

# *Yamaha News*

BIMONTHLY  
**No.5**

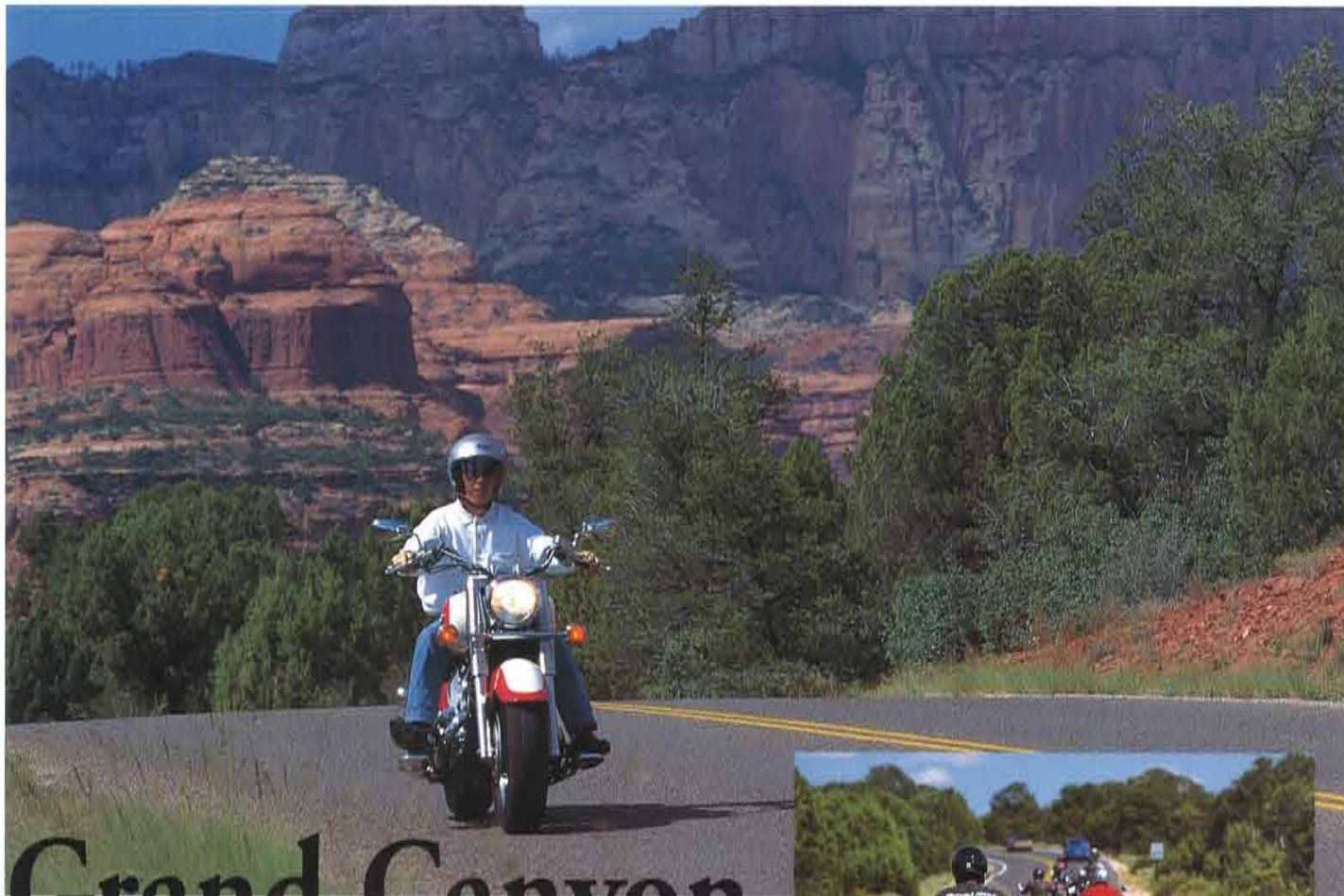
YAMAHA MOTOR CO.,LTD.

NOVEMBER 1995 ENGLISH

## Behold the new age classic

In a spectacular Western venue, Yamaha unleashes a neo-classical beauty with 21st century performance that puts the romance back on the open road where it belongs.





# Grand Canyon stage for Royal Star debut

(top) Dramatic cliffs highlighted the magnificent testride venue in the Southwest (inset) The journalists enjoy riding on the road to Grand Canyon on a beautiful day

*From September 22 to 24, 1995 Yamaha held an international press introduction and test ride event for its big new entries in the American cruiser class, the Royal Star and Royal Star Tour Classic.*

*Journalists gathered not only from across the U.S.A. but from Europe and Japan to see these next-generation super-cruisers for themselves in one of the biggest Yamaha new model launches ever. Here is an eyewitness report from a Japanese journalist covering the event for Yamaha News.*



The participants chat during a break in the test riding

## September 22, Friday

We arrived in Phoenix, Arizona a little tired from our long journey, but more than that, we were excited about the big event ahead of us. Another one-hour charter flight took us to Sedona about 200 km (120 mi.) to the north-northwest where the exclusive Enchantment resort where the exclusive Enchantment resort hotel is located. This would be our base for the next two days. It wasn't long before we began to understand the reason behind the resort's name. Situated in a deep valley surrounded by spectacular cliffs near an Indian reservation well out-

side the town, the breathtaking beauty of the whole scene was nothing less than enchanting. Although we knew the world-famous Grand Canyon lay another 200 km (120 mi.) to the northwest, we felt that we were already at its entrance.

At 6:00 pm, the introduction of the two models began. When we entered the hall, the first thing we saw was a single Royal Star on display in a tasteful ivory over wild cherry two-tone color scheme. Using slides, the presentation traced the history of the motorcycle market in America since 1945 with its dramatic growth in the wake of the James Dean/Marlon Brando years just as the Japanese brands were entering the market.

Then came the rough competitive years of the late '70s and early '80s, and finally the beginning of another modest upswing in the past year as a mature group of long-time motorcycle lovers rediscover the joys of getting out on the open road. In the ensuing portrait of the contemporary American user we saw clearly that they do not necessarily have a strong attachment to the Harley-Davidson brand.

Once the presentation was over, the window curtains were opened all at once and on the terrace outside we could see two Royal Stars in their two color variations and a Tour Classic with its extra touches of classy chrome and Western style saddlebags. And no sooner had we set our eyes on them than the anxious silence was shattered by the sound of the motors starting up in muscular, throaty unison, bringing an unconscious gasp of appreciative surprise from most of the journalists. I realized that almost the whole room had risen spontaneously to their feet with stares fixed on Yamaha's impressive big newcomers. Soon we were out on the terrace for a closer look and cocktails and dinner to make the evening complete.

### September 23, Saturday

In the morning we were divided into two groups for the part of the agenda that we were all looking forward to most, the test rides. The Yamaha staff had chosen a course that would take us out to El Tovar on the South Rim of the Grand Canyon

for lunch, with time for photo stops and bike changes along the way. After enjoying a lunch and great scenery, a different route took us back to the hotel.



Viewing the new models with cocktails on the Western Terrace of the Enchantment



Both the Royal Star (right) and Tour Classic boast a 79 cubic inch V4 powerplant, with smooth shaft drive and classic cruiser styling

In all, it was 450 km (281 mi.) of the most spectacular and enjoyable cruising on the Royal Star. What we all experienced out on the road was the unbeatable combination of



responsive and muscular torque coming from the 79 cubic inch (1300 cc) big-capacity V-4

engine and a comfortable I-could-ride-forever feeling in the low-slung saddle of the Royal Star's long 66.7 inch (169 cm) wheel-base chassis.

The two models are slightly different in character, with the Royal Star designed to be as at home cruising through town as out on the wide open highway, while the Tour Classic is equipped with extra features like fully adjustable windshield and wind deflectors, specialized leather saddlebags, a larger seat and attractive chrome highlights to make long-distance cruising even more comfortable and stylish.

After the test rides, journalist Marcus Schmid of the Swiss magazine *Moto Sport Schweiz* commented: "Its styling is really gorgeous, just the thing for cool cruising." A French journalist, Christian Hacombe of *Moto Journal* was also impressed and expressed high expectations for the bikes in his home market; "We had a great day, the bike is super and I'm sure there will be a big demand in France."

### September 24, Sunday

On a final day, we had the option of another ride to Jerome or free riding during the early morning. Before noon, one on one interviews helped deepen our technical understanding of the models.

By the end of this three-day press introduction and test ride event in the idyllic venue of the American Southwest, the consensus was



clear that Yamaha has set a new standard of performance and styling excellence in the American cruising bike category with its new Royal Star and Royal Star Tour Classic.

# Spreading the natural joy of offroad

It was four years ago, after taking a position in the Motorsports Promotion Division at YMC, that former Yamaha motocross factory rider and International A Class competitor, Mr. Hidenobu Toh, officially became chief instructor for Yamaha's motocross educational programs being conducted both domestically and abroad.

"After retiring from competition, I spent a while as supervisor of the Yamaha motocross factory team. During that time I had the chance to watch a lot of top riders objectively and I began to see that, beyond the acquisition of skills through

program has been held four times already, and one instructor course graduate, Nicolas Stancov, has gained the experience and skills necessary to successfully take over the role of local chief instructor.

"There is a limit to what I can do alone, so the ideal situation will be for me to pass on the know-how I have learned about the art of instructing riders to more and more local instructors like Nicolas who in turn can hold their own area schools," says Toh.

In the classroom instruction sessions he makes use of local interpreters, but when it comes to the actual riding demonstration, getting out on the track to show the students the skills first-hand is what's really important. That is why he never feels a language barrier when he teaches overseas. In Indonesia, he is working hard on training riders of local importer Yamaha Motor Kenkana Indonesia's motocross team. Last February he invited two of the riders to Japan for a month of intensive training. On another occasion he led a group of young Indonesian and Japanese riders to the U.S.A. where they got valuable experience riding on desert sand and grass courses under the instruction of American Jim Holley. This successful trip will be repeated again next year.

"If there is a request for an instructor, I'll gladly go anywhere in the world," says Toh enthusiastically. This autumn he is off to China for the first time at the request of the provincial police of



Participants in an instructor training course in Brazil. With Toh's amiable nature the classes always take on a relaxed and enjoyable mood

**In this issue's SPOTLIGHT ON YMC we take a look at Yamaha's ongoing promotional and educational programs aimed at motorcycle users.**

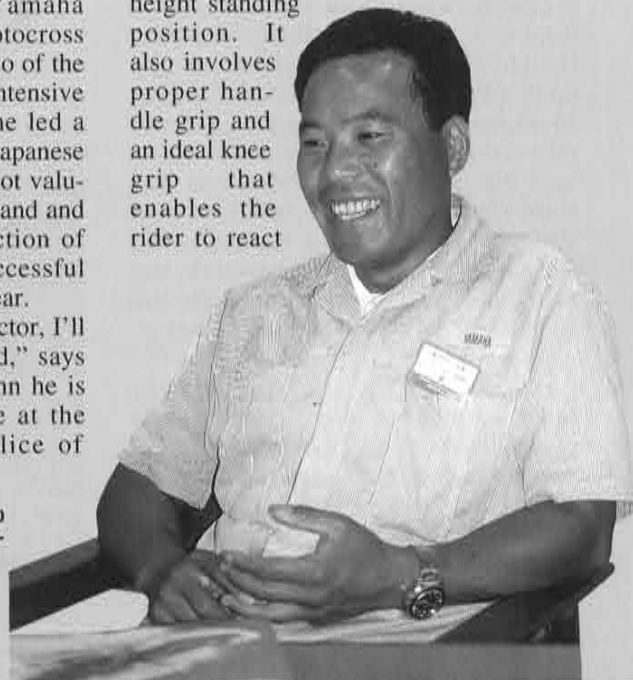
actual physical experience, there were some important aspects of the sport that could be learned theoretically, too." This was the beginning of Mr. Toh's transition from rider to instructor.

Today, he teaches two basic courses: 'First Step Motocross' for people just starting out in the sport and 'Special Training' for experienced riders ready to take on the challenge of serious competition. In particular, the Special Training course has become such an important institution in Japan that most of the Yamaha riders competing today on the national level have been through the course at one time or another.

As for overseas programs, courses for beginners and racers are held along with courses to train local instructors, primarily in South America and Asia. In Colombia, for example, the motocross school

Guangzhou, where he will help them prepare their racing team for the upcoming national competition.

Mr. Toh's instructional approach is to instill in his students a solid grasp of 'basic riding form.' In Motocross, basic form means a middle-height standing position. It also involves proper handle grip and an ideal knee grip that enables the rider to react



Former factory rider Hidenobu Toh also worked on the development of Yamaha factory machines during his racing years



With these national level YMKI competitors the effort is intense and rewarding for instructor and riders alike

positively to lean-out and shaking. First these principles are explained verbally, and then they are demonstrated while stressing the fundamental elements of each posture or skill. Then it is time to have the students try it themselves; slowly at first and then gradually increasing the speed.

"I never say 'no good.' When they get it right I let them go and complement them. Giving advice comes only after that. I try to encourage each individual's strong points as I help them absorb the basics. Once a rider grasps the basic principles they will be able to pick up the skills on their own with practice and experience and develop their own personal style," Toh explains.

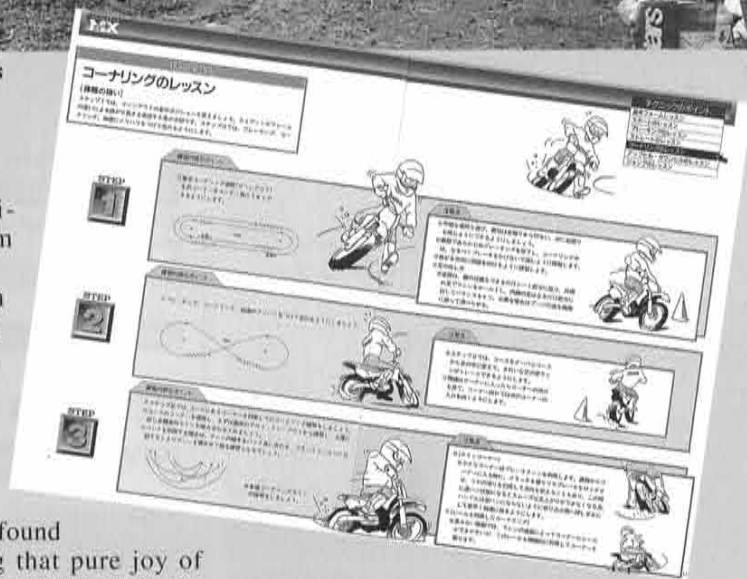
Students who are intent on becoming competitors are given special physical and mental training as well. As part of the mental training, students are asked to choose a realistic goal and write it down in their notebooks. The process of achieving their goals one at a time stimulates the students' desire to improve further and teaches them the importance of goal-setting.

Mr. Toh shared with us something that

his teaching experience has taught him recently.

"Last summer in Colombia I went out touring on forest trails with a group of students on our DTs. It was the first chance I had had in a while to just get out and ride in nature, and I found myself rediscovering that pure joy of offroad riding that originally made me fall in love with the sport. Not just repeating the same techniques over and over on the race track but getting out and experiencing the satisfaction of crossing a stream without falling in, or skillfully clearing the natural ups and downs of a wilderness track; enjoying the process of learning from nature. I think that is the best way to make progress as a motocross rider."

*For information about riding schools, contact YMC's Motorsports Promotion Division Tel: +81 538 37 4025 / Fax: +81 538 37 4145*



The First Step Motocross textbook - presently Japanese only - packed with Mr. Toh's riding tips

**Yamaha riding seminars are available for:**

Motocross beginners  
Motocross racers  
Police bike riding  
Instructor training  
High school students  
General riders, etc.

# WORLD TOPICS

GENERAL

JAPAN

## Awards for accomplishment

The 19th President Awards were announced recently at Yamaha's head office with one individual employee and four groups including MBK Industrie receiving commendation.

The awards went to the development team for the BA50 GEAR with a new-mechanism parking stand, a technical team from the welding department that developed a new treatment process for diesel engine heads after casting resulting in an expansion in sales, the planning and development teams for the first 5-passenger golf car, the G15A, Mr. Shibata of the Technical Department for his work on an educational program for promoting sports for the handicapped and to the staff of French production base MBK for achieving a dramatic increase in employee productivity in a very short period of time.



The staff of MBK won this award

NIGERIA

## Big thanks for a great contribution

Mr. J. A. Lawal, Director/General Manager of Yamaha Manufacturing (Nigeria) Ltd. (YMNL), officially retired last September after a 16-year career promoting the development and spread of

Yamaha products in the Nigerian market with untiring energy and creativity. Mr. Lawal's career began back in 1957 when he joined YMNL's parent company, John Holt Plc. And in 1979, he was put in charge of Yamaha power products at YAMACO, a subsidiary of John Holt Plc. Then, in 1984 he was given the post of General Manager of YMNL, a joint venture company for assembling motorcycles. Later, when instability in the local currency exchange brought difficult times on the business end, he became Director, bringing his talents to the company's top decision-making level. Thanks considerably to his untiring efforts, Yamaha products became widely accepted on the Nigerian market, gradually winning a firm reputation for excellence. We would like to take this opportunity to express our gratitude for the tremendous contribution Mr. Lawal has made to the Yamaha family over the years.

*From Yasuro Ito of YMC's OMDO, Japan*



Mr. J. A. Lawal (center) receives a plaque and commemorative gifts

JAPAN

## Yamaha employees breaking records

This summer, teams of Yamaha employees entered two unique contests, the "Birdman" human-powered flight contest and the Solar-powered and Man-powered Boat Races, competing for speed and distance in crafts they designed and built by themselves.

At the 19th Birdman contest held at Lake Biwa Yamaha's Team Aerocepsy with their craft "Gokuraku Tombo B" won in the man-powered propeller aircraft class after a lapse of three years, extending the record with a 8,764m (5.45 mi.) flight.

Yamaha also took first place in the successful Hamanako Solar-powered and Man-powered Boat Races contested by a total of 68 teams.

"Cogito-III" won the 200m speed race

and 1,000m slalom race in the man-powered class to capture their fourth straight victories.



The Gokuraku Tombo B suspended in stable flight



The Cogito-III (front) on the starting grid

FRANCE

## Making progress on mid-term plan

Service Managers from European Distributors in 19 countries gathered recently at MBK in France for the 2nd Pan-European Service Managers Meeting. Organized by the host staff of MBK and the service staff of YMENV, this year's meeting included progress reports from each country on the present mid-term European service program plan as well as an open exchange of opinions.

During the course of the meeting it was clear that each distributor's staff was making good progress on the Pilot Shop policy and the Euro-Warranty program that form the core of the mid-term plan. Attention was also focused on MBK products and information gathered to help in future improvements in product quality.



Representatives get together once a year

## MALAYSIA

## Factories pass ISO9002 standard

On September 4, a ceremony was held to celebrate the successful passing ISO9002 standard of the International Organization for Standardization by two Malaysian Yamaha group companies: YMC and Hong Leong Industries Bhd.'s joint venture parts manufacturer Allied Auto Parts Sdn. Bhd. and the motorcycle assembly plant Hong Leong Yamaha Motor Sdn. Bhd.

This standard is administrated by the Standard & Industrial Research Institute of Malaysia to recognize excellence in manufacturing and the two Yamaha group companies are the first in their industry to achieve. Attending the celebration were YMC's President Hasegawa and Mr. Ron Lim, Group Managing Director of H.L.I.

This achievement, the result of the companies' own efforts, represent only the 3rd and 4th such cases in the world by Yamaha group companies, following Taiwan and Brazil.

*From H. Shibata of YMC, Japan*



YMC's President Hasegawa (right) and Mr. Ron Lim at the ceremony

## U.K.

## Riding the tracks of glory

The Yamaha Owners Festival held at Donington Park Circuit over the summer's final weekend, saw over 10,000 people turn out to enjoy many activities, highlighted by a ride on the legendary circuit. The Donington circuit was opened specially for Yamaha motorcycle owners only and a total of 1,726 signed-on to ride their own machines on this international race track. The riders enjoyed 12 minute sessions and seemed quite happy to queue in the hot sun for as many goes on the track as they could get in during the day.



Famous GP circuit, Donington Park opened for Yamaha owners

All Yamaha riders also enjoyed a free check-up of their machines before they went on the circuit by Mitsui Machinery Sales mechanics, and for those who needed technical support Dunlop tyres and ND Denso spark plugs provided a full day of back-up service.

Away from the track, all visitors could enjoy a variety of activities such as off road riding, quad driving, mini bike riding, trials demonstrations, simulators, gladiator boxing, bungee running and also the many displays including over twenty classic Yamaha machines from the 60's, the F1 Tyrrell car and the YZR500.

This successful event was a strong manifestation of Yamaha's policy of 'Customer Satisfaction/Customer Care' and it will be repeated again as a part of the 1996 Yamaha Spirit promotion with even more attractive events.

*From Jeff Turner of MMS, U.K.*

## SWITZERLAND

## Virago fan weekend

As a part of its 'Customer Satisfaction' marketing campaign, Yamaha's Swiss importer Hostettler AG organized the

1st Swiss Yamaha Virago event recently in Sursee. Over 500 enthusiastic chopper fans gathered to celebrate an unforgettable weekend on the grounds of Hostettler's home offices, where all Virago motorcycles, lots of accessories and gear were put on display and sold. The participants enjoyed events like a Slow Race and a Sausage Biting Contest, as well as awards for the most beautiful Virago and the Virago with the highest mileage, etc.

Mr. R. Biland, IXS side-car world champion and Mr. F. Hostettler senior, official Yamaha importer since 1969, joined the slow-race competition and contributed to an enjoyable afternoon. The first day continued with a ceremony for the contest winners and a party at a local music-pub, finishing with a camp-fire.

The next day, participants gathered to talk about design and technical details of their proud Viragos and their adventuring experiences after enjoying a big American style breakfast. This successful event will certainly take place again next year.

*From Josef Barth of Hostettler AG, Switzerland*



Over 500 participants showed up on their Viragos

## Overseas Sports Activities

Yamaha's distributor in Ceuta, Spain, Motocontrol, sponsors a youth (under 18) soccer team called the Motocontrol Yamaha Soccer Team. The team, founded in 1994, entered the National Junior League this year after they won last year's Ceuta Junior League.

Motocontrol's President Martínez (far right) himself is also a sport enthusiast who took part in 250 cc road racing up until two years ago and is presently competing with good results as a boat racing pilot using Yamaha 70 outboards.

*From Daniel Martínez of Motocontrol, Spain*



# WORLD TOPICS

## FRANCE

### Brilliant 2nd at Bol d'Or

At the end of the '95 Bol d'Or 24-hour Endurance Race, Yamaha Motor France's No. 1 Team of Adrien Morillas, Christer Lindholm and Jean-Marc Delétang mounted the winners platform with a brilliant 2nd place performance.

"Kawasaki looked fast early on but we did a good job of closing on them in the latter stages. This Yamaha YZF SP is the best machine I have ever raced on. Öhlins did a terrific job of setting it up," commented Morillas.

Jean-Marc Delétang, who eventually fell short of catching the lead machine, also agreed with Morillas that he had never ridden such a perfect bike. Meanwhile, Swede Christer Lindholm added that he was just happy to have had this opportunity to ride in his first endurance race and with such a great team.

After the race, YMF President Jean-Claude Olivier praised the entire team: "The technical team, the riders and the support team all gave 100% to get us up there on the winners platform today. This race has also proved the reliability of the engine and chassis we have perfected over the course of the series." Then he went on to pay tribute to the late Yasutomo Nagai, the man who had helped them win the Bol d'Or last year



Adrien Morillas on his YZF750SP

with the Sarron brothers. "I would like us all to keep in mind that wonderful man who should have been with us here today. During the race Yasutomo was in our minds the whole time, and I know he always will be."

*From Claudine Maffiolo of YMF, France*

## GERMANY

### Big support for car racing

Finnish F1 driver Mika Hakkinen is riding a Yamaha BW's to get around the paddock in the Porsche Supercup series this season.

Mitsui Machinen Germany has been offering Yamaha scooters to a number of drivers and organizers of this series as a handy form of transportation in the paddock areas. Besides Mika, the Italian driver Mauro Baldi also appreciates the BW's maneuverability.

Yamaha's powerful ATV Kodiak is also seen by racing fans in the DTM, a popular car race in Germany for modified machines.

The Joest-Opel Team uses the Kodiak to pull their Calibra racing cars to the starting grid for their famous drivers like Frenchman Yannick Dalmas, Finn J.J. Lehto and German Manuel Reuter.

*From Karlheinz Vetter of MMG, Germany*



Mika Hakkinen with the BW's scooter

## MARINE

## SPAIN

### Service Campaign for fishermen

For years now the Nautical Division of Yamaha Motor España (YMES) has been running an after-sale service campaign for fishermen's outboard motors. Galicia, in the northwest of the Iberian Peninsula was the site of this year's campaign where most of the fishing

business in Spain is concentrated, constituting a major part of the whole EU fishing industry.

In conjunction with local Yamaha dealers, more than 30 Yamaha engineers spent 10 days at the 35 most important fishing ports in the area and checked around 1,600 Yamaha outboard motors free of charge.

The success of the Galicia campaign strengthened Yamaha's leadership in the market and plans are under way to extend it to the sport boating market, where Yamaha's share is increasing constantly.

*From Jordi Bracons of YMES, Spain*



During the 10-day campaign, many fishermen gathered for free inspection service

## JAPAN

### New anti-corrosion alloy for outboards

For the past 10 years, Yamaha's Marine Division has been engaged in an intensive program of anti-corrosion research and development aimed at becoming undisputed leader in corrosion protection for outboard motors.

In addition to Yamaha's highly reputed anti-corrosion methods including self-sacrificing anodes, a 5-stage multiple-coat finish, high quality stainless steel parts and a special zinc coating, now, a remarkable advance has been made with the introduction of a new Yamaha-developed alloy named YDC-30.

YDC-30 is an alloy of aluminum, silicon, magnesium and titanium featuring superior anti-corrosion properties that have been proven through rigorous testing procedures.

For the testing, Yamaha used its own Corrosion Cycle Testing System (CCTS), which produces the equivalent of eight years of corrosion in one year by means of unique functions and test patterns. Parts and complete units are immersed in salt water, dried, subjected to salt water spray, and then wet with



## GERMANY

## Successful GAFA show

The GAFA show took place at the fair grounds of Cologne from September 3 to 5, and 1,038 exhibitors from 38 different countries presented their products related to garden and lawn cultivation exclusively for trade.

The total of 49,000 visitors from 89 countries enjoyed the show and a wide range of Yamaha lawn mowers, generators and brush cutters were displayed at the 200 square meter MMG booth.

Highlights of the presentation were the new generator models EF1400A and EF2300A which were unveiled for the first time to the German public with many early orders received on the spot. Recently, Yamaha won the first prize from "Markt intern" magazine in a survey of dealers concerning sales policy, product quality, product line up, sales promotion support and warranty.

*From Karlheinz Vetter of MMG, Germany*



Many kinds of Yamaha power products were displayed at the booth

## U.S.A.

## Fastest times on the drag strip

Snowmobile owners of the north country have a special passion for their sporty, maneuverable sleds that take them almost anywhere they want to go during the long, snowy winter months. But who would have imagined that 96,000 cheering fans would come out in the August heat to the Brainerd International Raceway in Minnesota to watch 'musclesleds' drag race down a quarter-mile straight of pavement at speeds up to 128 mph (205 km/h)!

The idea of racing snowmobiles on an automobile drag strip was the brainchild of Team Arctic Race Director Joey

steam, over and over.

Through these and other tests, YDC-30 was shown to have the optimum balance of properties to fully meet all the requirements of an aluminum alloy for outboard motors.

*From N. Shibata of YMC, Japan*

Results of CCTS testing after 10,000 hours



Ordinary Anti-Corrosive Aluminum Alloy

## U.K.

## Winning strongly and thoroughly

The final round of the P.W.A. British Championships 1995 was held at Fosse Hill and Yamaha riders sponsored by Mitsui Machinery Sales U.K. had great success in all classes.

As well as winning 10 out of a possible 12 British titles, such as Mens Expert Solo, Ladies Expert Solo, Ladies Novice Solo, Expert Runabout 785cc, Expert Sport, Novice Sport, Novice Solo, Veteran Solo, Veteran Sport and Freestyle. They also won 2 European solo titles for men and women on the European tour.

They qualified for nearly all of the British entries for the World Finals being held at Havasu City in October, to compete in mens and ladies Solo, Sport, 785cc Runabout and 1100cc Runabout classes and maybe add a World Title or two to what has already been a fantastic season for Yamaha.

*From Fred Aspin of MMS, U.K.*



Riva Yamaha's Justin Bennet starting ahead of the pack



Jerry Hauck rocketing off the line cleanly and accelerating hard

Hallstrom. When he convinced the other three makers Yamaha, Ski-Doo and Polaris to form factory teams and compete against each other, the stage was set for the 1st NHRA Musclesled Shootout. Each factory team fielded two of their fastest straight-line drivers on Improved Stock 800 sleds, with Yamaha being represented by brothers Jerry and Pat Hauck on Vmax-4 800s. In two days of trial runs before the finals the teams worked frantically to set up the sleds with the right combination of traction and horsepower. Yamaha's Jerry Hauck was the only one to break 10 seconds in the trials, and he went into the Sunday final against his closest rival, Dave Trygstad of the Ski-Doo team, with the confidence he needed to post a near perfect 9.98-second run and be crowned the first asphalt drag race champion. After all the racing was over, Jerry and his brother Pat had posted the three quickest times in the competition on their Yamaha Vmax-4 machines.

*From Dave Byer of YMUS, U.S.A.*

## FROM THE PUBLISHER

Greetings to all our readers. As of this year Yamaha News has become a bimonthly in our effort to bring you more timely information and news. We are presently considering several ways to make our publication even more relevant to your needs in the coming year.

To help us in this effort we would like to ask you for any kind of suggestions or requests that you might have. To show our appreciation for your helpful comments we will send copies of the beautiful '96 Yamaha Racing calendar to 50 people who write to us. Please send your comments to Yamaha News Chief Editor, K. Shimizu and win one of these posters.

Special Feature

**CLUB YAMAHA**

2610 Rødovre,  
Denmark  
Fax +45 6595 9528



CLUB YAMAHA NEWS



The Virago owners when they visited Yamaha Motor Denmark

# Satisfaction starts in the Club

*From Henning M. Kjeldgaard, Yamaha Motor Denmark*

The idea to start Denmark's CLUB YAMAHA emerged in a meeting at Yamaha Motor Denmark (YMDK) about six years ago. Trying to come up with meaningful marketing activities for the 1990 season, we wanted to do more than the usual advertisements and PR activities, something for the customers we already had, something that would build real satisfaction and make them Yamaha customers for life.

The answer we came up with was to start a nationwide club for Yamaha moped and motorcycle owners. This autumn that club celebrates its fifth anniversary and has been a great success, boasting a membership of nearly 60% of all Yamaha motorcycle owners in the country.

Now the club is run on a daily basis by Mr. Henrik Markamp who handles the registration of new members and other administrative tasks. Each new member gets a membership card, complete with the person's name, address, model type and frame number, and a special club T-shirt. The CLUB YAMAHA NEWS we publish four times a year is another benefit for the members. Edited by the trio of Mr. Markamp, Mr. Jan Knudsen from the YMDK Spare Parts Division and myself, this full 4-color newsletter is packed with information such as new Yamaha products, exhibitions, race results, trips, club meetings, and open houses at dealerships.

Through the newsletter we have invited members to excit-



The Baroness Molise of Valdemars Castle tries out the Virago

ing activities like the Spirit of Adventure tours, Advanced Riding Schools in Germany and regional meetings. The Virago owners we invited once to our company premises for a meeting have gone on to form four regional clubs of their own with which we keep close contact. One recent fruit of the close ties to the Virago owners was a nationwide meeting in late summer at one of Denmark's most beautiful castles, Valdemars Slot, built by King Christian IV. During the weekend of the meeting, in all, 90 Viragos and 140 people showed up to enjoy tractor pulling, motocross, remote control model racing, trials riding and mini road racing, as well as an exhibition of Yamaha products. One of the highlights of the evening was a visit by the Baroness and Baron Mrs. and Mr. Juel-Brockdorff, the owners of Valdemars

Slot, who joined in for beer and conversation. In the course of the evening the Baroness developed such an interest in the Virago that a demonstration ride was arranged for her the next day with YMDK Service Manager Lars Kløcker behind the handlebars. The meeting was a great success and everyone agreed it should be held again, but with a brewery as one of the sponsors next time!

To get an idea of how the club is being received and what we can do to improve it, we recently conducted a reader survey through our newsletter. We were very gratified that 78% of the respondents said they were satisfied with the club and only 4% dissatisfied.

**R**ecently in Germany, MBK scooters have become just about as popular as the Big Mac! You only had to walk into a MacDonalds to get to know almost everything about MBK's exciting scooter FIZZ. With a special quiz card all customers receive at the counter, there was a real chance you could even win your own FIZZ.

This was a unique campaign Yamaha's German distributor, Mitsui Maschinen GmbH (MMG) presented in cooperation with MacDonalds in answer to a rapidly growing scooter market. In Germany, annual scooter sales jumped to 70,000 units in

carry the old image of scooters as Vespas. We are looking forward to the day when customers will know and choose the MBK scooter by its own brand name. But, how could we make that happen? We first asked the question Where do all the potential customers from young to middle and senior age, and from car

ers printed with photo of the FIZZ and an MBK shop list on the back, while another poster was displayed by the drive-through window.

Nobody could walk or drive through a MacDonalds without seeing some form of advertising for the MBK FIZZ.

"Unbelievable, but it's true!" was the campaign phrase for winning the FIZZ scooter by answering the special quiz card. That, of course, attracted people's attention most.



During the campaign, almost 28 million quiz cards were picked up and a total of 600 FIZZ scooters were presented to lucky winners around the country

## Right place for winning popularity

1994, four times the number in 1990, and we expect to see more than 100,000 scooters being sold in a few years.

In spite of this expanding demand, MBK brand scooters were lacking in consumer recognition. In fact, many customers have visited MBK shops and said, "I want to buy that Vespa," while pointing at one of our scooters. Since MBK is new to the German market, it is a disappointing fact that not so many people know the name, and still

drivers to cyclists would go often? The answer was 'MacDonalds,' where more than 1,000,000 people come each day to 600 restaurants all over Germany.

For a month this spring, large-size posters of the FIZZ were put in the window and right beside the menu at the counter of every MacDonalds in Germany. All the trays came with paper lin-

In addition to the in-shop campaign, MMG ran 230 commercials on TV and 1,500 on radio. Thanks to MacDonalds, a big advertising link the world over, the whole campaign was a huge success in building a popular image for MBK scooters.

*From Minoru Morimoto of MMG, Germany*

## Strong finishes for Yamaha GP stars

The 1995 World Championship road race series which began on March 18 with the Australian GP, came to a close with the European GP on October 8. Yamaha 500 cc ace Luca Cadalora, riding for the Marlboro Yamaha Team Roberts overcame a trouble-plagued first half of the season to come on strong in the last stages with two consecutive wins in rounds 10 and 11 and grab 3rd place in the final season standings. His rookie teammate Norifumi Abe also improved over the course of the season, mounting the winners platform for the first time with a 3rd place finish at round 11 and finishing out the season in 9th.

Meanwhile in the 250 cc class, '93 world champion Tetsuya Harada riding for Marlboro Yamaha Team Rainey finished the season a strong second, having won the Spain GP and finishing 2nd an amazing eight times. His Team Rainey teammate Kenny Roberts Jr. also had a great season in GP racing, ending out the season in 8th place.



At the Brazilian GP, round 11, Cadalora with his 2nd consecutive GP win and Abe with his first 3rd place, mounted the winners platform together



Nagai's first appearance on the world Superbike winners' stand in round 9 at SUGO, Japan. His courageous riding thrilled the local fans



At last year's Bol d'Or 24-hour Nagai raced 667 laps with the Sarron brothers to victory

## Nagai lives in our minds forever

On September 10, Yamaha World Superbike Team rider Yasutomo Nagai (29) crashed in the final heat at the 10th round of the Superbike World Championship series at Assen, Holland. Two days later he passed away without recovering from his coma.

Nagai was participating in the full world championship series for the first time this year on the YZF750 road racer that he himself had helped develop. Just two weeks before his accident he had thrilled the home fans in Japan at the 9th round by mounting the winners' platform twice with brilliant 3rd and 2nd place finishes in the two heats.

Debuting in racing in 1986, he competed as a Novice and Junior for one of Japan's most prestigious teams, SP Tadao RT. Advancing to the International A class in 1989, he immediately won a spot as a Yamaha works rider,

participating in the TT - F1 class.

From 1990 on Nagai served as a central member of the development team for the YZF750 while continuing to race to many outstanding performances in the Japan National Championships, as well as a memorable 4th place finish with Eddie Lawson in the '94 Suzuka 8-hour Endurance Race.

His long-awaited debut on the international scene came at the '94 Bol d'Or 24-hour Endurance Race in France where he teamed with Christian and Dominique Sarron to score a stunning victory. This year he became the first Japanese rider ever to enter the full schedule of the world Superbike series. Prior to the season start, he raced against future rivals like C. Fogarty and S. Russel in the Daytona 200-mile, finishing a respectable 7th.

Then, as a member of the Yamaha

World Superbike Team led by Christian Sarron, he started off the season in Germany with an impressive performance, finishing 4th in both heats against the best in the world. In round six his reputation for speed was proven when he won his first pole position. Then came his performance at SUGO in round nine where he mounted the winners' platform for the first time. At the end of the tragic round 10, Nagai stood in 4th place in the series ranking. As an expression of their grief, the Yamaha World Superbike Team has withdrawn from the remainder of the series.

The profound loss felt by Nagai's family, friends, the Yamaha motorcycle race community and fans the world over cannot be expressed in words. It only remains for us to all join in prayer for the soul of this man loved and respected by so many.