

# YAMAHA MOTOR NEWS

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## Magee/Mackenzie finish 2nd on YZF750 in high-speed endurance contest

### '92 SUZUKA 8-HOUR ENDURANCE RACE

On July 25 and 26, the Suzuka 8-hour Endurance Race, third round of the FIM World Endurance Championship Series, was held before some 135,000 fans, and Yamaha YZF750 riders Kevin Magee and Niall Mackenzie of the Nescafé CAN Racing Team Yamaha completed a record 208 laps to finish in 2nd place, a mere 30 seconds behind Wayne Gardner and Daryl Beattie of Honda.

The Suzuka 8-hour is a truly international race that brings together top stars from the World GP and Endurance racing scenes as well as all the major Japanese stars from the domestic scene. This fact alone is enough to make Suzuka the premier motorcycle sports event on the Japanese summer circuit that fans flock to in a festival mood. This year's race was a high-speed competition much like a GP sprint race. Another YZF750-mounted pair, Norihiko Fujiwara and Yasutomo Nagai of the Kirin Beverage Racing Team Yamaha, finished a respectable 11th in spite of a crash 15 minutes before the finish from which they restarted just 4 minutes before the finish. The Yamaha Racing Team pair of Fabrizio Pirovano and Chris Haldane competed boldly on their FZR750R but were forced to retire on their 131st lap. (See details on pages 2 and 3)



### President Awards for Yamaha people in Taiwan, the Netherlands and Malaysia

On July 8, the most recent President Awards were announced at Yamaha Motor's head office, and this time there were six recipient groups, including Yamaha Motor Taiwan and Yamaha Motor Netherlands. Also, on July 23, Malaysia's Hong Leong Yamaha Group, a joint venture with YMC, was presented with a special certificate of commendation from

President Eguchi of YMC. The Yamaha President Awards were established in 1986 as biannual awards to individual Yamaha Motor employees or employee groups that have made outstanding contributions in the areas of technology, product development and corporate business activities. (See details on P. 5)



Expansion of scooter sales contributed to YMT's business achievement.



Mr. Kwek Leng San (left), Managing Director of Hong Leong Yamaha Group receives a plaque from President Eguchi.



Members of the YMNL staff.

### MBK launches pan-European 50cc scooter, Evolis/Zest

The new full scale scooter Evolis/Zest aimed for the pan-European market recently started coming off the production line at MBK Industrie, the French Yamaha production base, in time for its debut this fall.

To usher in this major new model, MBK held an introduction for dealers and importers on June 21 at Nice and Cannes, followed by a conference for the motorcycle press on June 24 in Bordeaux. Meanwhile, a tape cutting ceremony was held back at the MBK factory in St. Quentin on July 3 to celebrate the line-off of

the Evolis/Zest, which has been under development for the past three years as a model aimed specifically for the users of the European market.

This model is designed with European size and comfort in mind, and with special concern for mud protection and noise reduction, while also featuring an extra-large capacity fuel tank.



From left: General Manager Martini of Belgarda, Managing Director Nagayasu of YMC, Honorable Chairman Temkine, MBK and General Manager Beziere, Motorcycle Division of Yamaha Motor France.



# '92 SUZUKA 8-HOUR ENDURANCE RACE



## Participating in racing to share the excitement and achievement

At this year's Suzuka 8-hour Endurance Race, Kevin Magee and Niall Mackenzie of the Nescafé CAN Racing Team came through the tough competition on their Yamaha YZF750 to a 2nd place finish. Japanese fans look forward to this race each year just as much as the opening round of the World Championship Road Racing series. This year Yamaha gave its support to three factory teams and one private team to share in the thrills and excitement of the long, hot battle waged out on the track in sweltering heat that rose well above 30° C.

Every year the Suzuka 8-hour provides a dramatic stage where riders, mechanics and even the fans who cheer them on, are brought together in the exhilarating experience of a combined effort of man and machine.

And when the long summer challenge is over, everyone — the winners, the losers, the survivors and even those forced to

drop out short of the goal — comes away with a sense of satisfaction and achievement at having tackled the job and given it their all.

When we support a racing team, we are doing it for the opportunity to share in the experience of everyone involved in and everyone watching the event. Sharing in the same challenge, giving the best we can, cheering on the participants: we believe all these things help build a sense of solidar-

ity that in the end serves to heighten the Yamaha brand image.

Experience gained on the racing circuit is always important in the development of new technology. And, perhaps an even more important thing is to have that technology fed back into our products. The promotional aspects of race participation are certainly important, too, but the meaning of race activities goes far beyond that. The really important thing is the joy that is shared through the thrill of being involved, and the fulfillment this brings to your life and that of everyone around you.

When the first Suzuka 8-hour Endurance Race was held back in 1987, it drew an audience of 70,000. By the third holding, attendance topped 100,000, and by its sixth year attendance had doubled to 140,000. Over the past few years the audience has held steady from 130,000 to 150,000.

During this period an increasing number of team sponsorships have involved tie-ups with companies from other industries, bringing with them new audiences.

When teams supported by Yamaha perform as well as they have this year in front of such a large audience, it builds an ever deeper and broader sense of excitement and solidarity. For us, there is no greater reward than this.

### Riders, machines and teamwork perform perfectly

The YZF750 riders of the two Yamaha factory teams, Kevin Magee/Niall Mackenzie and Norihiko Fujiwara/Yasutomo Nagai started from 13th and 10th positions respectively on the grid, while FZR750R riders Fabrizio Pirovano/Chris Haldane lined up on the 14th spot. The Magee/Mackenzie team worked up steadily from a somewhat slow start to enter the battle for the lead. With Magee at times dipping under 2 minutes 15 seconds per lap, he kept them within shot of the victory right down to the end of the race, which they finished a mere 30 seconds behind in 2nd place.

Looking back over the race, Magee and Mackenzie had nothing but praise for their YZF750. "The machine is very, very good. It kept up the same good condition at the end as it started with. Especially, the engine was wonderful and the team's pitwork was fantastic. We were happy to be able to complete so well in such a tough sprint-like race."

Meanwhile, the Fujiwara/Nagai team suffered a crash while racing in 4th position just 15 minutes from the finish and were forced into the pit.







Magee

## NESCAFÉ CAN RACING TEAM YAMAHA



Mackenzie



With just four minutes left in the race, Fujiwara was able to get back on the track and finish in 11th place.

The Pirovano/Haldane team also ran out of luck when an oil leak forced them out of the race after running well in about 15th position for over half of the race.

### The home-grown Iwata Tombo (Dragonfly) citizen team

In addition to its support of factory teams like these, YMC supplied a OW01 (FZR750R) machine to the private Iwata Tombo Racing Team, like it did last year. Yamaha further lent its support in the form of participation of Yamaha employees on the team's organizing committee.

As you probably know, Iwata is YMC's home town, and since last year the city has been promoting a citizen-oriented program that brings together sports and local industry. One of the major projects of this program is citizen participation in the Suzuka 8-hour Endurance Race. The aim of the project is to publicize Iwata City as the home of the world's second largest motorcycle manufacturer and various other automobile-related industries. Last year, this unprecedented Suzuka 8-hour participation by the Iwata Tombo Racing Team was indeed very successful in drawing media attention, with some 80 articles appearing in thirty publications

and some 22 broadcasts on local TV and radio, as well as live satellite broadcast of the race itself.

Spurred by this big promotional success, the Iwata Team returned to Suzuka again this year with former Yamaha test rider and present motorcycle shop owner, Mr. Miyoshi Abe, as the team manager, Junichi Matsushita, Kensuke Haga and Masaya Hirayama as riders and a support crew of Iwata citizens.

In this year's race, the team's machine suffered damage in a crash around 2:00 p.m. Still, determined to finish the race, the rider pushed the machine back to the pit — a thirty-minute effort — where the team's mechanics worked furiously for another 45 minutes to get it back on the track.

In the heat of competition, the patched up machine didn't last long before it was forced to return to the pit. Determined just to finish the 8-hour contest, the team continued to work through a series of pit-ins before finally being forced to retire at 4:58 p.m.

Rider Haga of the Tombo Team had this to say about the race: "It's a shame we couldn't finish. Still, I think it is great to see such a large community as Iwata City



Pirovano



Haldane



## YAMAHA RACING TEAM



Nagai

## KIRIN BEVERAGE RACING TEAM YAMAHA



Fujiwara

develop this type of grass-roots activity for citizens by organizing this team. If there is a chance, I'd like to participate again next year?"

Also, participating as the team's campaign girl was Miss Ogawa, who works at YMC's Fifth Iwata Factory and was runner-up in this year's Miss Iwata contest. She said that when she entered the Miss Iwata contest, she never thought it would give her a chance to participate in such a great city program. It has been a wonderful experience for her helping publicize the city in this way.

An Iwata housewife, Mrs. Kamiya, had this to say: "Last year I watched the race from the stands, but this year I was able to help out down in the pit area as a volunteer. I was really happy for this chance to get out of the house and be a part of a community effort in such a

direct way. I'd love to do it again next year."

Another Yamaha employee who was involved as a member of the team's administrative office staff, Mr. Tanoue, said: "Everyone worked together to haul the damaged machine back to the pit and try to repair it so that we could somehow finish the race. It is too bad we had to retire from the race in the end, but, I believe that the effort everyone put into this will create new energy for this kind of community activity.

For us at YMC, contributing the machine and staff workers to this team is a chance to do our part as a good corporate citizen while joining as fellow citizens and fans in the shared excitement and satisfaction of a team effort. In this sense we were very happy and proud to be a part of this year's campaign.

## IWATA TOMBO RACING TEAM

Yamaha employees contributed to the Iwata Team.



This year the Tombo (Dragonfly) Team ran with the same number, 65, as last year. This is the number of species of dragonfly to be found in Iwata City, Japan's foremost breeding ground for dragonflies.





# Expo Yamaha '92 in Mexico

Over the four days from June 18 to 21, the Expo Yamaha '92 was held in the Palacio Mundial of Mexico City. This Expo was organized as a cooperative effort of the three Yamaha Group companies in the United Mexican States, Yamaha Motor de Mexico (YMMEX), Industria Mexicana de Equipo Marino, S.A. de C.V. (IMEMSA) and Yamaha de Mexico, to commemorate the full-scale start of business by YMMEX. Founded last October, YMMEX handles imports and sales of Yamaha motorcycles, ATVs and Golfcars, while IMEMSA manufactures and sells Yamaha FRP boats and imports and sells Yamaha marine products. Yamaha de Mexico handles Yamaha musical instruments.

An opening ceremony attended by over 500 people was held on the evening of the 17th, at which YMC's Managing Director Hasegawa gave the opening address followed by speeches from Japan's Ambassador to Mexico, Mr. Tanaka and Assistant Director of Mexico's Ministry of Trade and Industry, Dr. Julio Alfredo Genel. Afterwards, a tape cutting performed by YMMEX President Kimura and Vice President Yonezawa, YDM President Batoh and IMEMSA President Agather, officially opened the Expo Yamaha '92.

The Expo was unified under the theme "Descubre un nuevo estilo de vida" (Discover a new lifestyle). The first exhibit as one entered the Expo hall gave an introduction to the Yamaha Group. The rest of the hall was divided into sections introducing the products handled by the three companies and how they bring joy and fulfillment to people's daily lives. As visitors toured the different sections, they could not help but be impressed by the potential of the Yamaha Group and the rich variety of its products, including off-road models such as the DT175, XT225 and XT600E, on-road models like the FZR600 and FZR1000 together with racers in the motorcycle sports section and scooters such as the SH50 (Mint) and CY50 (Jog) in the town section. Water Vehicles such as the WRA650 (Runner III) and WRV650 (VXR), outboards models from 2 hp to 200 hp and FRP boats were displayed in the marine section and generators, Golfcars and golf clubs in the outdoor section. ATVs including the YFM350FW (Big Bear) and YFB250 (Timber Wolf) were exhibited in the farm section. Among all these products, the greatest visitor attention focussed on two concept



YMMEX new office building.



A rich variety of scooters, on- and off-road motorcycles displayed.

models, the motorcycle "Morpho" and the electric scooter "Frog" unveiled as models for the near future at the Tokyo Motor Show last autumn. Special attractions like fashion shows of Yamaha riding wear and marine wear and concerts including an appearance by Mexico's current No.1 band, the "Caifanes" helped make the event a great success, with attendance for the four

days topping 32,000. Although YMMEX is just getting started, the company is highly motivated and eager to contribute to the local community like its fellow group companies, IMEMSA and YDM. This attitude can also be seen in the way the employees are channelling their youthful energies into personal development programs such as

English studies, as well. The outlook for the Mexican motorcycle market at present is one of increasing growth in demand. As its main business policy for the future, YMMEX is dedicating itself to building a stronger relationship of mutual trust with its dealers that will enable them to progress steadily hand-in-hand as the market expands.



Fashion show of Yamaha riding wear.



At the opening ceremony.



Yamaha musical instruments.



Overall view of the Expo.



Motorcycle demand in Mexico is now growing.



The Water Vehicle is a relative new comer to Mexico.



ATVs are mainly used for agriculture in Mexico.



Apparel corner.



# Outstanding business achievements win President Awards

Awards to Yamaha Motor Taiwan, Yamaha Motor Netherlands and Malaysia's Hong Leong Yamaha Group

The Yamaha President Awards are given to YMC employees or groups and to subsidiaries on the basis of outstanding technological, product developmental and company business contributions.

Yamaha Motor Taiwan was presented the President Award this July based on its achievements in the promotion of scooter sales. Through its business policies that have always reflected a firm grasp of market movements and trends during Taiwan's period of high economic growth, the company has shown outstanding success in expanding both production and sales of its products.

In the case of Yamaha Motor Netherlands, the award recognizes the success of the company's strengthening of its management structure to improve overall business performance. In the face of a rapidly changing business environment, YMNL succeeded in strengthening its business base through its effective sales and promotional activities and pursuit of a policy of business diversification.

## Special Commendation to Malaysia's Hong Leong Yamaha Group

Meanwhile, Malaysia's Hong Leong

Yamaha Group received a special certificate of commendation from YMC's President Eguchi. This award recognizes the dramatic jump in number of motorcycles sold and, in the process, its regaining the top market share, as well as the excellence of the management of the Group's assembly plant, parts manufacturing plants and sales companies that supported this growth.

The Award took the form of a special certificate due to the fact that the Hong Leong Yamaha Group is a joint venture company and the President Awards are limited to employees of YMC and its subsidiaries. The spectacular business record of Hong Leong Yamaha in Malaysia can be attributed primarily to the popularity of the Y100 motorcycle introduced in 1987, and the big hit achieved by the timely release of the Y110 in '91 as a follow-up to this highly respected model. At the same time, the introduction of the "YBS" (Yamaha Before-Service) shop system and



Mr. Eguchi (left) and President Seki of Yamaha Motor Netherlands.



From left: Mr. Eguchi, Mr. Takeda and Mr. Hsieh, President and Chairman of Yamaha Motor Taiwan.



From left: Director Shinya Satoh and Director & General Manager Ron Lim Kim Chai of Hong Leong Yamaha Distributors Sdn. Bhd., Managing Director Kwek Leng San of Hong Leong Yamaha Group, President Eguchi of Yamaha Motor, General Manager Ngan Yow Chong of Hong Leong Yamaha Motor Sdn. Bhd. and Allied Auto Parts Sdn. Bhd. and Director Arai of Yamaha Motor.



The recipients of the President Awards.

the increasing number of Yamaha dealerships established under the "3S" (Sales, Service and Spare parts) shop system, have also been an important factor in the Group's success. Furthermore, sales promotion activities, including races and riding instruction programs aimed at the younger users, plus the effect of the Total Productive Maintenance program in im-

proving quality control in Group factories must also be mentioned. In recognition of these integrated corporate efforts, YMC President Eguchi presented the plaque of appreciation to Managing Director Kwek Leng San as representative of the Hong Leong Yamaha Group management, on the occasion of his visit to YMC on July 23.

## SPORTING WORLD

### 1992 AMA SUPERCROSS SERIES

Damon Bradshaw ranked 2nd in AMA Supercross championship when he placed fifth in the last round of the AMA Supercross championship series on July 11 in Los Angeles. The championships began in January and Bradshaw scored 9 wins, one 2nd, two 4ths, and one 3rd, 6th and 19th in this tough 16-round series. He collected a total of 328 points in the series to be ranked 2nd behind the winner, J. Stanton by a mere 3 points.

## Bradshaw ranked 2nd on his YZ250M



### RESULTS

#### WORLD CHAMPIONSHIP ROAD RACING

##### 7th round - Germany - June 14 GP1 class (500cc)

1. M. Doohan ..... Honda
2. K. Schwantz ..... Suzuki
3. W. Gardner ..... Honda
4. A. Criville ..... Honda
5. J. Kocinski ..... Yamaha

##### GP2 class (250cc)

1. P. F. Chili ..... Aprilia
2. M. Biaggi ..... Aprilia
3. L. Reggiani ..... Aprilia

4. L. Cadalora ..... Honda
5. M. Shimizu ..... Honda

##### 8th round - Holland - June 27 GP1 class (500cc)

1. A. Criville ..... Honda
2. J. Kocinski ..... Yamaha
3. A. Barros ..... Cagiva
4. J. Garriga ..... Yamaha
5. R. Mamola ..... Yamaha

##### GP2 class (250cc)

1. P. F. Chili ..... Aprilia
2. L. Cadalora ..... Honda
3. L. Reggiani ..... Aprilia

##### 9th Round - Hungary - July 12 GP1 class (500cc)

1. E. Lawson ..... Cagiva
2. D. Chandler ..... Suzuki
3. R. Mamola ..... Yamaha
4. K. Schwantz ..... Suzuki
5. W. Rainey ..... Yamaha

##### GP2 class (250cc class)

1. L. Cadalora ..... Honda
2. L. Reggiani ..... Aprilia
3. A. Puig ..... Aprilia

4. M. Shimizu ..... Honda
5. W. Zeelenberg ..... Suzuki

##### 10th Round - France - July 19 GP1 class (500cc class)

1. W. Rainey ..... Yamaha
2. W. Gardner ..... Honda
3. J. Kocinski ..... Yamaha
4. J. Garriga ..... Yamaha
5. E. Lawson ..... Cagiva

##### GP2 class (250cc class)

1. L. Reggiani ..... Aprilia
2. P. F. Chili ..... Aprilia
3. L. Cadalora ..... Honda
4. J. Schmid ..... Yamaha
5. C. Cardus ..... Honda

##### 11th Round - Britain - Aug. 2 GP1 class

1. W. Gardner ..... Honda
2. W. Rainey ..... Yamaha
3. J. Garriga ..... Yamaha
4. E. Lawson ..... Cagiva
5. P. Goddard ..... Yamaha

#### CHAMPIONSHIP POSITIONS AFTER 11 ROUNDS

- ##### GP1 class
1. M. Doohan ..... Honda ..... 130 pts
  2. W. Rainey ..... Yamaha ..... 108 pts
  3. K. Schwantz ..... Suzuki ..... 87 pts
  4. D. Chandler ..... Suzuki ..... 72 pts
  5. J. Kocinski ..... Yamaha ..... 67 pts

##### GP2 class

1. L. Cadalora ..... Honda ..... 177 pts
2. L. Reggiani ..... Aprilia ..... 132 pts
3. P. F. Chili ..... Aprilia ..... 107 pts
4. H. Bradl ..... Honda ..... 73 pts
5. A. Puig ..... Aprilia ..... 68 pts

#### GP2 class

1. P. F. Chili ..... Aprilia
2. L. Reggiani ..... Aprilia
3. D. Romboni ..... Honda
4. L. Cadalora ..... Honda
5. J. Schmid ..... Yamaha

#### WORLD CHAMPIONSHIP MOTOCROSS

##### 250cc class

##### 5th Round - Germany - June 14 (Overall results)

1. D. Schmit ..... Yamaha
2. M. Bervoets ..... Yamaha
3. P. Johansson ..... Yamaha
4. R. Herring ..... Honda
5. B. Manneh ..... Honda

##### 6th Round - U.K. - June 21 (Overall results)

1. R. Moore ..... Yamaha
2. D. Schmit ..... Yamaha
3. T. Parker ..... Honda
4. R. Herring ..... Honda
5. J. Dobb ..... Kawasaki

##### 7th Round - Ireland - June 28 (Overall results)

1. D. Schmit ..... Yamaha
2. A. Puzar ..... Yamaha
3. R. Moore ..... Yamaha
4. R. Herring ..... Honda
5. E. Evertsen ..... Kawasaki

##### 8th Round - Venezuela - July 12 (Overall results)

1. T. Parker ..... Honda
2. D. Schmit ..... Yamaha
3. R. Moore ..... Yamaha
4. E. Evertsen ..... Kawasaki
5. M. Bervoets ..... Yamaha

#### 9th Round - U.S.A. - July 19 (Overall results)

1. J. Stanton ..... Honda
2. E. Evertsen ..... Kawasaki
3. M. Bervoets ..... Yamaha
4. R. Moore ..... Yamaha
5. T. Parker ..... Honda

#### CHAMPIONSHIP POSITIONS AFTER 9 ROUNDS

1. D. Schmit ..... Yamaha ..... 345 pts
2. R. Moore ..... Yamaha ..... 291 pts
3. A. Puzar ..... Yamaha ..... 288 pts
4. T. Parker ..... Honda ..... 287 pts
5. E. Evertsen ..... Kawasaki ..... 220 pts

#### AMA SUPERCROSS

##### 15th round - San Jose - June 7

1. D. Bradshaw ..... Yamaha
2. J. Stanton ..... Honda
3. D. Dubach ..... Yamaha
4. G. Cooper ..... Suzuki
5. R. Tichenor ..... Suzuki

##### 16th round - Los Angeles - July 11

1. J. Stanton ..... Honda
2. M. Kiedrowski ..... Kawasaki
3. G. Cooper ..... Suzuki
4. J. M. Bayle ..... Honda
5. D. Bradshaw ..... Yamaha

#### FINAL CHAMPIONSHIP POSITIONS

1. J. Stanton ..... Honda ..... 331 pts
2. D. Bradshaw ..... Yamaha ..... 328 pts
3. J. M. Bayle ..... Honda ..... 320 pts
4. M. Kiedrowski ..... Kawasaki ..... 262 pts
5. G. Cooper ..... Suzuki ..... 251 pts



## New facilities completed for a growing business **PORTUGAL**



**O**n June 1, Yamaha Motor Portugal held an opening ceremony for its new office building. The ceremony began with cocktails, followed by tree-planting, tape-cutting and a luncheon party. For the ceremony some 200 people attended, including Senior Managing Director Arata of Yamaha Motor, President Hasegawa of Yamaha Motor Europe N.V., Chairman Hsieh of Yamaha Motor Taiwan and representatives of other European Yamaha importers. Among the special guests were Japanese Ambassador to Portugal, Mr. Hiraoka, and many government and police officials. After the tape-cutting ceremony, the guests toured the office and warehouse facilities of YMPL's im-

pressive new company headquarters. YMPL was established in 1990 based on a joint investment from YMENV and YMPL's predecessor, MOTOPECAS. Since 1964, MOTOPECAS has been building the market for Yamaha motorcycles and power products in Portugal, and the new company headquarters can be said to be the fruit of the labors of Mr. Pissarra, former owner of MOTOPECAS and now Vice President of YMPL, and his staff during those 28 years. The motorcycle market in Portugal has been growing steadily over the past few years, as has the scale of YMPL's business activities. The new headquarters will help the company build a stronger business operation for the future.



A riding demonstration for the newly introduced Exciter II (right) and Viking II (center) by Finnish dealers.

## New snowmobiles for leisure use **SCANDINAVIA**

**I**n the Spring of this year, Yamaha's new snowmobiles, the Viking II (VK540II) and Exciter II were successfully introduced to the dealers of three Scandinavian countries, Sweden, Norway and Finland. In cooperation with Yamaha Motor Europe N.V. (YMENV), representatives of the countries' three Yamaha importers, Isaksons Motor, Yamaha Motor Norway and OY Arwidson organized their own meetings to announce the new models' arrival.

The first Viking "VK540" entered the Scandinavian market in 1987 at the strong request of the importers, and the model has maintained its popularity ever since.

During the last few years, the

snowmobile market in Scandinavia has shown a progressive change, with sales extending more into the leisure and sports fields in favor of utility use. Before, snowmobiles were sold mainly to the Lapland peoples who used them in their work, such as following their reindeer herds. However, with the rapidly increasing enthusiasm for the snowmobiling as an enjoyable winter sport, the distributors have started to promote and sell new types of Yamaha snowmobiles for sports and family leisure use. Thus, the arrival of the Viking II and two Exciter II models, the EX570ST and EX570SX, have come at the right time. These new snowmobiles are sure to bring great satisfaction to Scandinavian customers.

## Remarkable success for marine event **KUWAIT**



**O**n June 5, the marine event "Wave Fiesta in Kuwait" organized by Kuwait Developments & Trading Co. was held at the Kuwait Sea Sports Club. Yamaha Motor Company contributed as a co-organizer and six major Japanese companies; Matsushita Electric Industrial Co., Ltd., Nissan Motor Co., Ltd., Bridgestone Co., Ltd., Fuji Photo Film Co., Ltd., Mitsui & Co., Ltd. and NGK Spark Plug Co., Ltd. helped sponsor the event. Wave Fiesta is a grassroots level marine sport event that is spreading world-wide as a means to share the joy of Water Vehicle sports and deepen international communication. Kuwait, with its geographical advantage of facing the Persian Gulf, is a country where marine sport boasts high popularity. Holding a Wave-Fiesta event here was surely meaningful as a way to encourage people in Kuwait and to give Japanese companies an excellent opportunity to join in community activities outside of the business world.

On the event day, an unexpectedly large crowd of approximately 4,500 people gathered to enjoy the exciting marine festival. Besides the racing, the event provided a correct-riding seminar, testrides and several marine sport attractions. Some 38 Kuwaiti semi-professional riders participated in the race, showing their skills in front of a large audience. Invited guests included Sheikh Ahmed Fahd Al-Ahmed Al-Sabah, Chairman of the Kuwait Olympic Committee and the Football Union, Mr. Suzuki, acting Japanese Ambassador to Kuwait and twelve other ambassadors. The Japanese newspaper "NIKKEI" reported the success of the "Wave Fiesta" and the Kuwait national TV channel broadcasted the event in the form of a 30-minute feature program on the night of event day.

# 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.

## Around the world by XTZ660 **GERMANY**

**O**n July 15, Mr. Volker Briel, a Yamaha dealer in Germany and his friend, Mr. Peter Stumm visited Yamaha's head office in Japan on their way to Los Angeles with their two XTZ660s. In 1926, a famous German journalist, Robert Sexe, made an around the world trip on a 350cc motorcycle. Briel and Peter are attempting to follow the same route the journalist took 66 years ago.

They started from Paris on June 13, crossing all of Europe and Siberia before they arrived in Japan. People in Russia were quite nice to the two adventurers but not so the roads. Even the highways had unpaved sections sometimes as long as 100km. It was often just like off-road riding. Thanks to the reliable XTZ660s, they did not have any major problems with their motorcycles, even when riding 500km a day during their 15,000km ride across the continent. In Russia, it is considered incredible to undertake such long



Mr. Briel (second from left) and Mr. Stumm together with Yamaha staff in front of the Yamaha's head office building.

distance riding because of the conditions. But for these two riders and their XTZ660s, it was almost a piece of cake. So far, they say that this trip has brought them many excellent experiences and opportunities to meet different people. By the middle of August they are supposed to reach their home town back in Germany, after the coast to coast ride across the U.S.A.



## 6th International Ténéré Meeting in Zellereit **GERMANY**

In June, the popular annual International Ténéré Owners Meeting was held for the 6th time in the small village of Zellereit located east of Munich, the capital of Bavaria. As in earlier years, this meeting was organized by the Ténéré Club Rhein-Neckar and sponsored by Mitsui Maschinen GmbH, Yamaha importer in Germany. Over the weekend, more than 150 owners attended this event on various types

of Ténérés, from the 1983 model to the newest models like XTZ660 and XTZ750 Super Ténéré. Participants enjoyed the whole event, joining in some amusing games and watching a slide exhibition of different motorcycling tours round the world. The friendly meeting ended with a cheerful campfire evening as participants promised to meet again next year.



The XTZ750 Super Ténéré is very popular in Europe. (left) Ténéré Owners Meeting sticker. (below)



## Argentine dealers exchange fellowship on Japan trip **ARGENTINA**

Over the one-week period from May 24 to 31 of this year, outstanding Yamaha dealers from Argentina and staff of the Argentine Yamaha distributor, ZANELLA Co., enjoyed a tour of Japan. The dealers who made up this tour of 60 people, represent the leaders of the Yamaha dealer network in Argentina, selected for their outstanding achievements in the areas of sales, service and parts. As the tour took them to Tokyo, Hakone, Atami, Tsumagoi, YMC's head office and factories, Kyoto

and Osaka, the members got an enjoyable and rewarding taste of both Japanese culture and history and the world of high-tech science and technology. In particular, we are told, the group's tour of the main factories and the welcoming party at Tsumagoi helped strengthen everyone's sense of fellowship as members of the Yamaha family. On June 1, everyone had arrived safely back in Buenos Aires ready to return to the job of making even greater strides in their local Yamaha business.

## Correct riding program for young motorcyclists **U.S.A.**

We received compliments on our "Y.E.S.S." (Yamaha Earthly Sports System) program from Mr. B.G. Schenk, the owner of Schenk Racing in Washington State, U.S.A. Mr. Schenk said he was very impressed with the way YMC's Y.E.S.S. activities offer valuable information and a good motorcycling environment to a large number of motorcycle enthusiasts in Japan.

He has a 16 year-old son Karl, who is a professional road racing champion in Washington State. Karl races Yamaha motorcycles and has won many championships since he began in American dirt track racing at the age of 9. Mr. Schenk said "with the high speeds of road racing, correct and alert riding is most im-

portant. In addition, competition motorcycles must be kept in perfect mechanical condition". As a result of his brilliant riding ability and well prepared Yamaha racing equipment, Karl has won three grand prix events and a six-hour endurance event in the Northwest United States thus far in 1992. Mr. Schenk has a deep concern for all young motorcyclists just as he does for his son Karl. Thus, he evaluates Y.E.S.S. activities highly as good support for young motorcyclists, teaching them correct-riding and other important things riders should know. Mr. Schenk hopes YMC will continue its efforts to bring up well-mannered young riders through its Y.E.S.S. programs.



Karl rides alert and skillfully on his Yamaha machine.

Y.E.S.S. is a motorcycle users club bringing together YMC, its dealers and the users into one organization to provide various events, races, training and even charity programs.

More Letters!

## Biggest snowmobile in the world **SWEDEN**



The giant Phazer alongside a regular size Exciter II.

Since Sweden is a country with a large annual snowfall, the snowmobile is very popular and useful, boasting an even bigger market here than motorcycles. More than 150,000 snowmobiles are sold annually in this snowy Nordic country. Isaksons Motor AB is celebrating the 25th anniversary as the importer of Yamaha snowmobiles in Sweden, and as one of its commemorative projects has recently launched the world's biggest snowmobile in cooperation with a local dealer. This snowmobile replica of the Yamaha Phazer was made of wood, plastic and metal sheet

and measures an amazing 8m long, 2.6m wide and 3.5m tall, with a total weight of 800 kg! This Phazer replica was built also to celebrate the 20th anniversary of the snowmobile association in the village of Gäddede. The giant Phazer is displayed at the entrance to this village, indicating how important the snowmobile is for people in this region, which is one of the most popular snowmobiling areas in Sweden. During the days of celebration, some 500 enthusiasts gathered to demonstrate the popularity of Yamaha snowmobiles in this northern region of Sweden.

## Yamaha employees set Japanese man-powered flight record **JAPAN**

In any era, people have always cherished the dream of flying freely, high in the sky and so many challenges have been made since the time of the Wright brothers. Even though jet airliners can fly us anywhere in the world today quickly and conveniently, the timeless challenge of the most primitive type of aircraft still attracts people as it has for ages.

On May 22, Yamaha employees broke the previous Japanese record for man-powered flight on a pedal-driven aircraft named "Gokuraku Tombo" (Super Happy Dragonfly). The aircraft, built by the Team Aerocepsy formed back in 1983 by a group of Yamaha employees, completed a flight of 4,436.7m, approx. 700m longer than the previous record.

At 7:30 in the morning, with the northeasterly wind down to about 0.5m/sec., the carbonfiber-construction "Gokuraku Tombo", weighing 32kg and boasting a 30m wingspan and 6.8m overall length, lifted lightly off its 50m plywood runway to a height of 3m and began to cruise quietly along the coastline at a speed of roughly 30km/hr. About eight minutes, 50 sec. later, the craft touched down



The "Gokuraku Tombo" flying like a real dragonfly.

well beyond the previous Japanese record of 3,708m set by a Nihon University team in March, 1990.

The world record, by the way, is an amazing 115.1km in over three hours of flight set by a team from the Massachusetts Institute of Technology, U.S.A., which means Team Aerocepsy still has a big challenge lying ahead in their pursuit of the ageless dream of man-powered flight.





# ITALY Today



In this issue, we introduce a summary of a report from Italy's Belgarda S.P.A. by its Communication & Marketing Director Roberto Martini and his assistant Miss Stefania Galli.

Belgarda was established in 1980 with the purpose of making the distribution of Yamaha products in Italy a dynamic, efficient and prosperous business. In 1985, Belgarda started handling the FM helmet line and MBK products. 1986 saw a significant milestone, as Belgarda lined off the first Yamaha 125cc motorcycles in its own plant and also started distribution of Yamaha outboard motors. In 1987, the company completed the range of Yamaha motorized products it offered by including golf cars, snowmobiles, ATVs, lawn mowers, generators, etc.



## Efficiency and dynamism means success

### Market Situation on Land and on the Water

Our market situation shows Belgarda to be in a position of market leadership with total projected sales of 107,000 units for 1992, of which 25,000 are motorcycles, 40,000 scooters, 25,000 bicycles, 9,000 marine products and 8,000 power products.

In the motorcycle market Yamaha's highly respected products keep us in competition for the top market share. Meanwhile the scooter market is booming here and our MBK BOOSTER (BW7S) is the bestselling scooter in Italy.

The marine scene is positive too. We are the market leader with around 24% share in outboard motors. Also, Power Products have become a promising business and people recognize Yamaha's high technology in this field.

### Sales and Service Activities

Belgarda's sales activities are carried out through a network of 1,000 authorized dealers all over Italy. Thanks to this network, we are able to satisfy each customer need and maintain an exchange of information with the customers and dealers.

We also stress Before- and After-sale Service. For example, Belgarda's unique 3-year Y.E.S. (Yamaha Extra Security) warranty guarantees service all over Italy from a joint nationwide service network. Our Y.L.S. (Yamaha Leasing System) is another important service, offering qualified users the opportunity to purchase a Yamaha motorcycle on easy terms.

And our "1 Yamaha fa 2" (1 Yamaha makes 2) insurance program offers a bonus fire and theft insurance package to all buyers of a Yamaha motorcycle during a certain period of the year.

To improve customer satisfaction, Belgarda started the "Bel-Net (Belgarda Network)" operation in January; a computer network between the dealers and Belgarda to exchange information about spare parts and unit orders, stock situation, warranties, leasing, etc. We introduced a very innovative electric parts catalogue and Chip-Card for warranties in this system.

### Sports and Racing

In 1991 we started to produce the Yamaha TZR125R in response to young people's demand for 125cc class bikes. With the immediate market success of this model, Belgarda launched a TZR125R Sports Production version this year, enabling aspiring private riders to participate in the Sports Production Championship, one of the most popular races in Italy.

Along with the release of this model, we have launched an important technical assistance and parts discount program for all the private riders in the championship. Our promotion of Yamaha brand helmets through a tie-up with National Superbike



The Yamaha TZR125R's successful release in 1991 led to the launching of the TZR125R SP version this year.



Yamaha helmets being marketed through a tie-up with Italian Superbike star, Fabrizio Pirovano.

champ, Fabrizio Pirovano, also helps maintain our high profile on the racing scene. In addition, the Belgarda Yamaha Racing Division (BYRD) has established the Yamaha Gatorade Supertrophy for all YZ125 owners under 21 years of age. Aiming at promoting motocross racing in an economic way with full assistance, this race attracted 50 young riders from all over Italy. Of course, BYRD also takes part actively in international races such as the Paris-Le Cap Rally (former Paris-Dakar Rally) and Superbike World Championships. As for the Paris-Dakar Rally, BYRD-entered riders, the late Gilles Lalay and Franco Picco finished 2nd in this ultra-tough desert rally in 1991 and 1989, respectively.

### Marketing and Communication

We publish a quarterly house organ, Belgarda Motor News, with about 120,000 copies mailed to Yamaha customers, dealers, suppliers, sponsors, media and to all Belgarda staff. Its purpose is to establish direct contact with Belgarda customers, to make them feel much closer to the Yamaha lifestyle, to introduce the wide Yamaha product range and inform people about Belgarda's numerous promotional and racing activities.



Belgarda began producing Yamaha motorcycles in 1986.

standing quality of Yamaha products, gives our company the image of a dynamic market leader and, at the same time, gives Belgarda the opportunity to better answer customer needs. This means real customer satisfaction that encourages our users to stay with Yamaha products forever.



Supertrophy is a motocross race series for all YZ125 owners under 21 years old.

Belgarda's ultimate goal is satisfying customer's needs in all fields, offering not only high quality, high-tech products, but also offering a high level of after-sale service and assistance to add value to the product itself. This philosophy, combined with the out-



"Belgarda Motor News" is a house organ aimed at customers.



Choosing riders for the "Spirit of Adventure" tour is one of the interesting jobs of the Marketing & Communication staff.