

Yamaha News

QUARTERLY
No.2

YAMAHA MOTOR CO.,LTD.

APRIL 1995

A winner on the course

All American Yamaha Ultima golf car is the rave at prestigious golf courses with its ultimate reliability, comfort and elegantly simple styling.





The Yamaha Ultima at home. YMMC's plant features advanced robotics technology.

“Nothing Compares” to the Ultima

Five years after the release of the G8 and G9 models, Yamaha rolls out a new generation of golf cars finely tuned to today's market needs. The all new Ultima G14A (gasoline) and G14E (electric) are literally the ultimate products on the course today, and the development and marketing teams at Yamaha Motor Manufacturing Corp. (YMMC) in Georgia, USA, are confident that, true to their development slogan, “Nothing Compares” to the Ultima.

The Ultima concept and its design

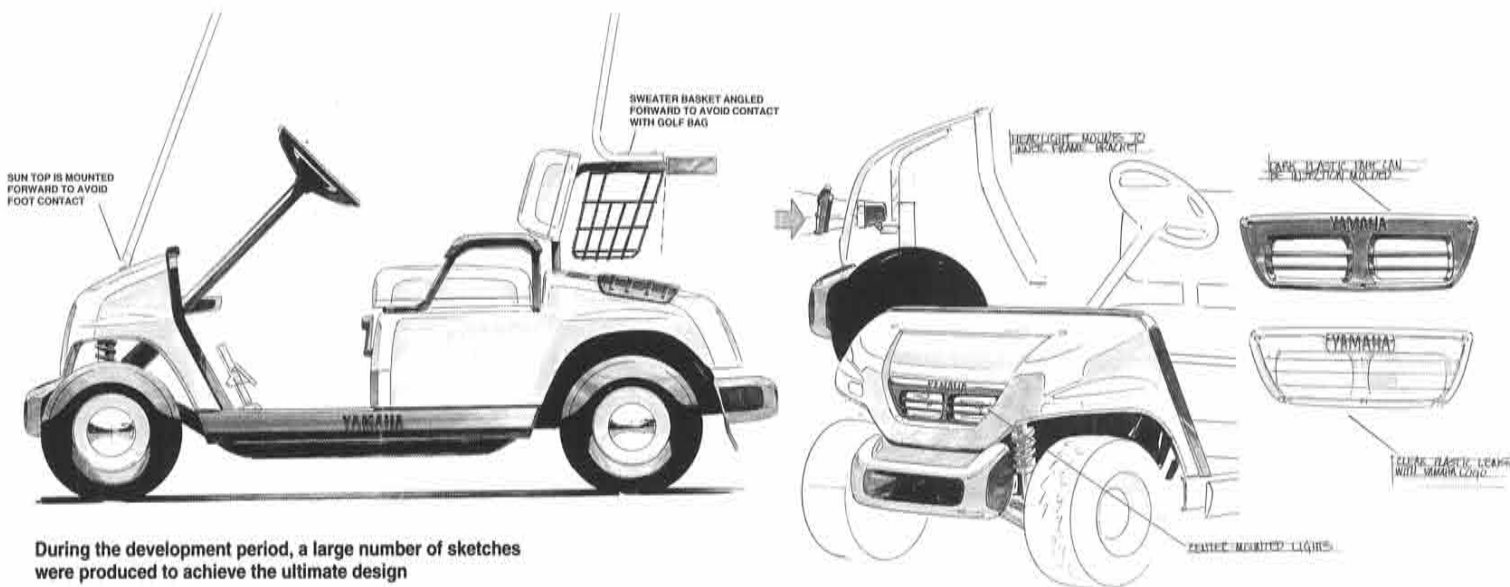
Like most important product development projects, the Ultima G14 project began with a thorough market survey. In order to pin down the latest market needs, surveys were made of 200 golf courses. This was followed by definitive technical and cost analysis of the competitive models available on the market today, along with plenty of input from salesmen and servicemen active on the front line of the North American golf car market. Based on the voluminous data gathered and analyzed in this way, the development team set absolute standards for the product quality

and functions they wanted and, at the same time, made a thorough investigation of points that needed improvement on existing models. Gradually this led to a concrete product concept based around improved levels of exterior quality and durability, roominess, riding comfort (noise, smoothness) and ease of mechanical maintenance.

Once the product concept had taken shape it was time to move into the actual development process. With YMMC taking the lead, the new golf car would be developed and built in the U.S. with cooperation from YMC, Japan, and targeted primarily for the North American market and export markets in Europe, Oceania, Southeast Asia and Japan.

The design job was assigned to GKDI of California. Their goal was to make the design as American as possible within the framework of the desired function and cost targets while creating a distinctive Yamaha identity. To give form to this image, a team of five American designers and one representative from the development team were selected. To facilitate unification of the design process, the designers worked up their ideas in full scale sketches that were then mocked up in clay models to make sure no discrepancies existed in the images.

At each of the critical points of this design process, opinions were solicited from Executive Dealers across the U.S. and subsequent



During the development period, a large number of sketches were produced to achieve the ultimate design

modifications made to verify that the design reflected the very latest in market needs. Besides contributing to the final level of perfection in the design, these consultations served to stimulate market interest in the upcoming model that would be a big help when the vehicle launch began. Along with the shape, the design team took color into consideration, eventually coming up with red, green and gray for the North American market to supplement to the basic white scheme.

Technical development

The technical development of the Ultima was based on coordinated efforts bringing together the expertise of both YMMC and YMC, aimed eventually at full-scale production in the U.S. In all, five workshop meetings were held between YMMC and YMC staff during the course of the development process to coordinate production and supply know-how for a smooth transition to the production stage which would be fully in the hands of YMMC. One of the most important of these meetings came at the end of the first development stage in August 1992, when YMMC and YMC staff sat down to talk openly about their technical concepts and iron out the differences in order to ensure a smooth transition of the second development stage to YMMC.

In another meeting, a proposal was made by the YMMC staff for a simplified frame design. After a series of tests, it was decided to adopt the proposal, which reduced the number of parts needed and contributed to a considerable cost reduction. Other significant milestones in the technical development included a shock-absorbing bumper that the YMC team came up with as one of their design priorities and a number of specialized options that originated from YMMC's exhaustive market research.

Interdepartmental teamwork was also promi-

nent in the engine development. The computerized chassis dynamo used by YMMC played a big role in the engine development process by effectively simulating actual engine use patterns on the golf course.

YMMC's quest for higher levels of quality extended to a number of areas like top coat finishing for added rust prevention and the decision to switch from Metton to T.P.O. (Thermo Plastic Olefin) injection molding for increased exterior quality and shock resistance. The injection machine they introduced has a 4,000 ton capacity, the largest in the industry. This is the kind of investment that will surely lead to still higher levels of product quality as it is used for an increasing number of parts in the future.

Everything was going well with the project when a new wave of appreciation in the value of the Japanese yen in mid-1992 spurred the development teams to put their heads together and begin working on a new set of cost-cutting measures. Eventually, the original target for North American-manufactured parts was raised from slightly less than 40% to over 50% and plans were altered to enable the project to clear NAFTA standards sometime in 1995.

The Ultima name and market release

With the Ultima project now firmly on track, it was time to begin the market launch. In mid-1994 much study was devoted to naming the new G14 and choosing the marketing slogan. In the case of the slogan, it came almost accidentally out of the early development of the sales brochure, when side-by-side comparisons were being made with the G14 prototype and other competitive models. During a review of data from detailed comparisons of factors like ride comfort, steering quality, brake performance, resistance to body dam-



YMMC Engineering staff

age and ease of service, someone commented that no other golf car compared with the quality and features of the new G14. Thus, the "Nothing Compares" marketing slogan was born. As for the name, Ultima was chosen from a long list of candidates for a number of reasons. First of all, it went so well with the name Yamaha; the same number of letters and syllables. And, more importantly, it associates so closely with the word "ultimate." The dictionary defines ultimate as the "the best of its kind," and that is exactly what the development team knew they had in the G14. That belief was verified when pre-release monitor marketing in Florida, Texas, California, Arizona, Georgia, North Carolina and Hawaii brought excellent responses. The final step to pave the way for a smooth market launch was a series of four dealer meetings held in Florida and three other sites around the U.S. Now Yamaha dealers in North America and other markets can recommend the new Yamaha Ultima golf cars, gasoline or electric, with full confidence that they are selling the very best.

From Product Planning of YMMC, U.S.A.

YACS: Yamaha Attitude Control System

For easy remote control of the industrial unmanned helicopter

To enhance ease of control with the industrial-use unmanned helicopter Yamaha R-50, 500 units of which are already in use by Japanese farmers for crop dusting, Yamaha Motor's Aeronautic Operations has used its own technological expertise to develop the Yamaha Attitude Control System (YACS), a technology similar to the strap-down type systems used on today's advanced airliners.

YACS is a flight attitude control system in which three optic fiber gyroscopes and three accelerometers are fitted to the helicopter body to supply data to a computer unit that regulates all the stick operations (aileron, elevator, rudder and throttle). As a result, the helicopter maintains a stable flight pattern without undue reaction to every dip or protrusion of the land surface, thus eliminating the need for the operator to be constantly making remote control adjustments.

The basic remote control operation remains the same, but because the addition of YACS causes the helicopter unit to control its own flight attitude automatically, it takes off and lands smoothly with almost no need for complicated stick operations on the remote control unit. Thus, the operator need only concentrate on the throttle operation. When you remove



The YACS unit



The Yamaha R-50 Industrial Unmanned Helicopter

your fingers from the remote control sticks during flight, the stabilizing enhancement control function causes the helicopter to assume a horizontal attitude, so all that is necessary is the required amount of flare to make it stabilize in one place. Thus the need for additional stick manipulation is eliminated almost completely.

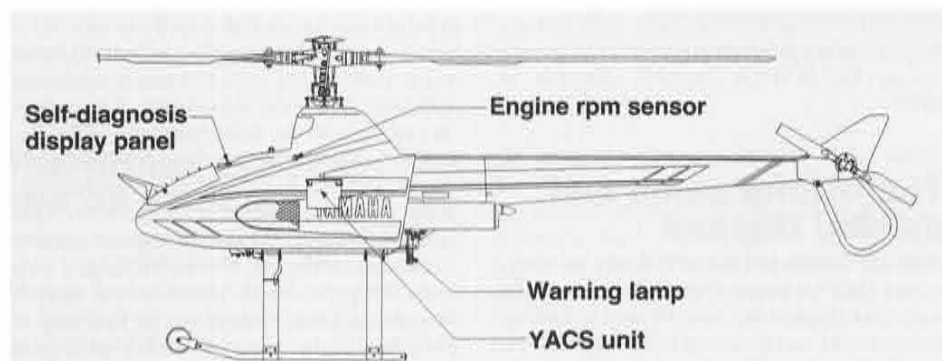
Furthermore, the adoption of the latest optic fiber gyroscope technology means that the amount of stabilization time (the time needed to produce readings on fuselage angle in flight) for the gyroscopes has been greatly

reduced, from the two to three minutes required by conventional units to just about ten seconds. This means that as soon as you switch on the electronic control unit you can start the engine and begin the dusting operation with no wasted time.

Besides this, the new YACS on the Yamaha R-50 features an handling enhancement control function. This function derives from the need to balance the conflicting aims of stability enhancement and handling enhancement. By making the stabilizing function a supportive one with system priority given to the handling enhancement function, difficult facing-flight control, etc., is achieved with just simple aileron and elevator operations. This means both forward-rear and left-right movements can be achieved with greater ease. Also, the handling enhancement control function is adjustable to three volume levels, to allow for differences in operating conditions and skills, thus offering every operator the kind of response he or she desires.

The adoption of the new YACS not only improves the efficiency and accuracy of dusting operations but also frees the operator from constant and complicated stick operations. That means even beginners or people who until now thought themselves incapable of operating a remote control helicopter can now do so with ease. And that is good news for the labor-short Japanese farm industry, and a big reason why the Yamaha R-50 is now the focus of great industry attention.

From Toshihiro Yoshida of YMC, Japan



<Patent pending>

Type : L13E Unit weight : 2kg Battery : 7.2V (runs off main battery)
 Dimensions : 115 x 111 x 100mm (excluding mounting brackets)
 Control functions : All stick functions (aileron, elevator, rudder, throttle)
 Sensors : Optic fiber gyroscopes (3), accelerometers (3)
 Self-diagnosis equipment : Display panel, warning lamps, etc.



Environment-friendly Products (2)



In harmony with nature

In today's changing social environment the responsibilities of manufacturing corporations are rapidly changing, too. It is no longer sufficient for a manufacturer to simply pursue new levels of quality and performance in its products. The call today is for products that also put less strain on the environment. In this serial we introduce Yamaha products that feature new measures in the area of exhaust emissions and products that have been awarded the EcoMark, one of Japan's environmental labeling programs. Most of the products that Yamaha Motor develops are based around the internal combustion engine, a mechanism that by definition emits exhaust gases. One of the biggest challenges in engine development today is to make these exhaust emissions as clean as possible.

In Yamaha's main product category, motorcycles, we have added catalyzers and other emission-reduction functions to models like our GTS1000, TDR125 and other models for the European and other markets, greatly

reducing emissions of air-polluting compounds like hydrocarbons, carbon monoxide and nitrogen dioxide.

In the field of marine outboard motors as well, Yamaha is devoting major developmental efforts not only to building more efficient engines for our main 2-stroke line-up, but also to the development of a growing line of 4-stroke models. Yamaha globally released the new 4-stroke 50hp model in January of this year. These 4-stroke engines by nature are characterized by cleaner emission levels.

In addition to vehicles with cleaner exhaust emissions, there is also a worldwide demand for vehicles that emit no exhaust gases at all. The state of California in the U.S., for example, has recently passed a law stating that by the year 1998, 2% of all new cars manufactured must be electric powered, with that percentage rising to 10% by the year 2003. Programs for the spread of electric-powered vehicles are now underway in Japan as well. In line with these policies, Yamaha has already begun the development of electric scooters and is actively marketing the

world's first electric-hybrid bicycle, the Yamaha PAS. Since its release for the Japanese market in November of 1993, this revolutionary power-assisted bicycle has sold over 30,000 units.

In Japan today, the EcoMark is one of the labeling programs that has been initiated to recognize products that are gentle on the environment. Among the Yamaha products that have been awarded the EcoMark is our biodegradable outboard motor oil PROMAR. With a biodegradability ratio of 87%, well above that of most biodegradable oils, PROMAR contributes significantly to the prevention of water pollution.

As countries all over the world today adopt environmental labeling programs like this, marks that designate a product as "environment-friendly" are fast becoming a major factor when consumers choose which product to buy.

For further information, please contact YMC's Environmental Affairs Division. Tel: 81 538 32 1100 / Fax: 81 538 37 4258

The right response makes the difference

In this, the fifth serial of YMC MAKES IT, featuring unique information about things going on at YMC, we introduce our Customer Relations Department, the department responsible for the important job of responding to questions, requests and claims from customers while taking the lead in promoting Yamaha CCS (Customer and Community Satisfaction) activities.



Mr. Hiroe, Manager of the Customer Relations Dept.

The Customer Relations Department occupies a corner room on the third floor of the main building of Yamaha Motor Co.'s head office flooded with sunlight from the large windows running along the two outside walls. With its role of receiving customer inquiries and consultations by phone and mail and responding to them as thoroughly as possible, this department is in a sense closer to the customers than any other in the company.

The department as it stands today is in fact a product of Yamaha's CCS program, being formed in 1991 when the former Complaints Section of the Service Dept. was re-consolidated with a new mission under the direction of the Customer and Community Satisfaction Committee.

"Now that we have entered an age when a manufacturer cannot build market share simply by turning out products, the role of a customer relations department has changed tremendously. It is no longer just a question of answering complaints, but of going beyond that to become an information center that gathers and feeds back the voice of the customers that is so vital to marketing today," says department manager Iso Hiroe.

Nine women and three men work as 'Consultants' in the department, each with their own area of expertise. Because the consultations cover every imaginable subject, there is no manual that can cover it all. But, because the



In responding to each consultation the consultant takes care to record as much vital information as possible, like the person's full name and address, the type of bike and where it was purchased.

The system is set up to allow for immediate access to other consultants' expertise when necessary during the course of a call.

tool of the trade is the telephone, a media that communicates one's voice directly to the listener, there are a number of things that all the consultants take care to be conscious of.

"It is important to speak in a bright and clear voice from the moment you pick up the phone, and even when I start to feel a little depressed by the nature of a consultation, I make it a point to look at myself in the mirror in front of me and speak with a smile on my face. Silence can also be unsettling to the person you are talking to over the phone, so it is important to keep the conversation flowing smoothly," comments Ms. Yamazaki, a consultant with three and a half years of experience. So professional is her telephone manner, in fact, that other departments have asked her to give special training seminars in the subject.

Of the 1,500 or so consultations that come in to the department every month from around the country, just over 80% are inquiries and the remainder requests and complaints. And more than 90% of these consultations come via phone. Since the department switched to a toll-free telephone service in December 1993, the number of calls has increased dramatically.



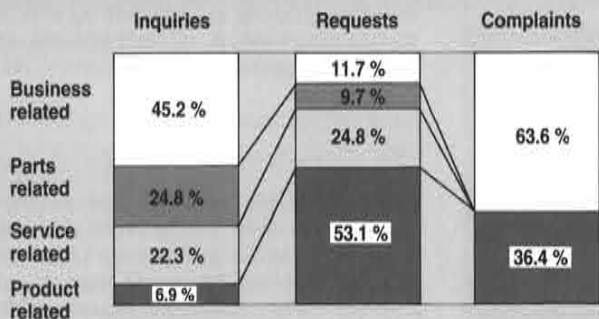
Customers send in a wide variety of things, from photos of their beloved bike to imaginative design sketches, and the consultants send an individualized response to each and every one.

Customers are full of questions.

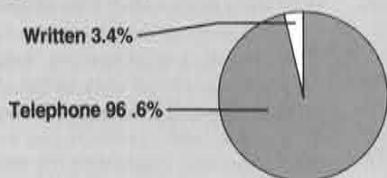
"I'm thinking of buying a scooter for the first time. What are the advantages of a Yamaha scooter? Are they comfortable to ride? How are they superior to the products of maker X?" There are also many customers who want to express their own opinions about the products: "I think the concept of automatic light-up in the daytime is strange." "Isn't the side stand on the TDM positioned too far forward?" All of these opinions play an important role in Yamaha's CCS activities when they are fed

Looking at the summary of consultations for December 1994, consultations totaled 1,144, or 80.5% of the previous month and 122% of the same month of last year. By division, Motorcycles had 926 cases while Marine had 172 cases and others 46 cases.

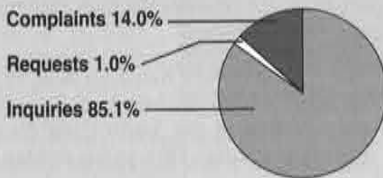
■ Breakdown by contents and dept.



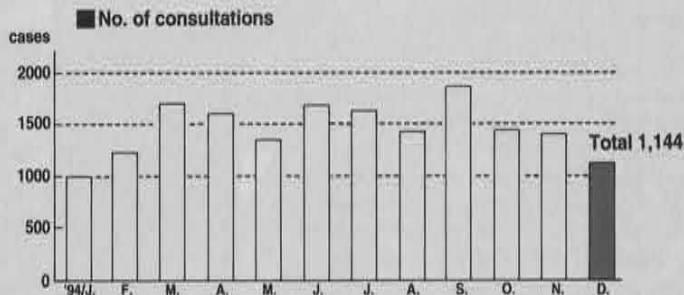
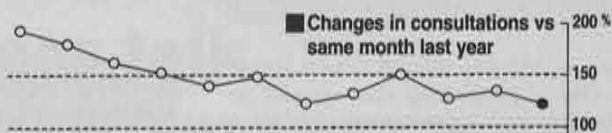
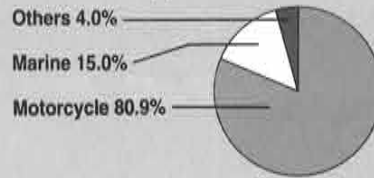
■ Breakdown by media



■ Breakdown by contents



■ Breakdown by product division



The staff of the Customer Relations Dept. Although their basic job is the same, each member has his or her own special talents — like expert knowledge about motorcycles, a gift for handling complaints smoothly or skilled calligraphy for letters of response — that they all take advantage of in an integrated team effort.

back into product development, design, sales and service.

Of these 'messages' received from the customers, the urgent ones are sent along immediately, while the remainder are compiled and fed back once a week by fax or in-house mail to the appropriate department, sales company or dealerships they involve. But the job of Customer Relations is more than simply that of a messenger. Regarding complaints, they also offer advice to the various departments on proper measures to help prevent the same

type of problem from reoccurring. In addition to weekly meetings, conferences are held once every four months where representatives of the other departments report findings and discuss measures to solve apparent problems. A consultant must be a person of diverse talents; sometimes a good listener, sometimes an informed advisor.

"Sometimes it is a dilemma for me when I feel my personal opinion differing from the position of Yamaha as a maker, but this job of responding to the image the customers have

of Yamaha and its products at the first level here in the head office is full of unexpected discoveries and valuable experiences. This is what brings a sense of satisfaction to my job," says Ms. Yamazaki.

"Do you remember me? From the off-road model catalogue that you included with your kind letter, I decided to buy a Serow 225W in July, and I just got back from a great five-day touring trip on it."

"I had written down some of the places that I was having trouble with on my XJR just as a whim, but the response of the consultant was so helpful and thorough that it made me stop thinking about the new model by another maker that I was considering buying. I've decided to stick with my XJR400."

These are the kinds of ways that the proper response by a consultant can bring unexpected results.

Mr. Hiroe always stresses to his 12 consultants the importance of maintaining the right social values and thinking from the standpoint of the customer.

"Ultimately, it comes down to how successful we are at communicating our concern to the customer. In Japan particularly, the psychological follow-up is often more important in our work than an actual material settlement of a claim. Although it may sound like a very basic principle, the degree to which we as consultants are successful in putting ourselves in the shoes of the customer with regard to each individual claim has a very big effect on how that claim will turn out."

18th President Awards

Founded in 1986 and awarded twice a year in recognition of outstanding achievements on behalf of the company and society, the Yamaha President Awards were presented for the 18th time at a ceremony on January 7 at the head office in Iwata. This time there were four recipients; the team that efficiently planned and developed the XJR1200 and contributed to the growth of Yamaha's share of the domestic big bike market; the team responsible for advances in structural analysis technology that has contributed to the quality of motorcycle design and development efficiency; the L-21 project of the 5th building of the Iwata Main Factory that integrated assembly; crating and shipping in one continuous process; and the overall contribution of the IM Operations department in the areas of



A recipient is honored by President Hasegawa at the ceremony

FROM THE PUBLISHER

As of this February, New Zealander David Atkins became a new member of Yamaha News. Assigned primarily to overseas operations in the PR Div., his presence will surely bring new depth and dimension to Yamaha News, as well as helping to increase our communication with you, our readers. David is also active as a key member of the Yamaha Rugby Team which is competing now for a spot in the Western Japan A League. We want to thank everyone who wrote to express their concern about the January 17 earthquake that struck the Kobe-Osaka area. We are extremely grateful for your show of concern and pleased to say that everyone is pitching into rebuild and start bringing their communities back to life. We appreciate your help in answering the attached questionnaire and always welcome your information for interesting articles to our Chief Editor, K. Shimizu.

manufacturing, sales and technology. In addition to these, a special recognition award went to the USTP project.

Contribution for sea tortoise preservation



Mr. Matsuoka presents the Club's contribution to Sanctuary Japan

The "Moshi-moshi Kame-yo Kai" is a group of some 45 nature lovers dedicated to the preservation of the South Pacific's sea tortoise population. This group headed by Mr.

Heihachi Matsuoka of YMC's Overseas Market Development Operations, recently made a donation of 90,000 yen (US\$900) to the Japanese nature conservation group Sanctuary Japan.

The money was raised by soliciting donations in dollars and yen from throughout the South Pacific countries of Tahiti, Fiji, Papua New Guinea and New Caledonia and will be used for beach clean-up and other efforts to protect the hatching grounds of endangered species like the red sea tortoise.

Yamaha Motor and the Yamaha employees union were among the many who responded to the plight of the many left injured and homeless by the recent earthquake in Kobe and Osaka, Japan. In addition to a donation of ¥20 million (US\$200,000) to the Japan Red Cross, Yamaha provided 100 motorcycles and 50 generators for use by the regional disaster relief headquarters. Our hearts go out to all those who suffered irreplaceable loss in the January 17 earthquake.

SPORTS

Júbilo powers up for 1995



The new players flank Yamaha Football Club's President Shiokawa (left) and Júbilo head coach Ooft

On January 16, Júbilo Iwata held a press conference to announce the addition of five new players to their roster that are expected to make a big difference in the team's competitiveness. The new players are (from left) midfielder Hiroshi Nanami (22), goal keeper Havenaar Dido (37), who comes to Júbilo from the Nagoya Grampas, forwards Nori-

hisa Shimizu (18) and Takashi Fukunishi (18) and defender Takahiro Yamanishi (18). With the added offensive and defensive strength these new players are sure to bring to the Júbilo squad, the team is looking forward to nothing short of victory in the first stage of its second season in J. League.

Time is ripe for action

- The bosses talk

Motorcycle World Championships

Mr. Sen-ichi Kuroda, General Manager of YMC's Motor Sports Development

Q: What are your main goals for this year?

A: Last season we only won three major titles; the 125 cc Motocross World title, the Japanese Superbike title, and the Bol d' Or 24-Hours. This year we want to win at least five or six. Along with this, I want to see racing with more impact, the kind that lives up to the Yamaha corporate philosophy of offering excitement and fulfillment to Yamaha fans.

Q: What are your expectations for this season?

A: In GP1 class, we were not able to win the championship in '93 and '94, but for this year we have a more mature machine, and with Luca Cadalora and Norifumi Abe, who joined the competition as of round 11 last season, we have big expectations of being up there fighting for the lead.

For the GP2 class, this year's team has the same make-up and mechanics as last year, and their mood and communication as a team

are excellent. Injuries in the first half of last season kept Tetsuya Harada from performing up to his world champion potential, but this year he is in good condition and determined to use last year's experiences as a springboard for the season ahead. So, he should be back in winning form. Kenny Roberts Jr. is also showing tremendous progress, and his performance should show big improvement over last season.

In Motocross racing, last year's 125 cc champion, Bob Moore, is moving up to 250 cc this year, where he should show us some hot competition for the title along with Yves Demaria. For the Superbike competition, we have made further refinements on the machine that won



Abe looks forward to his first full season of GP1 racing

last year's Bol d' Or, but because this is our first full participation in the series, we expect to see some tough competition. We will be working closely with our riders Yasutomo Nagai and Colin Edwards, and our goal is to get up on the winners' platform.

Formula One World Championship

Mr. Takaaki Kimura, Yamaha's F1 Project Leader

Q: What are you aiming for '95?

A: 1994 was our best season ever in F1 racing. We placed third once and won 13 series points

in all to place 7th in the constructors competition. However, in the latter half of the season we struggled with problems like machine reliability.

In order to improve in '95, I want to get everyone on the team working on the problem of

consistent reliability so we can turn our speed into real results. As for my season goal, I want us to get on the winners platform several times and finish in the top five in the constructors competition.

Q: What has been the effect of the regulation changes?

A: The change from 3.5 to 3 liters will mean reduced horsepower, and the reduction in down-force in the car design should mean that more precise, smooth driving technique will be required of the drivers. As for the engines, they will have to be responsive to that kind of driving.

The regulation changes should put all the teams on even ground, especially in the early part of the season when we should see a real free-for-all. I believe this offers a real opportunity for us to beat some of the top teams.

Q: What is the outlook for this season?

A: As of this season, we have been working with Tyrrell for more than two years and communication is going very smoothly now. The engine and car development have both gone well and we were able to begin our winter tests earlier this year than ever before.

I want to see us keep this advantage so that we will be prepared to jump out with some fast times at the beginning of the season. I hope everyone will be cheering for us.



With pre-season tests completed, Katayama is ready to race

WORLD TOPICS

GENERAL

CENTRAL AND SOUTH AMERICA

Parts Managers Convention in '94

The 7th Central and South American Parts Managers Convention was held in Medellin, Colombia, on October 20 and 21 last year. Representatives from 19 distributors in 17 countries of the region gathered to actively exchange opinions about important questions for the future, like improving the parts supply system with the import of parts from a number of new countries and the expansion of accessory sales.

There were also reports on the progress of programs to strengthen parts systems in Colombia, Costa Rica and Brazil, providing more positive exchange in this fruitful conference.

From H. Kameda of Overseas Parts Sales Dept., YMC, Japan



The participants enjoy a welcoming party in the courtyard of a church in Medellin

ITALY

Teamed up with electrical components supplier

On December 20, 1994, YMC signed a technical assistance agreement with Ducati Energia s.p.a., an Italian supplier of electric components. Under the agreement, YMC's affiliated electronics suppliers, IIC Ltd. and Moriyama Manufacturing Co., Ltd. will offer technical assistance for the development and

manufacture of starter motors by Ducati Energia for supply initially to the Yamaha-affiliated Italian engine manufacturer Motori Minarelli. Plans call for production and sales to begin in June 1996 with an initial goal of 200,000 units per year. In addition to starter motors, possibilities are being explored for expansion of the agreement into the fields of CDI magnetos and complete CDI units. This agreement, incidentally comes in the wake of an agreement between the European and Japanese motorcycle industries for increased cooperation in the future.



Mr. G. Guidi, Chairman Managing Director of Ducati Energia (left) and Mr. Y. Komine, President of IIC shake hands at the signing ceremony

AFRICA

Regionalizing for a new age

Distributor meetings were held last November in East and West Africa. Distributors from 12 West African countries gathered in Abidjan, Cote d'Ivoire, and in the East representatives from eight countries gathered in Nairobi, Kenya.

The dramatic appreciation of the yen in the past year or so brought special focus to the meetings and much was accomplished in reviewing the needs of each market and setting a new course with greater emphasis on regionally based manufacturing and marketing. One of the measures that was especially well received by everyone was the plan to introduce the Yamaha RX100 manufactured in India on the African market.



Distributors and YMC's new regional consultant Mr. Robert Kennedy (3rd from right) in Yamaha Motor's Nairobi showroom

Among the participants in Nairobi were Distributor Mr. Anil Valabhji from Seychelles, Yamaha Motors Kenya Parts Manager Mr. A. R. Rajan, South African distributor Mr. Gerald Osborn, distributors Mr. Ravichandran of Tanzania and Mr. George Mehera of Malawi.

EUROPE

1994 European Service Managers Meeting

From November 8 to 11 last year, YMC's head office was the site for '94 European Service Managers Meeting for motorcycles and power products. In attendance were representatives from Yamaha importers from 15 European nations plus guest representatives from Yamaha Motor Canada and Yamaha Motor Taiwan Trading. Also, attending for the first time from Eastern Europe were two representatives from the Czech Republic, bringing the total to 31.

With a focus on further improving the quality of Yamaha service in the future, the meeting had a full and thought-provoking agenda, with presentations from YMENU, the Overseas Motorcycle Service Dept., the Service Information Dept. and the Power Product Service Dept. Besides this, the meeting offered a valuable opportunity for these managers who seldom get a chance to meet each other to share opinions and information.

From H. Kimura of Overseas Service Group, YMC, Japan



This marked the 5th holding of the Service Managers Meeting

THAILAND

Outstanding Industry Award for Siam Yamaha

Siam Yamaha Co., Ltd. is the proud recipient of the Thai Ministry of Industry's Outstanding Industry Award for 1994. At a recent ceremony, Siam Yamaha President Kasem Narongdej was presented this coveted award by Thailand's Prime Minister Chuan Leekpai.



President Narongdej (right) and Prime Minister Chuan Leekpai at the ceremony

The Outstanding Industry Awards were established by the Ministry of Industry to recognize outstanding contributions to the growth of industry in Thailand, and Siam Yamaha was chosen by the award committee as a recipient for 1994 in recognition of the company's excellent business record and corporate growth.

From Pranee Silsorn of Siam Yamaha Co., Ltd., Thailand

PUERTO RICO

New home launched

Yamaha distributor for the Caribbean island territory of Puerto Rico, Motor Sport Inc., has just opened a brand new office and showroom in the main business section of the capital, San Juan.

Presently, Yamaha is the market leader in both the motorcycle and outboard motor markets in Puerto Rico. After moving to its new facility, Motor Sport will have the benefit of the latest business technology like its new computer microfiche system to support its efforts to stay on top of the market.

From Jose Arturo Fossas of Motor Sport, Puerto Rico



The new Motor Sport office and showroom facility

MOTORCYCLES

FRANCE

Yamaha XJR Cup

To promote the brilliant new Yamaha XJR1200 roadster in a very dynamic way, Yamaha Motor France launched the Yama-

ha XJR Cup under the auspices of French Motorcycle Federation with the cooperation of ISM. One of the goals of this race series is to recreate the spirit of the 70's and early 80's when the French Yamaha rider Patrick Pons won the Daytona event in 1980.

The Cup is open to everyone who owns a standard '95 XJR1200. Some technical modifications are possible, as long as they comply with Cup regulations.

There are six races planned for this year, including Bugatti-Le Mans, Nogaro Open, Lédenon Promosport, European GP at the Carole circuit, French GP in Bugatti-Le Mans and Bol d'Or at the Paul Ricard circuit. For each race the total prize money will be 16.700 FF. (US\$3,200), for the first 12 riders. At the end of the overall qualifications, Yamaha American Travels in U.S.A. will reward riders and dealers, in addition to some equipment from the following sponsors:

Mobil 1, Devil, Dunlop, Ferodo, etc.

From Advertising Department of YMF, France



XJR Cup ad

VIETNAM

Yamaha sweeps first post-unification race

Vietnam now ranks among the world's fastest growing economies, and this new-found dynamism was reflected just before the traditional New Year's celebrations with the holding of the first motorcycle race since the country's unification. Organized by the Ho Chi Min People's Committee and sponsored by Yamaha Motor, the Yamaha BP Cup races were run at a horse race track in Ho Chi Min City (formerly Saigon), with a 50 cc (4-stroke) class and a 100/110 cc (2-1/4-stroke) class. TV and press corps turned out in large numbers along with a standing-room-only crowd of some 40,000 spectators, double the number originally anticipated. In the 100/110 cc class two Yamaha machines dominated the competition from the preliminary rounds and went on to score a runaway 1 - 2 victory in the final, demonstrating the clear performance superiority of the Yamaha engines over other brands in this exciting new market.

From T. Miyazaki of Southeast Asia Div., YMC, Japan



The Yamaha riders who scored the 1 - 2 sweep in Vietnam

ITALY

On the wheels of the Champ

After American Bob Moore won the Motocross 125 cc World Championship last season riding a Yamaha YZ125 machine for Chesterfield Yamaha Team Rinaldi, YMENV and Team Rinaldi decided to team up in a unique plan in which they would offer almost exact replicas of Bob's championship machine to a selected number of promising young riders.

In early February this plan became reality, as teams from seven countries gathered at CYTR's headquarters in Italy to pick up their "Bob Moore Replicas." About the machine, former World Champion and Team leader Michele Rinaldi says, "Some regulations are different for 1995, so some parts have changed. We have, however, achieved the performance levels of last year's machine, and in some areas even improved on it. We are confident that the final result is a machine that can win races at any level." Along with the machines and parts kits, the teams were given detailed technical briefing on all aspects of the machine.

Thanks to this plan we can look forward to exciting competition in this year's 125 cc class of the World Championships, as these new Yamaha "works" riders, many of whom are repeat national champions, join the competition on their Bob Moore Replicas.

From Tom Borst of YMENV, the Netherlands



The Bob Moore Replica riders with Michele Rinaldi

WORLD TOPICS

COLOMBIA

Yamaha bikes for police



A ceremony was held recently in Colombia's third largest city, Cali, to commemorate the delivery of 40 units of the Yamaha DT-200 and other equipment to the Cali Police Department. In attendance at this important ceremony were the Director of Police and other top City and Customs Bureau officials. Cali is in the process of strengthening its crime-prevention capabilities, and these dependable Yamaha bikes are sure to play an important role in the work of police and customs officers in maintaining the peace in Cali.

From Claude Regnier M. of Regnier Y Cia. S. En C., Colombia



Elsewhere in Colombia, another big order of 48 units of the Yamaha DT-175 was supplied to the Police Department of the city of Manizales in Caldas state by Incolmotos' local distributor L.B. Y Cia Ltda. Attending

the delivery ceremony on December 23 were the city's Mayor, the Director of Police and L.B. Y Cia's administrator, Mr. Jorge Gomez Gutierrez. The Manizales police chose the DT-175 because of its reputation for outstanding performance and versatility and also because of the strength of the Yamaha service program and warranty system here in Colombia.

From Jorge Gomez Gutierrez of L.B. Y Cia Ltda., Colombia

THAILAND

New Yamaha Mate 111 for the modern family

Last November 22, Siam Yamaha Co., Ltd. proudly launched its new Mate 111, a moped targeted for the modern Thai family that it hopes will boost its sales and market share in this important sector of the motorcycle market. Presiding over the gala launch ceremony at the company's second factory in Bangkok were Siam Yamaha's President, Mr. Kasem Narongdej, and YMC, Japan's Director Tadayoshi Sukanuma. The ceremony was followed the next day by a series of parties held around the country for regional motorcycle distributors.



The new Siam Yamaha-built Mate 111

In Thailand, mopeds and sports mopeds make up 40% and 38% of the motorcycle market respectively, and until recently Yamaha was represented by only one moped model, the Y100 (100 cc). With the introduction of the Y100E (electric starter) in February of last year and the Y111 in November and Y111E (electric starter) in December, Siam Yamaha is confident its expanded line of quality mopeds will bring it big growth in both sales and market share. Available in a choice of four stylish colors and powered by a strong and efficient 111 cc 2-stroke engine, the new Mate 111s are sure to be the favorite choice of modern families in this big motorcycle market.

From Pranee Silsorn of Siam Yamaha Co., Ltd., Thailand

FRANCE

Winning the famous Enduro du Touquet race

Around 300,000 spectators turned out in beautiful weather the last week-end of February to watch the 20th Enduro du Touquet, one of the biggest motorcycle sand races in the world, where they saw young Arnaud Demester ride and win with a Yamaha WR250. The 21-year-old Demester is a native of northern France and knows how to race in the sand that makes the Enduro du Touquet such a challenge. He succeeded in beating such top riders in the field as J. Belval and D. Hauquier racing on bigger 500 cc Hondas. "This is the greatest day of my life. I owe everything to Yamaha and the Dunes Motorsport team," enthused Demester on the victory podium.

Another notable Yamaha finisher was Yamaha Motor France's president Jean-Claude Olivier, completing his 19th Enduro du Touquet.

The future looks bright for Demester, as this big victory adds confidence to his already impressive talent.

From Claudine Maffiolo of YMF, France



Demester in winning form before a big crowd of spectators

MARINE

AUSTRALIA

Fair winds for Southwind boats

On November 2 last year, Yamaha Motor Australia celebrated the building of the 500th boat of its original "Southwind" line. It was five years ago that YMA launched its first Southwind brand fiberglass boats. Since then, the popularity of these quality boats adopted from world renown Yamaha designs and technology and specially tailored for the needs of Australian boaters, has led to the addition of one new model after another. To keep up with demand they have

SPAIN

ATV trans-Africa Odyssey

Two intrepid Spanish adventures, Josep Tarrés and Jordi Puig, recently became the first to complete a full north-south crossing of the African continent on 4-wheel ATVs. Riding two production Warrior ATVs specially outfitted for the trip and with the full support of Yamaha Motor Spain, the pair managed to cover 25,000km (15,500 mi.) through 14 African countries from Manresa, near the Mediterranean coast, to the Cape of Good Hope at the end of South Africa in two and a half months.

Tarrés and Puig admit they had some hair-raising adventures along the way, but with great logistic support throughout the trip from Yamaha mechanics and the basic rela-



Mr. Sano speaking at the ceremony at the factory

also had to double the size of their original factory and production staff.

Attending the ceremony for the 500th boat at the Southwind factory in Sydney were YMC's representatives T. Terasawa and Y. Nakayama and top executives from YMA, with Managing Director A. Sano officiating.

From Eddy Symons of YMA, Australia



The Yamaha Warriors overcame all the obstacles and reached the southernmost point of Africa

bility of the Yamaha ATVs they always made it through.

From Jordi Bracons of YMES, Spain

Since our last contact (end of 1992), we've been traveling a lot of kilometers in Chile, Argentina, Uruguay, Paraguay and Brazil. We did cover all the distance with our bikes, but not all in the conventional way.

For example in Patagonia we rigged our two Yamaha XT500s together with a special construction like a catamaran. In the middle we put a sail and with the natural force of the wind we covered 1,500 km (930 mi.) from Fireland to the Península Valdés.

In Brazil's southern Amazon region we got stuck in the mud and there were no passable roads, so we built ourselves a boat. Again a catamaran out of wood with three paddlewheels, which we powered with the engines of our motorcycles.

This whole project ended up a lot bigger than we had anticipated. Altogether we spent five months in the jungle, constructing the boat with the help of local people and then traveling the rivers about 2,000 km (1,240 mi.) up to Manaus.

Probably this was the greatest adventure yet on our whole Planet Earth Expedition, which is now in its 13th year!

Our boat "Juma da Amazonia" has a palmleaf roof and turned out very beautiful. Also the technique with a belt driven off the rear wheel of one bike turning the large paddlewheel in the back (with 1.2m - 3.9 ft. diameter and 2m - 6.6 ft. length) worked astonishingly well! When we reached Manaus, the capital of the Amazon, we were very lucky: Hapag Lloyd transported our boat free of charge to Europe!

This also is the reason for my short visit here at the time. I had to look after the unloading in the port of Antwerp in Belgium and to find a storage place for the boat. It is now waiting for us to finish our world tour. The idea is to continue our travels with the XTs from Manaus. Ahead of us lies the entire coast of Brazil and then from Sao Paulo we will find a ship to go to Africa.

We are thinking of another three years of travels before we come back to Europe. Then in Belgium we want to put the boat back into the water, mount the bikes on board and travel the canals and the Rhein up to Cologne, our home town. There we will finish our by



then 16 years of Planet Earth Expedition!

The plan then is to make the boat and the Yamaha bikes together with all our equipment available for exhibitions and museums. In connection with this we are also planning an extensive media tour through all of Europe, telling about our adventures. We are sure that the media will be very interested.

Regards

Claudia Metz & Klaus Schubert

LETTER

Virago Owners Club

Peter Healey
33 West Drive, Caldecote,
Cambridge CB3 7NY
England
TEL (44) 954 211021



Sunday run to Lavenham, Suffolk



Virago, the only way to go

From John Bryning

In 1988, I finally retired from Motor racing having spent 26 years as a driver. Looking around for an alternative pastime I decided to return to my first love, motorcycling. After 3 or 4 years riding sports bikes I came to the conclusion that this was not exactly what I was looking for. What I really wanted was a V-twin and as Yamaha has always been my first choice it had to be a Virago 1100. The first time I rode it was on a trip to nearby Cambridge. The sky was so blue, the sun bright and warm, it was a beautiful Spring morning. Riding through the country lanes I realized this was motorcycling at its very best. That same day I decided to join the Virago Club - to my great surprise I found there wasn't one! Within a week I contacted one of my old racing partners, Peter Healey and together we formed the Virago Owners Club. That was in March 1993. With the help of Mitsui Machinery Sales (UK) Ltd., the club has grown into a nationwide club operating from twenty regional centres serving over 800 (ever increasing) members. It is without doubt that the constant encouragement from Martin Marshall of Mitsui was one of the main reasons for the success of the club.

What the Virago Owners Club offers it's members is, first and foremost, the chance to experience motorcycling to the full on the



John Bryning dusting over his Virago 1100

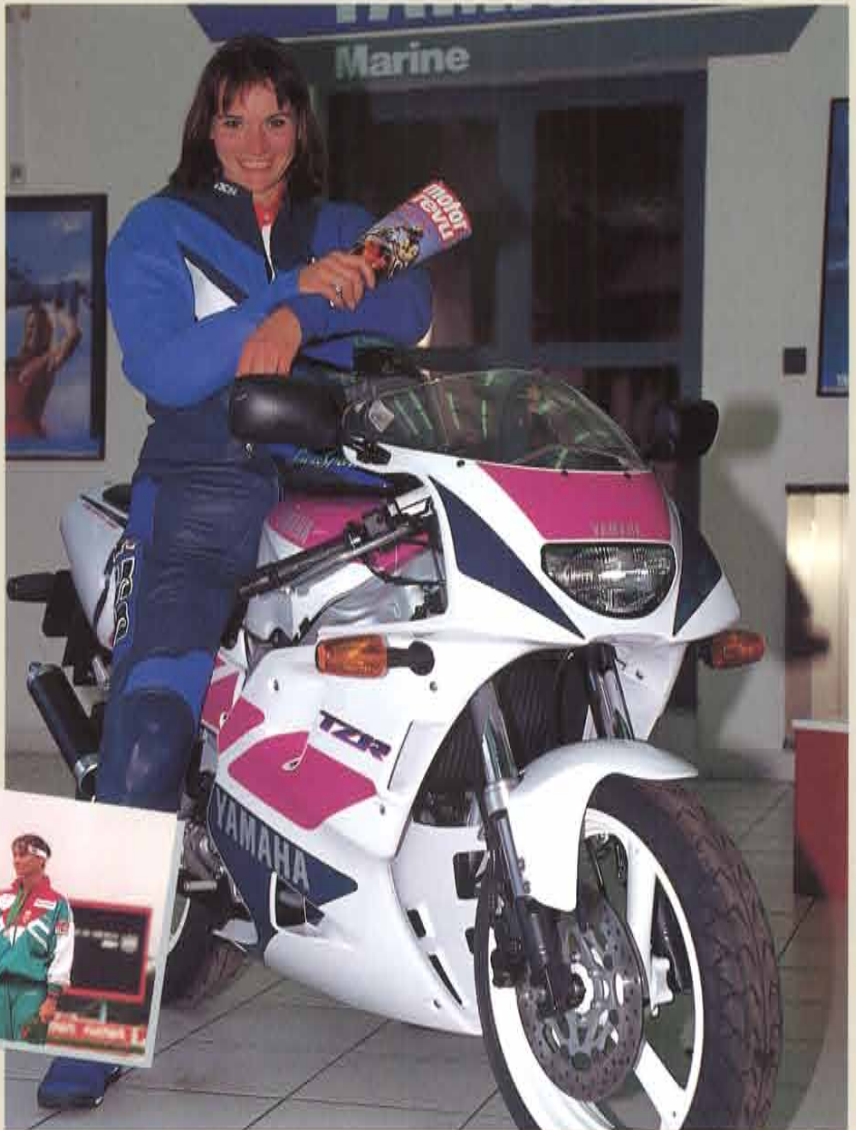
best V-Twin ever designed, excluding none. Members also get regular newsletters, a quarterly magazine, accessory offers and discounts, specialized club regalia, cheaper insurance, free technical advice, local meetings, national rallies and the opportunity to participate in special events like the Yamaha Owners Festival and overseas touring.

One of the main objectives of the Virago Owners Club this year is to try and break the widely held belief that motorcycling is a male preserve. Hopefully, with the help of Yamaha,

we plan to stage an "all female charity bike run" from John O'Groats to Lands End. We hope to encourage 30 to 40 of our 100-plus female bikers to undertake the trip which should attract both press and TV coverage. It will immediately demonstrate to everybody that motorcycling is open to all, regardless of sex or age, is still the main escape route for the "free spirit," and finally that the Yamaha is the best choice for both the experienced and the new rider. Although advertising can wet the appetite, it takes an event like this to fire the imagination.

The structure of the club is simple. Peter and I run the club and make the decisions. Each centre has a representative and we all meet three times a year to exchange ideas and work out the next year's programme. It is also a direct link to the members.

The paddle and helmet connection



In Hungary everybody knows the name and face of Rita Kőbán. This handsome young lady has won over twenty World and Olympic championships in the sport of kayaking, including three medals at the Barcelona Olympics. Such prominence in the Hungarian sports world keeps her constantly in the news and media. So, when we at Yamaha Motor Hungária Kft. were looking for a celebrity to carry our message in a PR campaign to attract more Hungarian women to the motorcycle as a convenient and enjoyable means of personal transportation, we didn't have to look very far. When our General Manager Istvan Bődös found out that Ms. Kőbán also had a penchant for motorcycle riding, we knew we had found the perfect woman to become the face of Yamaha in Hungary. When Mr. Bődös approached Ms. Kőbán concerning this PR campaign, he offered her a Yamaha motorcycle for her personal use. Although her motorcycling experience up to

that point had only been on the tandem seat of friends' bikes, she was so smitten with the fun and excitement of riding that she decided to choose a sporty Yamaha TZR125. "I must admit that at first I was a little worried that I wouldn't be able to master my new Yamaha right away, but I was so in love with motorcycling that I decided to train hard. I took serious lessons with experienced riders, and even got a kind offer to be coached by Yamaha Superbike champion Árpád Harmati himself. Anyway, I didn't give up, and within a few weeks I had the confidence to really open up the gas and let my TZR accelerate as it's meant to. I must confess that whenever I'm out riding I usually attract a lot of attention, but that has actually proved to be helpful too, because the cars I meet on the road go out of their way to be polite drivers when they see me," explains the Hungarian Olympic champion. Yamaha Hungária was also very pleased to have Rita riding and enjoying her Yamaha all

last summer. The two often got into the press together, including one article in the country's leading women's magazine that featured a full-page photo of Rita on her Yamaha TZR. As her major sponsor now, Yamaha Hungária has the Yamaha mark on the side of her competition kayak as well, where it is always visible when she appears on TV in Hungarian and international sports broadcasts. She also wears the Yamaha name on her shirts, like the one she was wearing when she received Hungary's Sportsman of 1994 award. Naturally, this happy marriage will continue through 1995, although one thing is likely to change. It seems that Rita is now anxious to move up to a bigger bike to climb onto everyday when she puts down her paddle and straps on her riding helmet. Of course she won't be changing brands; her choice is the elegant Yamaha XV535!

From Klara Gyúró of YMH, Hungary

Battling for a ticket to the Cup

-Louis Vuitton Cup, the challenger series for the America's Cup

In the preliminary rounds of the world's premier yacht race, the 29th America's Cup, seven challenger teams including Japan's Nippon Challenge, and three defender teams are battling for the right to go for the Cup in the finals in May.

The Louis Vuitton Cup (the challenger series) consists of four Round Robin preliminaries. Nippon finished with a record of 4 wins, 2 losses in the first Round Robin, 3:3 in the second RR and 2:4 in the third RR as other teams brought new boats into the competition.

In order to assure itself a place in the semi-finals, Nippon will have to go all out in the fourth RR because the team now stands in 4th position with the 5th-place French Challenge close behind, trailing by only 3 points.

Fortunately, the Nippon challenge has one more card to play and it should be a strong



The crew in a tight battle in the second Round Robin

one. Waiting in the docks is its new boat, the Yamaha-built JPN-41, last of the new challenger boats to be unveiled. Being the last means it also has the most data about other

boats fed back into its design, which should translate into better performance. Let's hope this new weapon will be enough to carry the Nippon team into the finals!

4th victory for Peterhansel at Dakar

-1995 Granada - Dakar Rally

Peterhansel in action on the Sahara



This year's Granada - Dakar Rally started from Granada, Spain, on New Year's Day and covered approx. 10,000 km (6,215 mi.) in 15 days across some of the world's roughest terrain through the Western Sahara to Dakar, the capital of Senegal.

For the first two weeks, 3-time victor Stéphane Peterhansel, riding a Yamaha XTZ850R for Team Yamaha Motor France, held back in third position behind the early leaders, H. Kinigadner (KTM) and J. Arcarons (Cagiva). Then on day 13, Peterhansel began to pick up the pace, moving immediately past the leader to claim a 6 min. 53 sec. lead. After that he never let up, clinching his fourth victory in this ultimate endurance rally. African rally fans also took note of a very impressive performance by another Yamaha XTZ850R rider. Finishing his eighth Dakar rally in an impressive 9th place just days before his 50th birthday was Yamaha Motor France's president Jean-Claude Olivier. In all, only 34 of the 96 starters in the motorcycle division were able to finish the 15-day battle.

