

Yamaha News

QUARTERLY
No.2

YAMAHA MOTOR CO.,LTD.

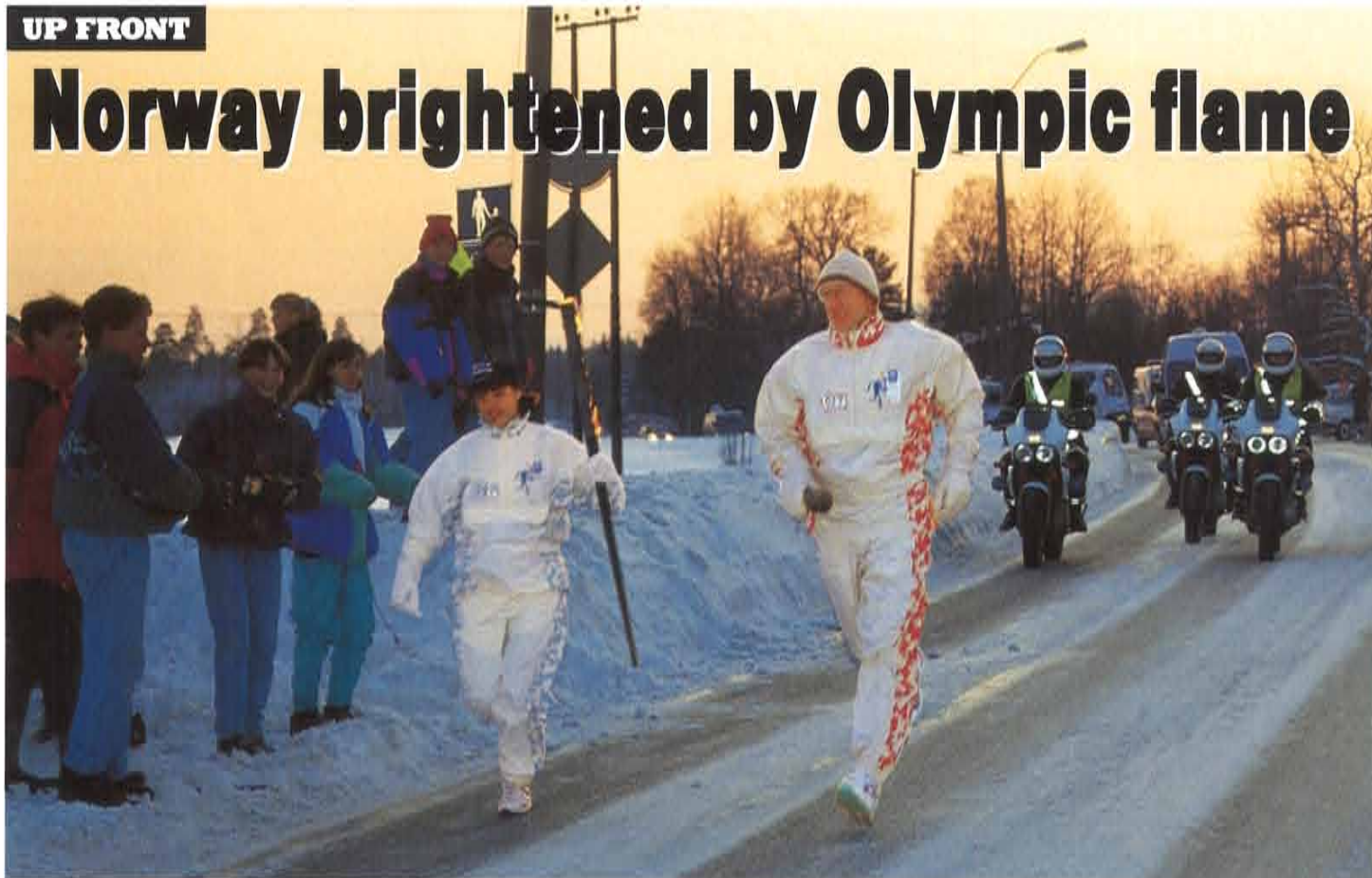
APRIL 1994

Lighting the way to Lillehammer

Leading up to the Lillehammer Olympics, 7,000 Norwegian runners carried a torch on an 8,000 km relay around the country, escorted every step of the way by three Yamaha TDM850s.



Norway brightened by Olympic flame



The torch relay and Yamaha TDM850s visited one site a day for 75 days

The dealers enjoyed entertainment by two of Norway's most popular TV stars



The dealer meeting logo. "ALLTING" is an old Viking word meaning yearly gatherings of all the important local rulers and warriors in medieval Norway



ATVs like this Kodiak 4x4 with trailer served as versatile carriers



Yamaha snowmobiles were used widely by the Olympic staff

ON THE COVER

The 3rd person from the right is a doctor who is just about to start his leg as an official runner. Since the relay point was right in front of his hospital, many of his colleagues turned out to cheer him on as he receives the Olympic torch.

Well before the world's eyes turned to Lillehammer, Norway, and the start of the Winter Olympic Games in February, thousands of Norwegians were involved in a massive relay to build Olympic spirit throughout the country. For 75 days leading up to the February 12 opening of the Games, an Olympic torch lit in Morgedal, Norway, the birthplace of modern skiing, was carried by 7,000 official runners and 1,300 escort runners over a route that touched almost every town and village throughout the country.

Many among the nationwide television audience that watched the relay's progression every night on the leading news program, as well as the thousands who turned out to greet the runners in each town, also noticed three Yamaha TDM850 motorcycles, handsomely painted in the Olympic colors and equipped with special spiked tires, escorting the torch bearers. Those Yamaha bikes were selected and purchased by one of the official Olympic sponsors, the Norwegian mail company, for the important role of accompanying the runners on the 8,000km trek around wintery Norway. For over two months the runners, their TDM escorts and 14 policemen and women did their job in temperatures dropping to -30 °C and the relay reached Lillehammer in time for the opening ceremony.

During the Games as well, a whole fleet of Yamaha products, including 54 snow throwers, 16 Viking II and Vmax 500 snowmobiles and 6 Big Bear and Kodiak ATVs were hard at work transporting Olympic officials around the sports arenas and moving snow at vital venues like the downhill ski slopes and the jump areas. This unequalled publicity opportunity was made possible by the efforts of local Yamaha dealers, with support from Yamaha Motor Norge A/S (YMN), who proved the reliability and performance of these Yamaha products in tough competition with other maker's products and offered 24-hour service during the Olympics.

At the same time the Olympic torch relay was building expectations for the coming Olympics, YMN was busy preparing a spirited



Yamaha snow throwers were selected after beating out the competitors in extensive testing

kick-off for the 1994 sales season with its grand dealers meeting at the Storefjell mountain resort hotel from January 23 to 26. This unprecedented first joint dealer meeting held with Yamaha Corporation, gathered 300 Norwegian dealers of Yamaha products, covering all our motor products as well as Yamaha Corp.'s musical instruments, Hi-Fi and sporting goods.

After the opening speech was given by YMN's chairman, Mr. I. M. Mathiassen, there was a nice surprise - a "live" address by YMC President Mr. H. Eguchi via satellite. This momentary but impressive appearance strongly encouraged the dealers and heightened the mood of the whole meeting.

A video presentation followed, beginning with a specially composed song about this year's joint meeting and then proceeding to product exhibitions and introductions of the new Virago Black Line accessories and store decoration concepts. YMN's bank manager Ole A. Kruge presented a general economic and financial forecast, after which two well-

known consultants talked about personal planning and motivation techniques. One of these speakers was a recent Olympic gold medalist in speed skating.

Two of the country's most popular TV entertainers were the highlight of the first evening, and they also presented the prizes to last year's best Yamaha dealers. During the daytime, the participants had a chance to enjoy skiing along with "Finken" Jagge, gold medal winner in 1992, in the beautiful mountain area or to try out our snowmobiles. At the gala dinner on the last evening the Dollie de Luxe pair, Benedicte and Ingrid, presented a fantastic musical show on Yamaha instruments.

Now, the Olympics are over but Norwegians will not soon forget the golden performances of their athletes. The grand 4-day joint dealer meeting with its enjoyable blend of business and pleasure and top entertainment was, in its own right, a memorable occasion that Yamaha dealers in the North Country will be talking about for years to come.

From Kjell Ramleth of YMN, Norway

Gold medalists choose Yamaha

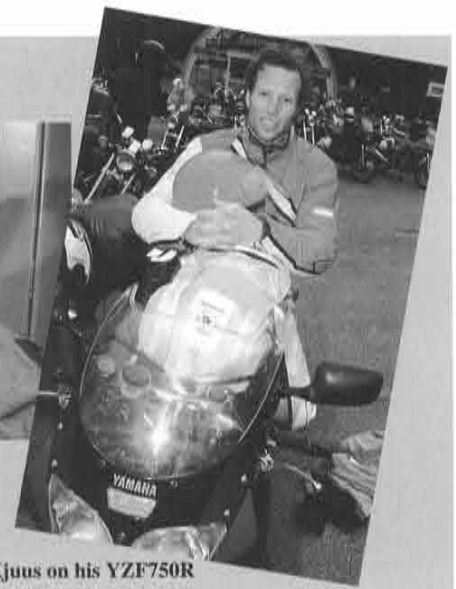
One of the most impressive things about the Lillehammer Olympics was the amazing performances turned in by the Norwegian athletes like Johann Olav Koss with his three speed skating gold medals, Espen Bredesen with a gold and silver in the jumps and Lasse Kjuus with his gold in the Alpine combination.

It might surprise many of our readers to know that when they are not on the ice or snow, all of these athletes are avid Yamaha motorcycle riders. They are also graduates of YMN's affiliated motorcycle riding school. The athletes say that in addition to making them better riders, this education and training has helped them develop their reaction time, balance and

Winner of 3 gold medals in speed skating, Koss is also a Yamaha fan and YZF750R owner



the ability to visualize riding lines, which is beneficial in their sports activities. Another avid Yamaha rider and promoter for YMN is the composer of the Olympic opening ceremony music, Dag Kolsrud.



Kjuus on his YZF750R

Laser Alignment System

Yamaha Surface Mounter - YVL80

Take a moment to look around you and see all the electrical appliances that have become a part of our daily lives — televisions, CD players, video cameras, personal computers. Today's sophisticated electrical appliances are truly engineering marvels; compact, high-precision devices with seemingly more functions than we can ever make full use of. And, of course, the more numerous the functions the more complex the inner circuitry must be, and the more difficult they are to manufacture efficiently. A surface mounter is a machine that mounts the increasingly compact and diversified integrated circuits, resistors and condensers (capacitors) on the printed circuit boards for these electrical appliances. Now, Yamaha Motor Co., Ltd. has developed a new model surface mounter, the YVL80, with a new technology that dramatically increases mounting accuracy and efficiency. In this article we will take a look at the new technology that sets the YVL80 apart from previous mounters. When it comes to evaluating a surface mounter today, the old simple rule that greater mounting speed results in improved productivity no

longer applies. In the high-volume production days of the past, it was enough for a mounter to perform simple repetitive functions at high speed. But today's industry calls for the mounting of large numbers of compact and diversified electric and electronic components in low-volume, multiple-model production schedules. That is why it is not the speed with which a mounter can mount one component, but the number of complete printed circuit boards it can turn out in a given amount of time that is important. So, industry interest today is focused on medium-speed multi-function surface mounters that are easy to program and operate.

The new Yamaha YVL80 is the industry's first medium-speed, multi-function surface mounter to incorporate an alignment system utilizing a laser/line-sensor vision mechanism that puts it among the world's top-level mounters in terms of recognition and component-placement accuracy.

Up until now, medium-speed, multi-function



The YVL80

surface mounters have relied on mechanical centering methods for aligning components. With these mechanical methods the components are grasped by a metal case, which sometimes causes component damage. Furthermore, the component must first be

Diagram 1 : Laser / line - sensor recognition principle

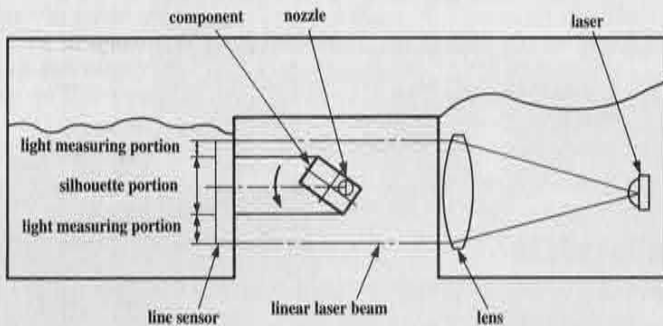


Diagram 3 : Recognition capability for component angle

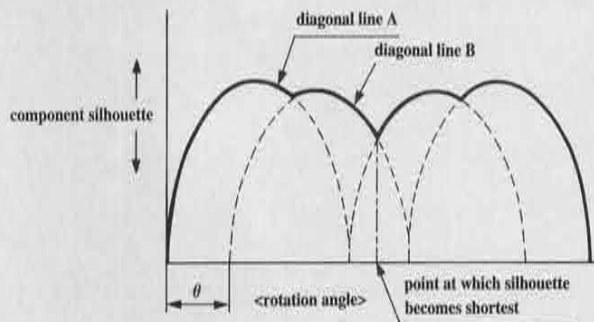
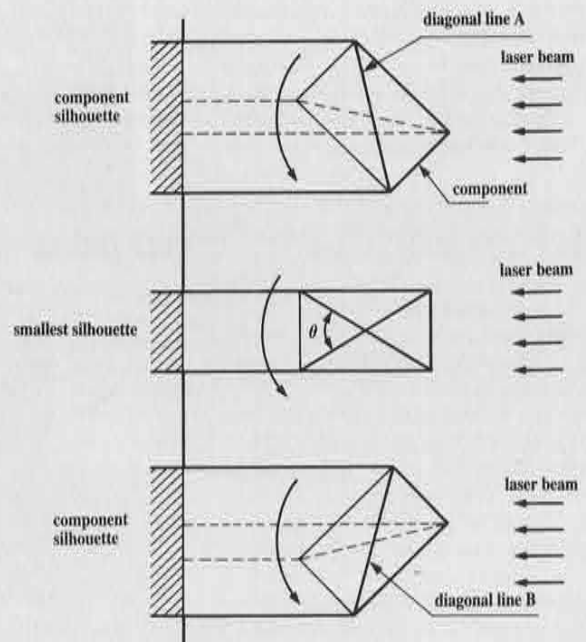
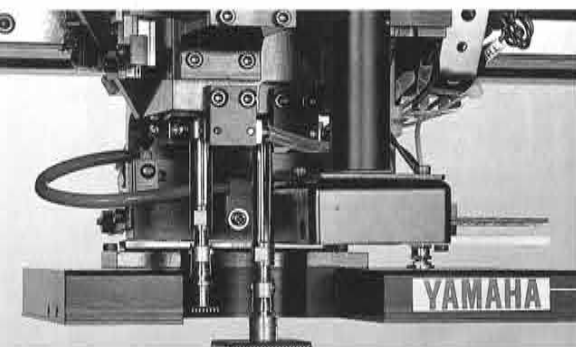
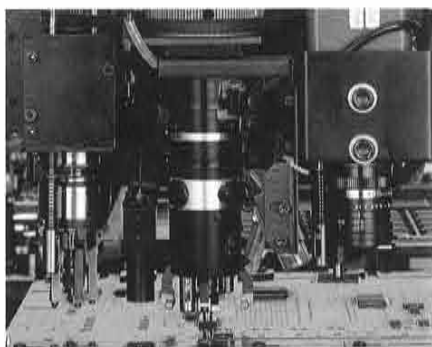


Diagram 2 : Determining the angle of a component





New twin-nozzle and laser head



Conventional mechanical centering system

moved to a stationary CCD camera for alignment verification before being moved to the circuit board, thus requiring greater time and with limited precision. The YVL80's newly introduced laser/line-sensor vision system incorporates a number of new technologies with patents pending that eliminate the camera verification step and achieve a placement precision of ± 0.1 mm.

The basic component recognition system, as shown in **Diagram 1**, is quite simple. The component to be mounted is picked up by a

suction nozzle instead of a metal case, and while the nozzle and the laser/line sensor recognition assembly are moving into position above the circuit board the component is rotated horizontally. As it rotates, a laser beam projected from the side produces a silhouette that is then read along a line sensor to establish the relative positions of the component and the nozzle. (see **Diagram 2**)

Because changes in the length of the silhouette of the component produce the equivalent of sine curves with a phase difference in the

range of 50° , this system can detect even the slightest deviation in alignment angle from the shortest silhouette length (see **Diagram 3**). Furthermore, the line sensor that reads the silhouette length has the capacity to break down the light into particles of $10 \mu\text{m}$. Together these functions enable a recognition accuracy of 0.01° in the positioning angle of the component. This means that even the smallest components can be aligned with unprecedented accuracy. Changes in the silhouette also reveal whether or not the component is being held in the proper position, making it an easy means to detect components mistakenly held on end or sideways and thus prevent mounting mistakes.

Today, twelve different models of Yamaha Surface Mounters are being sold not only in Japan but in the U.S.A., Europe, Asia and Oceania. For the European market, our Surface Mounters are supplied on an OEM basis to Philips, Europe's No.1 electrical appliance manufacturer.

For further information, please contact Mr. Tsuneji Togami of IM Operation of YMC.

ENVIRONMENT SERIAL 4

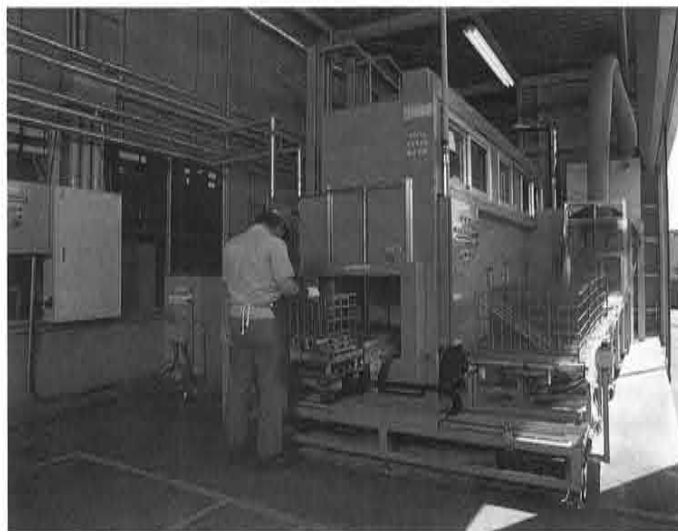
Protecting the Ozone Layer

In October 1993, scientists confirmed the formation of the largest ozone hole ever. This most recent hole was reported to cover the equivalent of two thirds of the Antarctic Continent.

The ozone layer is a thin atmospheric layer 20 ~ 30 km above the earth that protects all its life forms from harmful ultraviolet rays. An ozone hole is a condition in the concentration of ozone becomes drastically reduced due to chemical action. As a result, we are starting to see an increase in cases of skin cancer and other maladies in countries of the Southern Hemisphere.

It has now become common knowledge that one of the major ozone-depleting substances is a group of chlorine compounds called CFCs (chlorofluorocarbons). These CFCs are very convenient chemical agents widely used for a number of purposes, ranging from cleaning agents for electrical components to cooling agents for refrigerators and aerosol agents for spray products. However, the discovery that they contribute to ozone depletion led to demands for international restriction of their use. The result was the Montreal Protocol of 1992 which called for a complete ban on the production of CFCs and trichloroethane by the

One of our environmental protection measures: a non-trichloroethane cleaning apparatus at work in YMC's 4th Factory



end of 1995.

Prior to these developments, YMC had used these substances at a rate of 210 tons per year (1991 statistics). In response to the Montreal Protocol, Yamaha adopted an aggressive policy to end all use of CFCs by the end of 1993 and of trichloroethane by the end of 1995. For example, as a cleaning agent for electrical components we have switched to using HCFC (Hydro Chlorofluorocarbons) compounds known for their low ozone-destructive properties, while trichloroethane has been replaced with water or alkaline washing techniques. Through these efforts we were able to eliminate the use of all CFCs by Yamaha group companies in Japan by the end of 1993. We also succeeded in reducing trichloroethane use by 95% by the end of 1993, and by the end of March this year all use has been ceased.

At Yamaha's overseas production bases, as well, elimination of ozone-depleting substances is proceeding well ahead of international deadlines. Our Water Vehicle and Golf Car manufacturing base in the U.S.A., YMMC, and our electrical parts subsidiary in Taiwan are two examples of Yamaha group companies that have already discontinued use of CFCs, while all Yamaha factories like those in France and Thailand are on schedule to end trichloroethane use sometime in 1995.

In spite of these assertive efforts by Yamaha group companies to protect the ozone layer, we know that the problem is far from being solved. The HCFCs that are being used to replace CFCs and trichloroethane, for example, are already scheduled for an international ban in the future. And Yamaha is committed to being part of the effort to eliminate all of these substances.

YMC TOPICS

Incentive trip for MBK's suppliers

From October 23 to November 2, 1993, 36 members of the "Scooter Club," which consists of MBK's suppliers in France, Italy, Spain and Germany, visited Japan. After they enjoyed seeing the sights around the country, the group visited Yamaha head offices and factories to complete their productive 12-day tour of Japan.



Everyone was impressed at the factory facilities and the high level of productivity

Snow doesn't chill marine fans' spirits

33rd Tokyo International Boat Show

Despite the heaviest snows in years, marine fans turned out in droves for Japan's biggest boat show, indicating a brighter outlook than last year for the Japanese boat industry.



An especially large number of visitors asked for specific details about the products at this year's Yamaha booth

The 33rd Tokyo International Boat Show opened for six days on February 8 at the International Fairgrounds in Harumi. Over the weekend, the heaviest snows in 25 years hit Tokyo, temporarily halting trains and road traffic. In spite of this, some 112,000 people (only 10,000 less than last year) made their way to the show to see displays by 150 manufacturers, including foreign booths from Australia, Britain, Korea, Mauritius, New Zealand, Taiwan and the U.S.

Yamaha exhibited 44 models of powerboats and sailboats ranging up to 41 ft., Water Vehicles and marine engines. Visitors were drawn to the offshore sport fishing boat PC-41 SF, the offshore sailing yacht Y-31 EX II and the new Jet Boat LJB-15. The number of sales contracts signed at the Yamaha booth during the show was up 40% over last year, with the sale value up 10%. Although the economy has been hit by its worst post-war recession, these figures and the number of visitors offered some encouragement for the Japanese marine industry.

After its Tokyo run, the show moved to Osaka from the 18th to the 21st.

Big bike, big reputation

In mid-February, the press test ride for the XJR1200 was held on the roads near lake Hamana-ko with 75 journalists taking part. Out on the roads the press found the XJR1200, most popular Yamaha model at '93 Tokyo Motor Show, lived up to expectations with its powerful torque and exceptional riding comfort.



The XJR1200

FROM THE PUBLISHER

As you can see, the Yamaha News logo and front cover layout have been redesigned as of this issue. Inside you will also find a new section introducing the various aspects of YMC's business and promotional activities. In the first article of this series we feature the Y.E.S.S. user club.

Another article we think you will enjoy is about the Women's International Motorcycle Association, a dynamic club that has regional chapters throughout the world. If you have any female friends or acquaintances who enjoy riding, be sure to tell them about it.

We hope you enjoy reading Yamaha News, and we welcome your comments and requests to the Chief Editor, K. Shimizu.

SPORTS

Dutch coach Ooft joins Júbilo

Ask any Japanese sports fan to name the most memorable sporting event in 1993 and the most likely answer will be the Asian qualifying tournament for this year's soccer World Cup. A spirited Japan national team battled to within a hair's breadth of winning its first trip to the World Cup, only to see its hopes dashed by a last-minute goal in the final game. The man who helped shape this national team into one of the strongest in Asia, Dutchman Marius Johan Ooft, has now signed on as the coach of Yamaha's Júbilo Iwata team and hopes to build it into one of the strongest in Japan's J. League. Júbilo's star player and one of the stars of last year's World Cup Asian tournament, Masashi "GON" Nakayama was amazed when he heard the news of Ooft's appointment as the coach: "Is he really coming?"

Since finishing his own career as a soccer player, Ooft has earned a fine reputation as an instructor in the sport and served in various prestigious positions in the international soccer world, from head of Holland's youth soccer program, and youth clinic director in the U.S. to managing director of FC Utrecht. In 1982 he came to Japan for the first time to lead the Yamaha Football Club, predecessor of the present Júbilo Iwata team, to a sub league victory and national Emperor's Cup title, which is the most honorable title in Japan.

Speaking about his plans as the new Júbilo coach, he says he wants to build a style of soccer that is aggressive, speedy and compact. With that style he hopes to make Júbilo one of the top three teams in Japan in two years.

In the team's first exhibition game under Ooft's leadership, Júbilo's new coach was



Ooft (extreme left) instructing his new charges

pleased by his troop's performance in a 3 to 1 loss to the visiting Cruzeiro team from Brazil because of what it showed about his team's potential. The first stage of the '94 J. League season began on March 12 and will run to June 15. Júbilo's J. League debut has topped local sports coverage.

Fired up and ready! '94 Yamaha Race Program

Marlboro Yamaha Team Roberts

<ROAD RACING GP1 (500 cc) class >

Luca Cadalora (30) Italy
YZR500

Cadalora won the World Championship in the 125 cc class in 1986, and in the 250 cc class in 1991 and 1992. Last year he placed 5th overall in the GP1 class.

Daryl Beattie (23) Australia
YZR500

Beattie started road racing in 1986. Last season he placed 3rd in the GP1 class of the World Championship series on a Honda in his first full-entry year.

<ROAD RACING GP2 (250 cc) class >



Kenny Roberts Jr. (20) U.S.A.
TZ250M

Son of "King" Kenny Roberts, he started road racing at 15. Last year he took part mainly in road racing in the Spanish National Championships.

Team Yamaha Motor France

<ROAD RACING GP1 (500 cc) class >



Bernard Garcia (22) France
YZR500

This will be Garcia's second season competing in the World Championship series. He placed 16th in the GP1 class last year and was '92 French 250 cc champ.

<ROAD RACING GP2 (250 cc) class >

Tetsuya Harada (23) Japan
TZ250M

Harada surprised the racing world last year by capturing the GP2 championship in his first full season of participation in the series.

<ROAD RACING GP3 (125 cc) class >



Frédéric Petit (19) France
TZ125

Having raced mainly in Europe, the young rookie Petit is now competing for Team Yamaha Motor France in the GP3 class for the first time this year.

<MOTOCROSS 250 cc class >



Frédéric Bolley (20) France
YZ250

A sportsman who enjoys snow boarding and mountain biking in his spare time, Bolley is one of the most promising French riders in this class.

Team Aspar

<ROAD RACING GP3 (125 cc) class >



Yoshiaki Kato (25) Japan
TZ125

In 1993, Kato brought Yamaha the GP3 title in the Japanese Road Racing Championship in the TZ125's first appearance in ten years.



Jorge Martinez (31) Spain
TZ125

Spanish veteran Martinez has rich experience in World Championship Racing. He won both the 80 cc and 125 cc titles in 1988.

Chesterfield Yamaha Team Rinaldi

<MOTOCROSS 250 cc class >



Donny Schmit (27) U.S.A.
YZ250M

Schmit rides again for the team this season. He won the World Championship in 1992, placed 3rd last year and will attempt to win another title this year.



Andrea Bartolini (25) Italy
YZ250M

Bartolini placed 6th in the 125 cc class last season. He won the Italian Junior 125 cc Championship at the age of 18. His "hobby" is getting the best qualifying time.

<MOTOCROSS 125 cc class >



Robert Moore (26) U.S.A.
YZ125

Up until last year Moore competed in the 250 cc class. He will shift to the 125 cc class this season.

YMUS Racing Team

<AMA CHAMPIONSHIP SERIES>



Jeff Emig (23) U.S.A.
YZ250M/YZ125

Emig takes part in the 250 cc class of the AMA Supercross series, in which he ranks 5th as of Feb. 26, this season. He also races in the National Motocross 250 cc and 125 cc classes.



Michael Craig (25) U.S.A.
YZ250M

Craig rides in the 250 cc classes of the Supercross and National Motocross series. He is 2nd in the Supercross as of Feb. 26, this year.

YZR500 - Specifications

•Engine:Liquid-cooled 2-stroke YPVS crankcase reed valve induction type •Cylinder layout:V-four •Displacement:499 cc •Max. power output: Over 170 ps •Top speed:Over 310 km/h •Ignition system:CDI •Lubrication system: Premix (30 : 1) •Clutch type:Dry multiplate •Number of transmission gears:6 •Tire size: (front)17 in.(rear)17 in. •Suspension: (front)Telescopic(rear)Monocross •Brake:(front)Dual disc(rear)Single disc •Weight: Over 130 kg

In accordance with FIM regulations

TZ250M - Specifications

•Engine:Liquid-cooled 2-stroke YPVS crankcase reed valve induction type •Cylinder layout:V-twin •Displacement:249cc •Max. power output:Over 87ps •Top speed:Over 260 km/h •Ignition system:CDI •Lubrication system:Premix (30 : 1) •Clutch type:Dry multiplate •Number of transmission gears:6 •Tire size:(front)17 in.(rear)17in. •Suspension: (front)Telescopic (rear)Monocross •Brakes:(front)Dual disc (rear)Single disc •Weight:Over 95 kg

In accordance with FIM regulations

Tyrrell-Yamaha Team

<FORMULA ONE WORLD CHAMPIONSHIP>

Mark Blundell (27) U.K.

Blundell drove for the Brabham-Yamaha F1 Team in 1991, and last season scored 10 series points to rank 10th.

Ukyo Katayama (30) Japan

This will be his second year driving for the Tyrrell-Yamaha Team and his 3rd in F1 racing. He has added technique to his aggressive style.

F1 engine OX10A - Specifications

•Cylinder configuration :72-degree V10 •Displacement :3,497 cc •Power Output :Over 700hp •Valve Mechanism :Pneumatic DOHC with direct lifters gear driven cams •Fuel Supply System : Zytex •Ignition System:Zytex •Dry Weight:125 kg •Dimensions:(length)622.5 mm(width)555 mm(height)417 mm

See related article and photos on page 16

Y.E.S.S. - the fun makers



This Y.E.S.S. card is proof of club membership



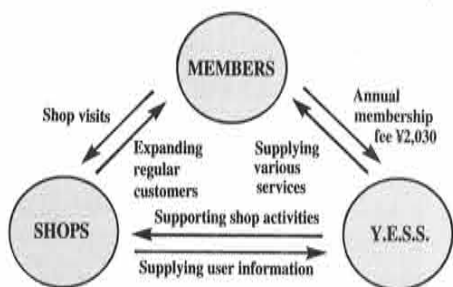
Y.E.S.S.'s Sumi (left) and Haida both say, "we want to build a system that brings great touring experiences to as many members as possible"

Starting with this issue, each edition of Yamaha News will feature an article introducing our readers to one of the unique activities, development projects, or roles of our special divisions in order to give you a clearer picture of the many faces of YMC.

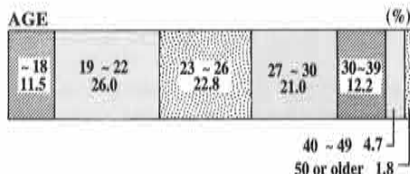
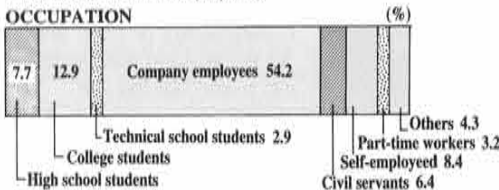
Our first article is about a Yamaha motorcycle users club, Y.E.S.S.- Yamaha Earthly Sports System, which brings together YMC, its shops and the users into one organization to create more user interest in motorcycle sports by holding various events, races, training and charity programs.



Y.E.S.S. Structure



Y.E.S.S. members (60,000)



The Japanese motorcycle market is now going through a period of unprecedented change. Since the late '80s, there were signs that young people were losing interest in motorcycles, and now this trend is having a big effect on market demand. What caused young people to turn away from the motorcycle? Journalist Hideki Kashiwa explains this trend.

"One of the reasons is that in the mid-eighties when motorcycling suddenly became a big fad and sales were booming, the industry as a

whole failed to convey to these new users the real joys of owning a motorcycle. The young people who joined the fad and bought a bike really didn't know how to enjoy it." In other words, the Japanese market supplied the hardware but not the software the users needed and the effect of that failure is being seen today.

The Yamaha Y.E.S.S. program we feature here is the kind of software that the market as a whole has been lacking. Started in 1985, Y.E.S.S. is a user club that now boasts 60,000 members (70% male, 30% female) nationwide associated with some 2,000 affiliated dealerships. With a motto of "Enjoying motorcycling on a worldwide scale," this club program will celebrate its tenth anniversary next year.

A good example of the type of software developed by Y.E.S.S. is the minibike race program that was launched nationwide in 1986. One former participant in Y.E.S.S.'s minibike races is none other than the winner of the 1993 Road Racing World Championship in the GP2 class, Testuya Harada. Much like dirt track racing in the U.S., minibike racing has established a reputation in Japan as the gateway to success in motorcycle racing, and it is said that nearly



Y.E.S.S. helps members get to Japan's favorite touring area, Hokkaido, with convenient air or ferry packages

90% of the competitors in the Japanese National Championships got their start in minibike competition.

But, as a Y.E.S.S. administrator, Kazuaki Sumi points out: "The problem was that minibike racing was only effective for the small minority of users who were seriously interested in motor racing, while the majority of our members were not interested in it from the beginning." Sumi goes on to explain why the club's policy has changed since 1993 to an emphasis on supporting touring activities over racing: "If you want to boost motorcycle demand as a whole, it is important that you supply software that can be enjoyed easily by anyone who owns a motorcycle. In the case of Japan, we have realized that that means software related to touring."

The first thing the Y.E.S.S. staff did under this new policy was to reevaluate the lodging facilities club members could use on their touring trips. To do this, Sumi and another Y.E.S.S. administrator, Yasuyuki Haida, got on their motorcycles and made a tour of the 600 Y.E.S.S.-affiliated inns and hotels around the country to make up a new list of 70 "Selected Y.E.S.S. Lodging Facilities" where club members could stay for a 30% discount.

Says Haida: "By actually making this evaluation trip on our motorcycles we had a lot of unforgettable experiences. Sometimes it was the scenery, sometimes the character of the inn owner or the local foods we enjoyed. Our hope is that this "Selected Y.E.S.S. Lodging Facilities" list will



Members can enjoy a 30% discount at the 70 "Selected Y.E.S.S. Lodging Facilities" around the country. Being near tourist sites or off-road courses, these facilities are ideal places for riders to gather

encourage lots of our members to go out touring and experience the same things we did."

Here is a comment we got from a Y.E.S.S. member, Kazunori Yoshiwara (19, a student) who used the list when he toured Japan's northern island, Hokkaido, last summer. "One of the things I will never forget about my 3-week tour of Hokkaido was the taste of the fresh crab I was served at one of the "Selected Y.E.S.S. Lodging Facilities" I stayed at called *Sencho no Ie*, the Captain's House. The delicious meal alone made the whole trip worthwhile. What's more, I made friends with some tourers from Osaka staying at that same inn and spent the next two days touring with them. It all helped make my last trip as a student an unforgettable one."

An important thing to remember about this young student's unforgettable summer was the role played by his local Y.E.S.S.-affiliated YBS shop. When

Yoshiwara went to the shop asking for advice about touring in Hokkaido, he was told about *The Sencho no Ie* by staff who had stayed there in the past. Says the shop's owner, Hitomi Yoshie, "It seems that the customers aren't riding as many miles as they used to and the number of times they'll go touring in a year has dropped, too. At our shop we are trying to do all we can to support our customers' touring activities."

It may not be the best of times in the motorcycle market, but Y.E.S.S. is doing what it can through imaginative software to create more opportunities for people to get out on the road and become real motorcycle fans. Mr. Sumi concludes: "By the time my own child reaches license age, I hope we can help create an environment through our Y.E.S.S. activities where young people will be able to take up motorcycling naturally and have available to them

a wide range of riding activities that will make motorcycling as fun and exciting as any other type of vehicle or sport."

For further information, please contact PR. Div. of YMC.

Members receive the club monthly **WAY** by mail. The latest issue features an introduction of the Selected Lodging Facility list



Y.E.S.S. Member Service System

- A) Touring**
- Jet Touring
 - Ferry Touring
 - Rental Motorcycle Touring



Jet Touring is a system by which the user and his motorcycle are transported on the same jet airliner to the touring destination. Because it saves long round-trip miles on the road, reservations for popular touring locations like Hokkaido and Kyushu are always full.

- B) Schools**
- Yamaha Riding School (YRS)
 - Trial School
 - Motocross School



The YRS courses taught by designated Y.E.S.S. instructors are always popular. Some dealers enlist Y.E.S.S. support to hold their own YRS school as well.

- C) Events**
- Earthly Runs
 - Summer Festivals
 - Bike Villages



Every year many Y.E.S.S. members join the Earthly Runs organized each August under the motto "Let's ride over Mother Earth." This is the club's biggest annual festival.

- D) Motor Sports**
- Minibike Races
 - Enduro Races
 - Road Races
 - Motocross
 - Trial Events



These Y.E.S.S.-organized races all aim to build a wider base of motor sports fans. Participation has soared especially in the easy-to-enter minibike and enduro races.

- E) Social Activities**
- Nice Ride Fund Raiser
 - Clean-up Activities



The Nice Ride program raises money at event sites and dealerships for donation to the Japan Guide Dog Foundation to help train guide dogs for the visually handicapped. The Clean-up program is a grassroots campaign to clean up roadsides along travel routes.

- F) Others**
- Marine Sports Plan
 - Snowmobile Plan
 - Paraglider Plan
 - Diving Plan



Members can participate in these activities at discount rates as a package deal with their touring.

WORLD TOPICS

GENERAL

PORTUGAL

Industry star honored

Yamaha Motor Portugal (YMPL) was recently named the winner of the ANECRA (Portuguese Motor Industry Association) "Cristal of Honor" award, which is the equivalent of the motor industry's "Company of the Year" in Portugal. Since this award is given to only one company among all the manufacturers, importers, and sales companies in both the automobile and motorcycle industries, it is a special honor, meaning that the recipient has achieved outstanding results in a number of areas including sales, profitability and market share.

From Kei Otsuka of YMPL, Portugal



YMPL's Director Mr. João Pissarra (right), accepted the "Cristal of Honor" on behalf of the company at the award ceremony

HONG KONG

Looking ahead to 1997

An opening ceremony was held for the new Yamaha Motor China Ltd., (YMCH) offices at the new intelligent building "Times Square" on Hong Kong island on December 23, 1993.



The tape-cutting by YMC's Director Shiohara (left) and Mr. Masafumi Aoba, President of YMCH

YMCH is a 100% YMC-financed subsidiary established to function as the representative office for Yamaha marine and motorcycle business operations in China after Hong Kong is returned to China in 1997. Director Nobuo Shiohara from YMC was present at the gala opening event for the tape-cutting ceremony and to toast the new company's success.

INDONESIA

Towering memorial



From left: YIMM's President Sakuramoto, YMC's Managing Director Watanabe, YIMM's Director Hanis Tirtadaja and YMKI's President Tamura

A 4-meter clock tower was unveiled at a ceremony at P.T. Yamaha Indonesia Motor Manufacturing Co. (YIMM) on December 17 1993 to commemorate the '93 Yamaha President Award received by YIMM and P.T. Yamaha Motor Kenkara Indonesia (YMKI). The Yamaha President Award was established in 1986 to honor individual Yamaha Motor employees or groups and subsidiaries that have made outstanding contributions in the areas of technology, product development and business activities.

YIMM and YMKI received the President Award in recognition of their achievements under a program entitled "Restructuring and Business Contribution" last June. They devoted the prize money to constructing a granite clock tower that now stands inside the main gate to the company compound.

MOTORCYCLES

BRAZIL

New DT200R for new market

On November 19, 1993, some 350 representatives from 200 Yamaha motorcycle and marine dealerships from around Brazil gathered in Sao Paulo for a joint dealers meeting. One of the high points of the day was the unveiling of the extremely well-received new motorcycle model, DT200R and its test-ride event.



Test riding of the brand-new DT200R

The following day brought the start of the 2nd Brazil Motorcycle and Bicycle Show, a grand event that attracted some 300,000 visitors during its 9-day run. Reflecting the changing times, this show featured an assortment of motorcycles that would have been unimaginable even two years ago before the lifting of the ban on imports.

From Kazuhiro Numazawa of YMDB, Brazil

FRANCE

Great reward for great service!



The ten mechanics selected as outstanding servicemen won a week-long tour in the U.S.A., near Las Vegas

Yamaha Motor France (YMF) knows the value of highly skilled servicemen in the motorcycle business. As a way of acknowledging the many mechanics who have given long years of service to the Yamaha brand, YMF held a Yamaha motorcycle serviceman contest late last year.

Two sets of questionnaires were sent out to dealer mechanics around the country to select contestants for a contest to be held at YMF. Here, France's best Yamaha servicemen competed in both practical and written tests to qualify as one of the ten finalists and win a trip to the U.S. to tour the Old West on TDM850s. What a great reward for great servicemen, who make up one of the important cornerstones of any motorcycle business.

From D. J. Bauche of YMF, France

SPAIN

New FZR600R at Pan-Euro press test

The new FZR600R and the '94 FZR1000 got an excellent reception from journalists from all over Europe at their pan-European launch at Jerez, the famous GP circuit in Spain, organized by Yamaha Motor Europe N.V. from November 22 to December 2, 1993.

In all, eighty journalists from 20 different countries were offered the opportunity to test ride the new FZR's on both the circuit and public roads.

From Robert Landman of YMENV, the Netherlands



The new FZR600Rs at Jerez

FRANCE

Visitor-friendly YMF booth

In the competitive French motorcycle market, the customer is asking for more and more from the machines and more information before the purchase. That is why Yamaha Motor France made accessibility to the full Yamaha line-up and a competent and professional welcome for visitors the main themes of their Yamaha booth at the international two-wheel show called "Mondial du Deux Roues 1993" held in Paris last September.

Most of the over 100 models on display were set out on the floor level to be completely accessible to the visitors. New models like the FZR600 and 1000, the TT600R and the XJ600N were attractively displayed on rotating platforms with accessory props.

To make sure potential customers got all the information they wanted about the Yamaha range, 25 YMF staff were on duty at all times,



The booth attractively arranged under the theme of "L'Esprit YAMAHA"

including four information attendants stationed at the four entrances to the booth. An interactive computer station* was also available to give visitors easy access to information about the full range of products. It gave a complete, all-color presentation of each model using photos, film and text, as well as information about YMF warranty and financing services.

The result of these customer-friendly efforts was a big success for YMF: 285,500 visitors to the Yamaha booth in 11 days and nearly 356,700 leaflets passed out.

From marketing staff of YMF, France

*Please refer to the previous issue for details of this system.

MEXICO/COLOMBIA

Off-road enthusiasts seek the real thing

Last November, Yamaha Motor Co., Ltd. organized DT200 Off-road Riding Schools in both Mexico and Colombia in cooperation with local importers, Yamaha Motor de Mexico S.A. de C.V. (YMMEX) and Incolmotos S.A. to teach correct riding techniques to local instructors and Yamaha users.

In Mexico, 22 participants, including three women, gathered at a course near Mexico City to enjoy personal instruction by Omar Isaak, Mexico's 1987 and '88 National Motocross Champion. Besides the DT200, YMMEX also provided the DT175, XT600 and XT225 to help participants experience a wide range of off-road riding pleasure. While the program in Mexico included several beginners, the 20 participants in Medellin, Colombia were all experienced enough to be able to perform jumps by the end of the course.



The riding school in Colombia

VENEZUELA

We are genuine!

Venezuelan Yamaha importer Distribuidora Venemotos C.A. has recently made a poster to inform its customers that they use only genuine Yamaha parts.

The originality and impact of this poster has won it an award from a local motorcycle industry magazine. A poster like this is sure to make an impact on users as well!

The poster says: "WE ARE GENUINE! We, of the Yamaha authorized dealers network, appreciate things as they are. So, when our mechanics trained in Japan repair your Yamaha motorcycle, they use only (Yamaha) Genuine Parts with their guaranty of superior quality."

From Aristóbulo Rojas M. of Venemotos, Venezuela



GERMANY

700 dealers get big entertainment

Yamaha importer Mitsui Maschinen GmbH held its national motorcycle dealers meeting at the Düsseldorf Hilton Hotel on December 15, 1993.

Some 700 dealers from around the country were present to see and hear about the new models for next season and to get a first look at an exhibition model of the XJR1200. The meeting agenda also included presentations on sales policies and marketing activities for the coming year. A gala dinner ended the day's schedule on a high note with entertainment from the "Circus Busch" group.

From Karlheinz Vetter of MMG, Germany



Elephants perform at the party

Reader's Voice

My connection with Yamaha has been my life for 38 years. I have worked for Yamaha at my father's dealership for 20 years. He has been a Yamaha dealer for 38 years.

When people say "buy American," I say when you buy from us you *are* buying American. It has given me a lifestyle I wouldn't trade with anybody. This dealership has fed and clothed a lot of people for a lot of years.

Cathy Stovall Neher, U.S.A.

WORLD TOPICS

GUYANA

YZF750s dominate in local debut

At the November 7, 1993 international motor racing championships at the South Dakota Circuit, YZF750 Yamaha motorcycles sponsored by Yamaha importer Mings Products and Services Ltd. dominated the 750 cc class and unlimited class, both of which have been dominated for years by Suzuki.

The Mings Team riders Mike Taylor (Canada) and Kevin Jeffrey (Guyana) finished one-two in both heats of the 750 cc class and one-two, two-three in the two heats of the unlimited class.

From Stanley Ming of Mings Products and Service Ltd, Guyana



At the South Dakota Racing Circuit. Mr. Taylor on machine No. 15 and Mr. Jeffrey on 161

POWER PRODUCTS

NIGERIA

Powering sales with dealer contest

In order to help more customers learn about the quality of Yamaha power products, Nigerian Yamaha distributor Yamaco launched a dealer sales competition at its annual dealer meeting last October.

Corresponding with the launch of the new EFR series generators, this contest awarded

cash prizes and Yamaco wall clocks to dealers based on their sales volume for the 3-month period from November 1993 to January 1994. Three categories of cash prizes were prepared for dealers selling more than 50, 150 or 300 units respectively during the contest period, and special bonuses were also awarded for the top three "Super Dealers". Dealerships that could not qualify for prizes based on sales volume could still compete for awards in categories ranging from longest serving dealer, most consistent and best new entry to highest spare parts turnover in '93, most functional workshop, best showroom, best performance during a '93 service campaign and best rural set-up.

Yamaha power products are already reliable leaders in this most populous market in sub-Saharan Africa, and aggressive sales promotions like this are sure to consolidate that position even more.

From B. O. Obaseki of Yamaco, Nigeria



Yamaco's Marketing Manager, Mr. Ben Obaseki, introduces the new EFR series generators.

U.S.A.

New muscle for 1995

Between February 28 and April 4, Yamaha Motor Corp. U.S.A. powered-up for '95 with snowmobile dealer meetings held in seven key markets across the Northern U.S. These meetings introduced Yamaha snowmobile dealers to what's new for the coming year.

Leading the news is the radical Vmax-4 800, a powerful new entry in the performance sled category that assures Yamaha's position as a technological leader and gives new meaning to YMUS's ad theme, "The Power to Satisfy." Yamaha dealers got to experience this and other product refinements throughout the '95 line-up first hand with all-day demo rides. Later in the day, dealers attended a comprehensive meeting designed to give them competitive sales programs and information to make 1995 a great year for themselves and Yamaha.

From Scott Heath of YMUS, U.S.A.



The Vmax-4 800

MARINE

U.S.A.

Inflatable eye-catchers

Yamaha Motor Corp., U.S.A. (YMUS) created two giant cold-air-inflatable outboard motor replicas for use in boat shows and other special promotions around the United States. These impressive canvas replicas of the Pro Series V6 175 and the Saltwater series V76X 250 stand over 10 meters tall and take just five minutes to inflate with a self-contained 110-volt fan.

From Dave Bolton of YMUS, U.S.A.



Now that's what you call thinking big!

U.S.A.

Center opens in heart of marine market



Office and garage

Yamaha Motor Corp. U.S.A. (YMUS) has just established its new Marine Engineering Center in Fort Pierce, Florida. Located in one of the primary markets for marine products and featuring a waterfront with outer sea access, the new office is perfectly situated for its role of information gathering and product planning. Operations began at the new facility in February and renovations that include refurbishing of another building are scheduled for completion by the end of April, 1994.

From Henry Kobayashi of YMUS, U.S.A.

CHINA

Joint Boat-building venture in China

On December 22, 1993, an agreement was signed establishing a new joint venture company in China, the Hainan Kadaya Boat Manufacturing Co., Ltd.

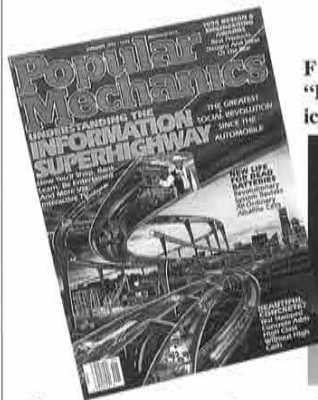
Formed with capital investment from China's Hainan Science & Industry Park Corp., the Haikou City Rongda Enterprise Co., and YMC, the new company will manufacture and market boats and other marine products. Starting production with a line of four FRP boat models, the company is expected to reach an annual production level of 500 units within five years.



From left: YMC's Director Shiokawa, Hainan Science's General Manager Zhang Wen Qing and Haikou City's General Manager Li Zhi Yuan

U.S.A.

Popular Mechanics knows a good thing



Front cover of "Popular Mechanics" and the award



Yamaha was recently awarded the Popular Mechanics Magazine 1994 Design & Innovation Award for the new marine LCD Fuel Management System. Popular Mechanics, a leading U.S. monthly publication with over 2.3 million subscribers, specializes in worldwide technology articles ranging from the latest PC systems to NASA innovations. The publisher annually acknowledges a variety of unique and innovative products by formal presentation at a gala awards banquet. The 1994 awards banquet was held at the famous Henry Ford Museum in Detroit, Michigan. Mr. Fernando Garcia of YMUS Marine Engineering accepted the award on behalf of Yamaha.

Yamaha's latest marine innovation, the LCD Fuel Management System, monitors with a high degree of precision a variety of critical outboard engine functions. Key engine functions such as fuel consumption (for both single and twin engines), boat and engine speed, a variety of critical engine conditions, and twin engine synchronization, are readily displayed to the boater so that the boat can be constantly operated reliably at peak performance and maximum fuel economy. Although many other marine technologies were considered, the editors of Popular Mechanics were amazed at the system's accuracy, compactness and user-friendliness. Along with the Yamaha Fuel Management System, other recipients included General Dynamic's top-secret Stealth Naval Ship, Sony's revolutionary new television technologies, and a Swedish hi-tech super train designed by ABB Traction Inc. Mr. Garcia's marine product involvement at YMUS includes planning, marine environmental legislation, and hands-on product

development and evaluation. As a fishing enthusiast himself, Mr. Garcia describes the system as "highly valuable on any fishing boat."

With innovative technology such as this Fuel Management System, it is no wonder Yamaha continues to be a major technology leader in the U.S. marine market.

Just briefly

•The Tunisian company **Industria** has begun handling Yamaha outboards as of June, 1993 under an agent contract with YMC.

•The **Öhlins suspension** that we introduced in our last issue will be used again at this year's Indy Series on the machines of Mansell and Andretti.

•YMC and Philips of Holland have extended for another six years the agreement under which we have cooperated on the development, manufacture and sales of **surface mounters** since 1988.

YAMAHA ROUND THE WORLD 3rd Leg: Great finish to the trickiest leg

New Zealanders will remember the shortest leg of the 1993-94 Whitbread Round the World yacht race for the closeness of the racing and the fact that crews on the first four boats to finish comprised mainly Kiwis. Among them, and maintaining its overall challenge, was Yamaha.

The Fremantle to Auckland "sprint" was a leg of intensive racing. The winner of the maxi class was crossing the line just two minutes, 12 seconds in front of the Whitbread 60 winner. The two boats were Grant Dalton's maxi New Zealand Endeavour and Chris Dickson's Tokio, with the former overtaking the W60 only in the last 500 meters of the 3,272-mile leg.

While New Zealand Endeavour and Tokio thrilled the tens of thousands of people on boats and filling every vantage point around Auckland's Hauraki Gulf with their match race, the next three W60s were engaged in a dogfight of their own.

Winston, with Dennis Conner and Brad Butterworth co-skippering, Ross Field on Yamaha and the Spanish W60 Galicia finished within 38 minutes of each other.

It had been intensive and difficult racing according to Ross Field: "Every time you have a corner, as with Cape Leeuwin, Tasmania, Cape Reinga and North Cape, it brings the fleet together and it's a whole new tactical game. It's hectic for navigators, tacticians and skippers."

The first corner, Cape Leeuwin on the southwestern tip of Australia, was where Winston made her bread. She led for 10 days, but by the next corner on the south coast of Tasmania, her lead had vanished.

The Tasman Sea played its part in bringing difficult conditions to the fleet and it was Lawrie Smith's turn on Intrum Justitia to



make the most of the wind angle. She covered 401 miles in 24 hours and shot into the lead from fifth position. Smith had to fight hard to stay there with Yamaha one mile behind. Ross Field described it as some of the hairiest sailing he had done.

The approach to the third corner at Cape Reinga was a deciding factor in the race. The wind shifted to the northeast and the more northerly boats made bigger gains, including the maxis, who had so far been overshadowed by the W60s.

4th Leg Update

With the start of leg 4 that left Auckland on February 20 for Punta del Este, the race entered one of its most challenging stages. After a fast first half, leg 4 became a tense, strategic race as the boats negotiated the changing winds around the notorious Cape Horn, the southern tip of South America. Here Yamaha, Tokio and Galicia waged a close battle for second in the W60 class behind Europe's Intrum Justitia. Eventually Yamaha finished third in its class, while New Zealand Endeavour came home first on Mar. 12 to lead the Maxi class.



*Yamaha
Owners
Club*
SERIAL 4

Women's International Motorcycle Association British Division

Captain: Sheonagh Ravensdale
TEL: +44 81 690 4375 / FAX: +44 71 721 7344
2 Church Grove, Ladywell, London SE13 7UU, U.K.



Doris on her Virago



The Captain, Sheonagh



Gloria on her FZR



Janet traveling in India

SPECIAL FEATURE



On a ferry during one of the international rallies in Berlin

Women's club spans the globe

From Sheonagh Ravensdale, Captain

Started in America about 45 years ago, by Louise Scherbyn who is now in her eighties, the Women's International Motorcycle Association (WIMA) now has about a thousand members worldwide with active groups in Britain, Germany, Switzerland, Sweden, Holland, America, South Africa, Australia and New Zealand.

Britain boasts the largest group with over 400 members who range from students to grandmothers and ride anything from mopeds to FJ1200's. We have several enthusiastic Virago owners - Doris Porter, our treasurer, is delighted with her recently acquired 535 and has traveled all over England on it. She only learned to ride at the age of 43 when her sons first started riding and she is keener than ever fifteen years later!

A few of our members are avid racers - Gloria Clarke for instance made history by being the first woman to compete in the Manx Grand Prix on her FZR600 in 1989, and in 1991 she achieved the fastest woman's speed around the TT track. Others are keen travelers. Fellow member and friend Janet and I traveled all round southern India in 1988 on a *Rajdoot* - an Indian version of the RD350. Janet later had an accident and is now in a wheelchair, but she can't wait to get back to bikes and she and her boyfriend are currently fitting a Squire sidecar to her FJ1200.

One of our members rode across the Sahara down to Cape Town, while another rode recently from London to Sydney - nothing unusual in that really - we're just carrying on an honorable tradition. In 1916 Effie Hotchkiss rode from Brooklyn to San Francisco with her mother in the side car! Then in 1936 another American woman rode 6,000

miles from New York to Guatemala and was greeted by the President on her arrival!

The great thing about WIMA is that it caters to all women who are interested in motorbikes. In the U.K., we have monthly meetings in pubs or at members' homes; we attend a number of shows - and have a marquee and display at the British Motorcycle Federation Show each May - to which about 50,000 British motorcyclists come. We all like different things about motorbikes, so we organize off-road days and weekends, race track days, and runs out to scenic places.

We also hold an annual national rally in June to which partners, husbands and children are all welcome. An international rally in July is held in a different country every year and is organized by the host country. The 1993 rally was in southern Austria and included fun events such as whitewater rafting; 1994 will be in Wales and 1995 in Sweden. Back in the eighties, several intrepid rallyists made it to Hungary behind the Iron Curtain and then, after the Wall came down, we held one in Berlin. The international rallies usually attract around 150 participants from all over Europe - this year in Wales we're even expecting some Australians and Japanese.

Apart from our fun activities, WIMA actively supports the fight against restrictive legislation in Europe and we'll be joining the Euro Demo in June in Paris, which sounds like a good excuse to try out the long awaited Channel Tunnel!

Future plans include launching WIMA in Japan and organizing the first WIMA international rally there in 1996, and we're even starting to talk about celebrating our fiftieth anniversary in Australia in the year 2000.

Yearly awards roll in for Yamaha

Being voted as the best product of the year is always an especially gratifying event. The year 1994 began with Yamaha products reaping a number of yearly awards in several of the world's leading markets.

GTS1000

Austria : Austria's nationwide inter-industry magazine "KFZ WIRTSCHAFT" has awarded Yamaha's GTS1000 the title of overall "Motorcycle of the Year 1993." The magazine's panel of industry experts, including such prominent figures as F1's Gerhard Berger, did the judging and the award was presented to Yamaha Motor Austria's Director by the Austrian Minister of Economic Affairs.



The Minister of Economic Affairs, Dr. Wolfgang Schüssel, presents the award to Director Heinz Mathauer of Yamaha Motor Austria (right)

Greece : In Greece the GTS1000 also took top honors in the "Motorcycle of the Year" contest sponsored by the country's leading motorcycle magazine, "Moto." This was the 4th time in seven years that "Moto" readers have voted a Yamaha bike as best of the year. A plaque was presented to Mr. Hirma



A plaque commemorating the Greek "Motorcycle of the Year" was given to Mr. Hirma (extreme right) of YMENV

of Yamaha Motor Europe NV at an award ceremony on February 7.

Portugal : Now in its third year of publication, Portugal's first and only motorcycle monthly "MOTOCICLISMO," with a circulation of 37,000, is another European magazine to name the GTS1000 "Bike of the Year." The selection was made by the MOTOCICLISMO editorial staff with special consideration given to each model's contribution to the Portuguese market.

Britain : Choosing the winners in its "Bike of the Year" awards is serious business for the staff of Britain's "BIKE" magazine. Last year they put over 100 motorcycle models through rigorous testing to decide the 1993 winners. Their choice in the Superbike class, which BIKE defines as the "ultimate riding machine," was the Yamaha GTS1000A with ABS.

WaveRaider

U.S.A. : The Yamaha WaveRaider has been given the "1994 Watercraft of the Year" award by "Watercraft World" magazine at

the 1994 Dream Demo Watercraft Shoot-out. This comes on the heels of last year's award to the Wave Blaster by Watercraft World's predecessor, "Water Scooter" magazine. Another Yamaha was nominated as a final candidate for watercraft of the year — the new FX1. Other awards went to Yamaha's Super Jet and Wave Blaster, chosen as best buys in their respective classes.

XJR400/XT225W "Serow"/TZR50

Japan : Yamaha motorcycles that won top honors in their classes in the Japan Bike of the Year Awards included the XJR400, the XT225W "Serow" and the TZR50. The annual Japan Bike of the Year Awards are based on a joint reader poll by two of the country's leading motorcycle magazines, "Otobai (Motorcycle)" and "Mister Bike," and receive particular industry and media attention because they reflect the honest voices of the users. In another poll by the motorcycle magazine "Garrrr," the Yamaha TT250R was awarded the title of "Off-road Bike of the Year."



YMC's Director Nomura (left), Senior Managing Director Hasegawa (second left) and General Manager Araki (second right) holding the awards presented by President Hayashi (right) of Motor Magazine, the two magazines' publisher



KFZ WIRTSCHAFT is a nationwide Austrian industrial magazine



British "BIKE" named the GTS1000 top bike of the Superbike category



"Watercraft World" magazine has a circulation of 75,000

Portugal's motorcycle monthly "MOTOCICLISMO" chose the GTS1000 as "Bike of the Year"



Greece's MOTO announced the "Bike of the Year" results in front of 3,000 fans.

We have the right stuff

- The bosses talk

Motorcycle World Championships

**Mr. Sen-ichi Kuroda, General Manager,
Motor Sports Development Division,
YMC**

**Q: What is your goal
for this season?**

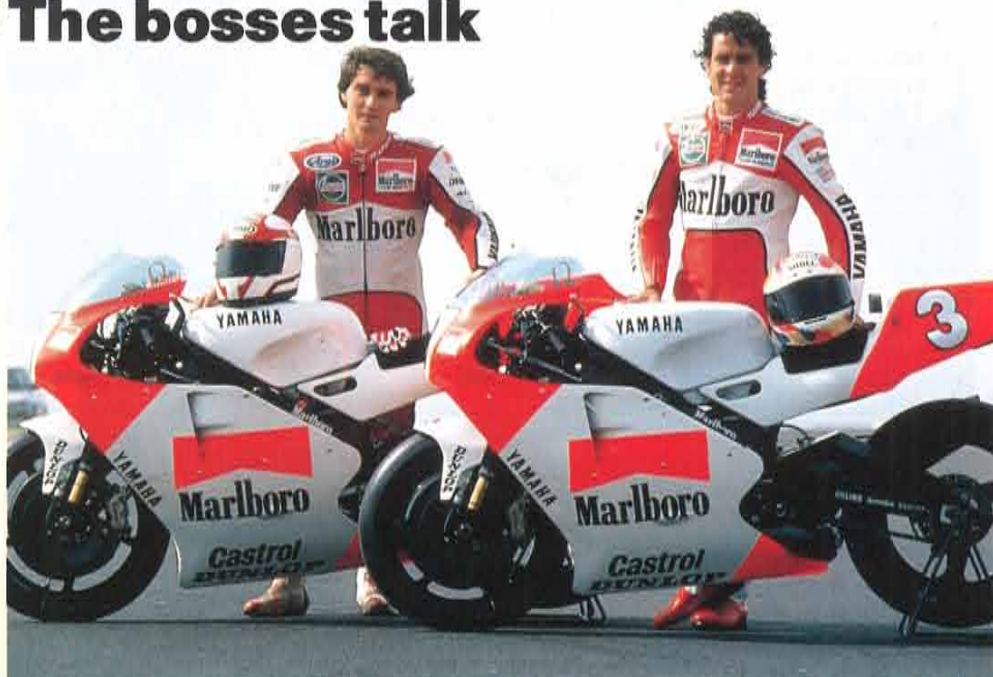
**A: Our goal this year is to win both the GP1
and GP2 classes.**

**Q: And what's your
forecast?**

**A: In the GP1 class Luca Cadalora found
his own race style last season and is
determined to go all out for this year's title.
Winter tests have gone well and we think he**



Harada tests his TZ250M in Malaysia



Marlboro Yamaha Team Roberts: Cadalora (left) and Beattie with their YZR500s

is ready to go. As for Beattie, this is his first season on a Yamaha. But, like his No.3 ranking last season shows, if he can get the settings the way he likes them he should be among the leaders.

In the GP2 class, Harada knows his machine

well and is going through the tests fine with his new Yamaha Motor France team. In the machine, there have only been minor changes made to the chassis. Like last year, we will focus on finishing every round, and that should bring Harada his second straight title.



Tyrrell-Yamaha Team: Blundell (right) and Katayama with the all new 022 machine

Formula One World Championships

**Mr. Takaaki Kimura, Project Leader,
Yamaha F1**

**Q: What is your goal
for this season?**

**A: Our goal for this season is to finish with
double-digit series points and be up on the
winner's platform at least once.**

**Q: And what's your
forecast?**

**A: The engine's performance started to
improve in the last half of the '93 season, and
our winter tests and development have been
bringing better results than ever before.**

At the end of last year, the renowned chassis designer Harvey Postlethwaite joined our team and we should get a very dependable chassis this season.

Our new driver Mark Blundell is a serious competitor who made it to the winners platform twice last season. Ukyo Katayama has been giving us valuable feedback on the engine during tests this winter.

