFTER 4 ROUNDS

GP1 class

1. M. Doohan Honda 80 pts.
2. W. Rainey Yamaha 45 pts.
3. K. Schwantz Suzuki 32 pts.
3. D. Chandler Suzuki 32 pts.
5. R. Mamola Yamaha 18 pts.
5. D. Beattie Honda 18 pts.

GP2 class

1. L. Cadalora Honda 70 pts.
2. H. Bradl Honda 37 pts.
3. C. Cardús Honda 33 pts.
4. L. Reggiani Aprilia 28 pts.
5. P. F. Chili Aprilia 26 pts.
6. A. Puig Aprilia 25 pts.

5. M. Fanton Honda

4th round - Italy - May 3

1. D. Schmit Yamaha
2. S. Everts Suzuki
3. A. Puzar Yamaha
4. T. Parker Honda
5. R. Moore Yamaha

CHAMPIONSHIP POSITIONS AFTER 4 ROUNDS

1. S. Everts Suzuki 149 pts.
2. A. Puzar Yamaha 145 pts.
3. T. Parker Honda 137 pts.
4. D. Schmit Yamaha 126 pts.
5. R. Moore Yamaha 105 pts.

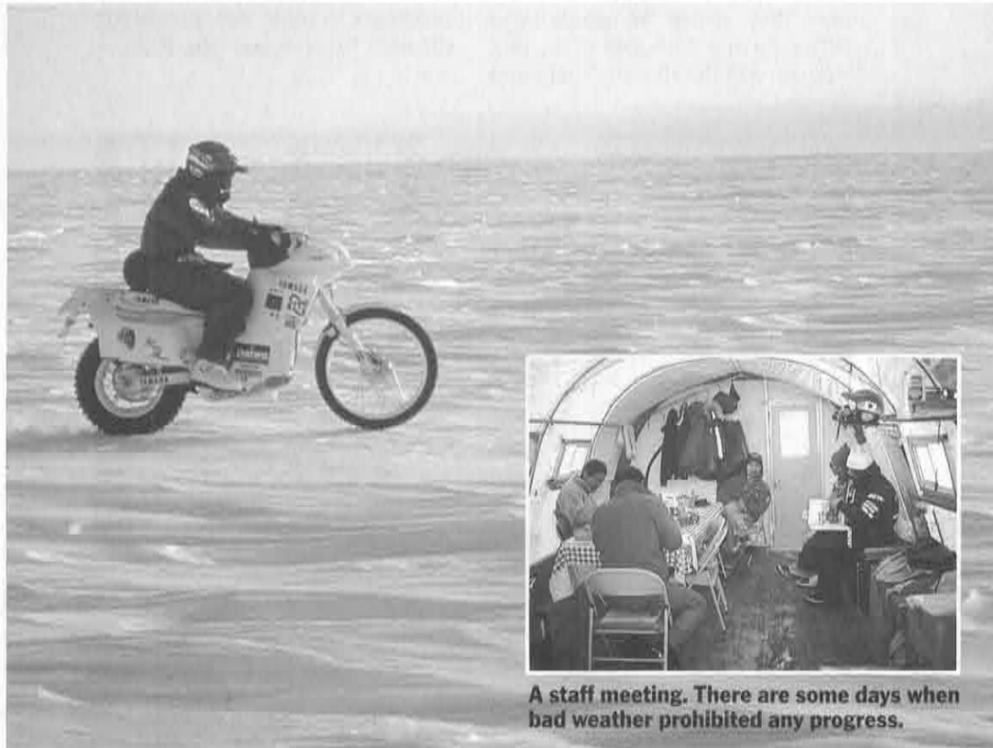
AMA SUPERCROSS

13th round - Las Vegas - Apr. 25

1. J. M. Bayle Honda
2. J. Stanton Honda
3. M. Kiedrowski Kawasaki
4. G. Cooper Suzuki
5. L. Ward Suzuki

CHAMPIONSHIP POSITIONS AFTER 13 ROUNDS

1. J. M. Bayle Honda 268 pts.
2. J. Stanton Honda 266 pts.
3. D. Bradshaw Yamaha 262 pts.
4. M. Kiedrowski Kawasaki 213 pts.
5. M. Larocco Kawasaki 200 pts.



A staff meeting. There are some days when bad weather prohibited any progress.

adopted in every detail of its design. The resulting noise level is rated at 70db(A) by TRIAS, the most stringent standard in Japan. A noise level on a conventional model measures about 75db(A) by the same standard.

Included in these noise reducing measures is a 4-lit. first-stage intake silencer and a 3-lit. second-stage intake silencer together with the adoption of a 4.5 lit. 4-stage expansion type exhaust silencer and special noise absorbing material on the inside of the muffler. The carbon-fiber full fairing also contributes to the near-perfect noise interception.

Pollution reducing measures

In order to reduce hydrocarbon and carbon monoxide levels in exhaust emissions,

the inside of the exhaust pipe is treated with platinum, together with the adoption of a ceramic fiber catalyzer and monolith catalyzer. The titanium muffler also helps activate these catalyzers. With this exhaust system, we reduced hydrocarbon and carbon monoxide in the exhaust emissions to one third that of our domestic 2-stroke 200cc model.

At the testride, the OU70's development concept and its actual performance on the snow prompted a number of comments and opinions from the journalists, but the overall consensus was that the OU70 concept should not be allowed to end with the "Antarctic bike"; everyone wanted to see Yamaha carry the concept on into a wider field of new motorcycles.

Specifications: Yamaha OU70 "Whisper Dancer"



•Engine: Liquid-cooled 2-stroke 200cc •Wheelbase: 1,367mm •Seat height: 830mm •Minimum ground clearance: 268mm •Tire size (front/rear): 2.75-21 — 180/80-14 •Suspension stroke (front/rear): 190mm/175mm •Weight: 120kg

400 Attend Taiwan Motorcycle Dealer Meeting TAIWAN

On March 6, Yamaha Motor Taiwan staged its 1992 YAMAHA Dealer Meeting. YMT Chairman and President, Mr. Hsieh and Mr. Takeda were on hand to greet some 400 dealers from around the country. From Yamaha Motor Company, Senior Managing Director Mr. Arata was present as a guest. The meeting agenda was highlighted by a presentation of YMT's '92 business policies and the screening of YMT's new corporate PR movie. The '92 business policies center around three main themes; unification of dealer shop exteriors; "Season Campaigns" introduced with each new season; and the "Yamaha Direct Communication" program to promote closer tie-up between YMT and Yamaha sub-dealers. In his address, Mr. Arata told the dealers that the most important thing is to always keep the customer's standpoint in mind. He also stressed the need to actively pur-



sue after-sale service that leads to true customer satisfaction. He ended by asking for a new level of mutual cooperation with Yamaha in working toward these goals. In the afternoon, the dealers toured YMT's motorcycle factory, where the company's TPM (Total Productive Maintenance) program has achieved very positive results. That evening the representatives were joined by their spouses for a dinner party at a Taipei Grand Hotel attended by a total of 800 guests.

13 Top New Zealand Dealers Visit Japan

Thirteen outstanding dealers accompanied by Moller Yamaha Ltd., visited Japan from March 21st to 30th. Five years have passed since the last dealer trip, and this time was the first visit for 10 of the dealers. During their trip, the dealers enjoyed visits to Tokyo Disneyland and a unique district in Ueno where only motorcycles and accessories are sold, sightseeing in Kanazawa, and the Suzuka GP. They were also invited on a dinner cruise at Yamaha Marina Hamana-ko and sporting activities at Yamaha Nemu no Sato Resort, in order to see as many Yamaha related-facilities as possible. What's more, for business reference they visited Yamaha's head office on the 24th and 25th, and were guided through the Main and

5th factories, the Yamaha Piano factory, Gamagori Works Co., Ltd., etc. The dealers were very excited to see the process by which their well-known products are actually manufactured and to observe firsthand the quality control processes they undergo. Concerning the ATVs that have such a high sales rate in New Zealand, dealers held a meeting with YMC staff in the Engineering Division that brought out much productive discussion about marketing conditions and products. Although New Zealand dealers have been in a tough situation because of the recession in the farm industry, all the participating dealers were refreshed by this trip and promised to build new prosperity through future sales activities.



Artificial Reef into Experimental Use

On the 20th of April, a press conference for the "OES (Ocean Elastic Structure) Truss" artificial reef project, was held at a Tokyo hotel. At the conference, the OES Truss Research Association announced the first artificial reef to go into experimental use. The OES Truss Research Association consists of representatives of YMC, Mitsui & Co., Ltd., and Nakamura Kensetsu Co., and YMC's president, Mr. Eguchi has taken on the leadership role in the Association. The OES Truss is a three-dimensional open frame structure consisting of a combination of equilateral triangular-based pyramids and square-based pyramids, with the whole structure measuring 12.0m square and 5.0m in height, and weighing 33t. When placed in shore waters, the reef has the great advantage of absorbing waves and serving as a gathering place for fishes. The OES Truss Research Association chose an offshore area of Oigawa port in Shizuoka Pref. to set up a first model for their experiment. The exact location will be 2.8km from the shore at a depth of 28m. The OES Truss is expected to have a wide range of uses both in the recreation and fishery fields in the near future, such as for construction of offshore marinas for leisure boats or as a good breeding place for fishery resources such as eels.



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.

New PR Film

"YAMAHA - For A New World" Completed

The new corporate introduction film entitled "YAMAHA - For A New World" has recently been completed as successor to the previous films of "People To People YAMAHA" and "We Love YAMAHA".

Using lively portrayals of Yamaha employees and customers around the world, the film introduces Yamaha's corporate policy of being a company people can always count on for something new and exciting through the development, manufacturing and marketing of a wide variety of products for sports, leisure and people's daily lives. Filming was done on location in Europe,

North America, Taiwan, and Japan, focusing on the work of energetic Yamaha people. The scenario portrays Yamaha's eternal challenge in pursuit of dreams through its technology and creative enthusiasm.

Japanese and English versions: Mid-May
French, Spanish, and Chinese versions: End of May to beginning of June
The film is available either in 16mm film or video form and runs for 21 minutes.

Please contact YMC's PR Division for further information.



Canadian Snowmobile Dealers Enjoy Caribbean Cruise **CANADA**

Yamaha Motor Canada Ltd. recently organized the following two unique events. The first was a cruise of the Caribbean on board the cruise ship *S.S. Fantasy*, enjoyed by more than 150 snowmobile dealers and their spouses. Participating dealers are looking forward to the 1993 snowmobile season after their delightful and inspiring cruise.



The other event was a joint Canada/U.S. snowmobile photo mission held as a special event celebrating Yamaha's 25 years in the snowmobile market.

Shown here from left to right:

- 1969 SL351 This sled received wide acclaim for its reliability and exceptional power for its size.
- 1976 SRX440 Yamaha's first liquid-cooled performance sled that won many races.
- 1992 VX750 (Vmax-4) The top model of our current line.
- 1993 PZ480 (Phazer II) Revolutionizes the snowmobile.
- 1980 SR540 (SRV) The first snowmobile with the highly efficient TSS suspension.



INDONESIA



7 months Training in Japan for Service Staff

As a part of YSTS (Yamaha Service Training School) program, three trainees from PT. Yamaha Motor Kencana Indonesia (YMKI) recently completed a 7-month training course in Japan from September of 1991 to April of '92, and a graduation ceremony was held for them at YMC on the 8th of April.

After graduating from Y.E.S. (Yamaha Engineering School) as brilliant 1st-term students, the three trainees started working for YMKI as service staff. Y.E.S. is a vocational training school providing a half-year training program covering basic motorcycle mechanics for young students from the general public using the facilities and educational staff of YMKI's Service Training Center in Jakarta.

In the first month of their training period in Japan, the trainees studied after-sale service in the classroom in addition to Japanese language practice. After that, they moved to practical training in mechanical service and repair in branch offices of Yamaha's sales company in Tokyo for six months.

During their stay, they also participated in a Yamaha Technical School for domestic dealers and completed a Two-cycle Master Course and Four-cycle Master Course. Now, they are headed back to Indonesia as qualified service staff with great potential for YMKI, where they will be expected to work at improving the after-sale service system based on their newly acquired experiences.

New Service Center Opens for China Jianshe Machine Tool Factory

China Jianshe Machine Tool Factory with its main factory located in Chongqing, manufactures and sells CY-80 models under technical assistance agreement with YMC, as well as offering progressive after-sale services.

The new Service/Education Center was established for the purpose of

combining the three fields of sales, service and spare parts into one integrated operation capable of providing greater customer satisfaction. Also, this Service/Education Center is expected to be not only a good lead for dealers but a central station for technical service, and will be responsible for various roles in future.



CHINA

Director Mr. Chen (extreme right) speaks at the opening ceremony.

More Letters!

New Water Vehicle User's Club Opens



TAHITI

A new club dedicated largely to Water Vehicle sports, "WAVE CLUB TAHITI" was formed by Comptoir Marine, Yamaha importer in Tahiti. The new club has been organized by Albert Aline, President, Stanley Chave, Vice-president, Raina Dubray, Treasurer, June Foster, Secretary and Désiré Fong as Technical and Event Adviser. The popularity of Water Vehicles is growing year by year, and ever since their introduction in the U.S. in 1986, user club activities have played an important part in the sport's growth. Many people have already joined the club to share the pleasure of Water Vehicle sports under the tropical sun.

The First Yacht for The Whitbread Round The World Race Launched

On April 15, the launching ceremony for a new yacht of the "YAMAHA Round The World" syndicate was held in Auckland, New Zealand. The yacht has been built to take part in



NEW ZEALAND

the Whitbread Round the World Race in 1993 ~ '94. The Whitbread Race is one of the world's premier ocean yachting events.

It has been held once every four years since the inaugural race in 1973.

The race starts from Southampton, U.K. and is competed over a 6-leg course that circles the globe for a total of 33,000 nautical miles (approx. 60,000 km), stopping in the four countries of Uruguay, Australia, New Zealand and the U.S.A.

The new yacht, a Bruce Farr-designed sloop, is the first of two boats to be built for the syndicate. The recently completed one is the first new Whitbread 60 class yacht to be launched anywhere in the world, and the second yacht is scheduled to be on the water early next year.

Yamaha Motor formed the syndicate last year in a joint effort with the "Ocean Ventures" syndicate of New Zealand to take part in the Whitbread Round the World Race.

The syndicate skipper is Mr. Ross Field of Ocean Ventures, a yachtsman with an outstanding record in ocean racing. At the launching ceremony, he said: "We are excited at the prospect of the Whitbread 60 class providing extremely close, even and competitive racing. We have been working closely with Bruce Farr on the initial design and will now undertake one of the most intensive build-up campaigns ever seen in the Whitbread!"

Look at Our Market



In front of the Louvre Museum in Paris, where the old blends with the new.
(Photo courtesy of Maison de la France)

In this issue we introduce a report from YAMAHA MOTOR FRANCE by its PR manager, Mr. Thierry Fouchet, about the French market.

As of this January, the Yamaha Motorcycle Division of Sonauto and Yamaha Motor France, importer of Yamaha marine and power products, have been combined to form a new Yamaha Motor France. With its head office facilities occupying a 44,000 m² site in Paris, the company presently employs approximately 170 under the leadership of Mr. Jean Claude Olivier, president. Mr. Olivier, former Director of Sonauto's Motorcycle Division, has been involved in Yamaha motorcycle sales for some 25 years.

Now, for the readers of Yamaha Motor News, here is a report on YMF's business activities for the year 1991.



YMF's new head office

French sports promotion wins user support

Dynamic market leader

During calendar year 1991, our sales reached to a total volume of 77,703 units for our various product lines. Yamaha products held the top share in France in both the motorcycle and marine engine markets. In the Water Vehicle market as well, YMF was the leader with over half the market share. A Nielsen survey also ranked us third in lawnmower supply for the lawn & garden field.

Our promotion takes many forms

Our advertising and promotional activities take many forms. In addition to the specialized and general magazine ads and direct mail campaigns, we have tied up with a TV channel to have Yamaha products appear on the most popular game shows. We produced a 1-minute advertising film that was shown in movie theaters during April and May, and we continue to publish our 64-page YAMAHA Magazine in editions of 400,000 for distribution to a large consumers audience.

In 1991 we particularly concentrated two promotional campaigns on the scooter market; one targeting young people with a theme of "Drive all summer free of charge" and the other targeting the business community. Another big promotional effort for the two main models released in '91, the TDM850 and XTZ660, involved full-scale direct-mailings, leaflet distribution, etc. At Sonauto, and now YMF, motorcycle sports have always been one of the main thrusts of our advertising and promotional activities. We have always worked hard to promote races like the Paris-Dakar Rally, World and National Championship Road Racing, the Le Mans 24-hour Endurance Race and much more.

Spreading the joy of motorcycle sports

Like our president, J. C. Olivier, who participated for many years in the great Paris-Dakar Rally, we at YMF are directly involved in motorcycle sports. For the past 20

years our works teams have participated in the Paris-Dakar, the World and National Road Race series and numerous other events both at home and abroad.

At the same time, we have devoted ourselves to providing opportunities for our customers, the press and potential users to get involved and experience the joy of motor sports. Toward this aim we sponsor the YZ Trophy, Enduro Trophy, TZR Cup and TZ Trophy races.

And for our Yamaha XTZ660 TÉNÉRÉ and XTZ750 SUPER TÉNÉRÉ owners, we offer the opportunity to make their dream of true adventure touring come true through our active organization of the "Spirit of Adventure" campaign in cooperation with Yamaha Motor Europe NV and the main European importers.

Last year this campaign took users on an unforgettable tour of the Australian wilderness.

Another campaign we get the public involved in is our Securiland-JACADI program which has taught correct riding to

some 140,000 children between 8 and 12 years of age.

User- and potential user-oriented marketing

In 1991, our marketing activities included the sending of our own Paris-Dakar greeting cards to all 1990 customers. In the ATV market, we have followed past customers and sought out new potential customers with questionnaire and publicity mailings in both the agricultural and leisure sectors. To benefit our dealers, we have set up an information file covering all our motorcycle customers and prospects and insurance/financing services, and we supply regular listings of customer names and addresses to dealers to assist in their marketing activities.

Market research is another area we stress, conducting studies of the evolution of motorcycle clientele over the past ten years, as well as other subjects such as environmental affairs and model coloring.

- 1) With support from YMF, S. Peterhansel has performed magnificently in the Paris-Dakar Rally.
- 2) YMF's user-oriented "YAMAHA MAGAZINE 1992"
- 3) YMF conducts "Spirit of Adventure" tours with YMENV and other main European importers.
- 4) A marine service workshop.
- 5) A motorcycle service workshop.
- 6) A TZR Cup Race. YMF is active in sponsoring race programs for the press and its young users.

