

YAMAHA MOTOR CO., LTD.

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# Yamaha News

**No.2**

BIMONTHLY

## King of the desert

Up Front this issue, Yamaha's Stéphane Peterhansel reigns supreme claiming his 5th victory at Dakar.



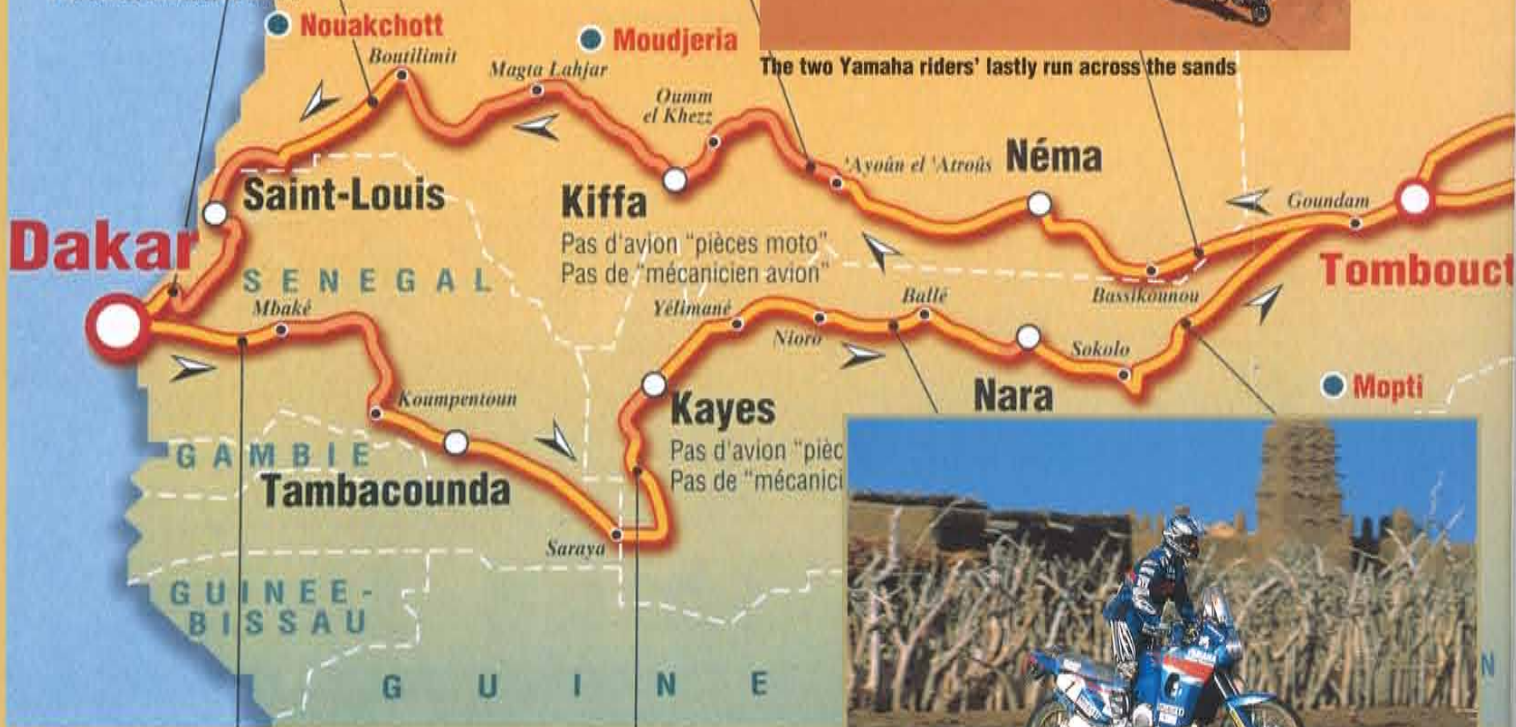
# Never-ending passion for



A victorious champagne shower



The two Yamaha riders' lastly run across the sands



The competition calls Stéphane the "Extra-terrestrial"

**F**rench Yamaha rider Stéphane Peterhansel piloting a twin-cylindered Yamaha XTZ850 TRX arrived victorious on the Pink Lake beach of Senegal's capital, Dakar, on January 19, having endured 16 days and 8,528km of the grueling 19th Dakar-Agades-Dakar rally.

His victory tied him with Cyril Neveu's record of five wins and also brought Yamaha its superb sixth win

in one of the world's toughest and best-known desert rallies.

Peterhansel, who never forgot the frustration of having to drop out after the 6th day of last year's rally, set his sights high from the beginning of this year's race and roared to wins in six of the eight stages on the out course. He recorded one more stage win in the second week to maintain his lead throughout the rally, finishing with a 2-hour and 35 minute margin over second-placed Spaniard Oscar Gallardo.

His teammate David Castera, who finished a brilliant 3rd, contributed immeasurably to the team, giving Yamaha an

impressive double podium.

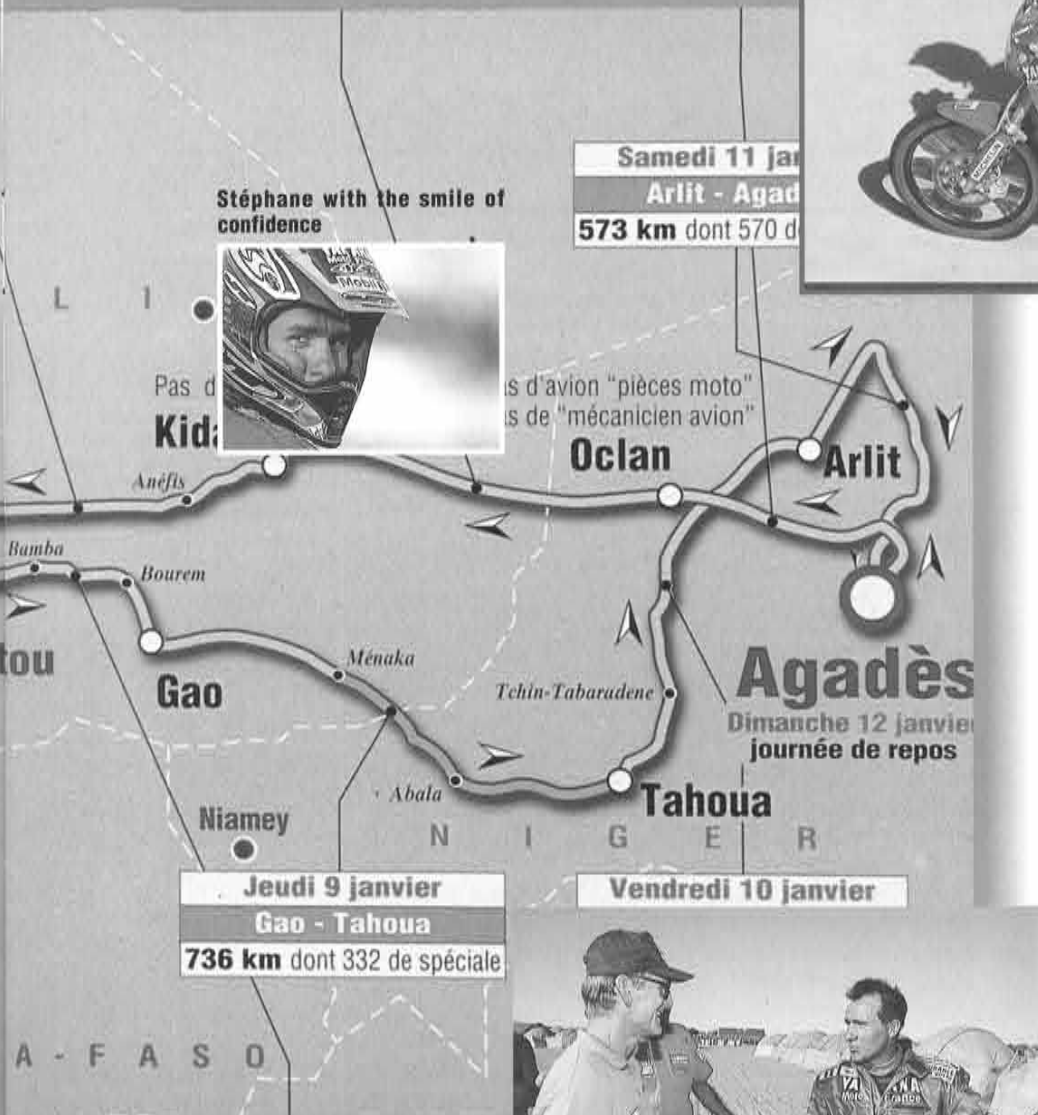
But, why Dakar? Why this brutally tough desert rally that stretches man and machine to the very limits of performance and endurance? There is little doubt that Yamaha Motor France (YMF)'s great rally adventure is the outgrowth of President Jean-Claude Olivier's consuming passion for the challenge of the African rally. Mr. Olivier is not only the helmsman of the corporation but also an extraordinary rider in his own right, who in his nine personal Dakar challenges has recorded five finishes in the top five.



# the Dakar rally



Yamaha XTZ850TRX ran strong for the champ



Jean-Claude Olivier talks with Stéphane during the rally

From the XT500 in 1979 to the XTZ850TRX in 1996, YMF's race philosophy and spirit have been reflected in its products and in the competitive "human team spirit" nurtured at YMF.

Ever since the first Dakar in 1979, he worked to put together the best team possible from both the mechanical and competitive standpoints. This passion and dedication first bore fruit in its sixth year, when Olivier mounted the second podium at Dakar in his highest finish ever. His machine was the Yamaha XT600, the first "African" prototype bike ever designed in Japan, and featured a special fuel distribution system designed by vet-

eran mechanics Dominique Rochette and Christian Caillon of Sonauto Yamaha.

The year 1988 was an auspicious one that began a long and happy marriage between Yamaha and the gifted French rider Stéphane Peterhansel, who made his Dakar debut riding the YZE750 Ténéré, a machine that maximized the advantages of a powerful single-cylinder engine. "Offering all our rally experience and know-how to a responsible, promising young rider has long been the YMF

team's basic policy, and the relationship with Peterhansel was also born of this concept," says Mr. Olivier.

Who could have known that this one rider in the pack, would turn out to be the most successful Dakar racer ever? Peterhansel would go on to three consecutive wins from 1991 to 1993 and grab another Dakar in 1995.

Mr. Olivier continued, "Nothing pleases me more than to see Stéphane crown his brilliant career in the Dakar with a fifth win this year with Yamaha. At the same time, we cannot forget the 200% effort of this highly professional and experienced team throughout the rally that was so critical to Stéphane's win. Just like YMF has done for other great world champions like Patrick Pons, road racer Christian Sarron and motocrosser Jacky Vimond, we offered Stéphane the very best support we could to make him the best off-road rider of his generation."

January marked the beginning of what is sure to be a superb year for YMF as they enjoyed a taste of victory not only at Dakar but in sales as well, winning top share in the French motorcycle market. "To be number one in the marketplace is also a long, tough competition that requires a lot of preparation, just like the rally does." The bigger the prize the harder it comes.

Is Peterhansel riding the Dakar rally again next year? He is likely to be back to extend his record just as Yamaha continues its commitment to off-road's toughest challenge, a never-ending passion for the great desert rally.

Mr. Olivier goes on to say, "Our involvement in the Dakar rally owes a lot to the spirit of challenge that underlies Yamaha Motor's corporate culture. Thanks to this culture we are able to build toward the future every day."

# It's the media and the right message

Yamaha Motor Corporation, U.S.A. ■ California, U.S.A. ■ Founded: 1976 ■ Employees: 530

*Yamaha Motor Corporation U.S.A. is a company that stresses the importance of advertising and public relations to support successful sales of their products. In a particularly advanced information-oriented society like the U.S.A., the effects of advertising and PR are enormous. The launch of the ground-breaking American style cruiser Yamaha Royal Star gives us a good look at YMUS' strategic marketing and public relation activities.*



Our reporter, Mr. Scott Heath, Public Relations Manager of YMUS Motorsports Group

YMUS Internet Home Page. At <http://www.yamaha-usa.com> consumers can find useful information about YMUS products, race results, retail financing and corporate events

With a string of successful product launches including the 1997 Royal Star line, the all-new YZF 600R and 1000R and the Big Bear 4x4, Yamaha Motor Corp., U.S.A. (YMUS) has an opportunity to build momentum and enhance its position as a leader in producing high-quality products for the U.S. market. Thanks in part to competitive products such as these, Yamaha is experiencing an enviable level of success. However, great products are only a part of the powerful business formula. A properly planned and executed marketing strategy enhances growth, awareness and sales success. YMUS' Motorsports Marketing plan represents a wholly integrated and well-developed strategy to aggressively position itself as a leader in the U.S. market. Motorsports' advertising, public relations, promotions, and collateral materials are directed by Bob Starr, National Communications Manager. "Many companies competing in the U.S. realize they must effectively communicate their brand and corporate image, products and services to their target markets," said Starr. "But because of today's technology and a vast amount of product choices, consumers are being bombarded with information, making it increasingly difficult to cut through the clutter. Smart companies differentiate themselves from competitors, by coordinating and leveraging all of their marketing communication tools for maximum and sustained impact."

## Consumer surveys hold the key

The Motorsports Group's advertising, public relations and sales/promotions

managers, Dave Byer, Scott Heath and Kim Jerman, respectively, worked closely with Starr to develop a plan ensuring that all groups speak with a consistent voice, whether about motorcycles, ATVs or snowmobiles.

However, before they decided what product messages to communicate, they needed to identify for whom the messages were intended. For example, Yamaha conducted a consumer survey prior to the launch of the Royal Star to determine purchase intent within the year. From that survey, they identified a target market and determined appropriate mediums to convey the messages about the launch of their ground-breaking new cruiser.

The research also helped determine what attributes were significant purchase motivators for this target consumer. Comfort, reliability and styling scored highest with cruiser targets, and as a result, marketing communications focused on these aspects. Brochures touted the Royal Star's "exceptional comfort with extra leg space, roomy floorboards, Winchester style handlebars, and a large relaxing seat." Press kit materials boasted "the Royal Star's bucket-type saddle provides hours of riding comfort" and proclaimed "the ultimate in ride comfort." The strategy paid off, as Royal Star reaped media accolades from enthusiasts and consumer press alike.

Starr readily recognizes the well-traveled business axiom "the best customer is the one you've already got." To keep current owners happy — and happy they are, as reported by a 91% CSI 'Customer Satisfaction Index' rating — and monitor the



YMUS promotes its national demo ride program with two-page print ads (bottom) and a cover article featuring the Royal Star and Tour Classic have appeared in Rider magazine



Action shot of the Tour Deluxe for advertising use



Rest stop during a Royal Star introduction ride



Wallace, Idaho, was the site for the 1997 ATV media introduction featuring the all-new Big Bear 4x4

pulse of the quickly growing cruiser segment, Yamaha surveys Royal Star owners to determine what attracted them to the bike, what closed the sale, and what is important in their ownership experience.

### Demo rides make the sale

The owner and dealer surveys indicated that while the style of the bike lured potential owners to the showroom, it was the demo rides that often helped close the sale. Yamaha learned that consumers were four times more likely to purchase a Royal Star if they first test drove the bike. Based on this research and field study, Yamaha developed an aggressive demo program for the Royal Star. Enthusiast motorcycle publications such as Cycle World, Motorcyclist, and Rider will run a national print campaign specifically designed for increasing awareness of the test ride program. Additionally, a national billboard campaign featuring the toll-free 1-888-DEMO RIDE number will be prominently displayed in most major

markets. The number will let the caller know the nearest Yamaha dealer participating in the demo program.

Not to be left out of the rapidly developing electronic media outlets, YMUS has jumped onto the information superhighway. Its new Internet web-site went online October 11, 1996, featuring all Yamaha products, accessories, apparel and finance programs in the U.S. The site can be found at <http://www.yamahausa.com>.

### The YMUS team roles

The advertising department is led by Dave Byer, National Advertising Manager with support from Terry Beal, Marketing Coordinator. Additional support is provided by the newly appointed ad agency, Marshall Design. The department's responsibilities include developing both print, broadcast and direct mail campaigns, negotiating media buys and coordinating brochure development and designing point-of-purchase materials for the dealer network.

The public relations department includes

Scott Heath, Public Relations Manager and Terry Beal. In addition, the department is supported by Golin/Harris Communications for consumer media relations and product and event support. The PR department is responsible for media relations, developing launch plans and activities, writing and editing press materials, crisis communication management, coordinating executive interviews and scheduling product evaluations.

### Cultivating effective exposure

Working hand-in-hand with the other arms of the marketing effort, the sales/promotions division, led by Kim Jerman, manages all of Yamaha's involvement with motorcycle and auto shows, the corporate demo program, and motion picture and television product placements. The corporate demo program is rolled out at each of the major motorcycle shows and rallies — 12 shows this year, including Laughlin, Americade, Sturgis and Biketoberfest — giving enthusiasts an opportunity to put Yamaha bikes through their paces. Additionally, Yamaha works closely with the Catalyst Group, an outside agency for product placements in television, movies, music videos and game shows. Most recently, the relationship produced placements for the Royal Star, Wave Runners, Yamaha Outboard Motors and the Warrior ATV on the world's most watched television show, Baywatch.

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

# WORLD TOPICS

GENERAL

JAPAN

## Active TPM Joint Meeting

Over the two days of November 28 and 29, the ninth Yamaha TPM (Total Productive Maintenance) Joint Meeting was held at the Hotel Okura Hamamatsu near YMC's head office in Japan. Some 65 representatives from 22 overseas production bases in 14 countries, joined with YMC's President Takehiko Hasegawa and approximately 130 YMC Takehiko staff from the departments concerned.

The first day of the meeting began with a message from President Hasegawa expressing his hope for even more active overseas factory TPM activities as we enter a borderless era of stiff international competition. Reports on the activities from five overseas factories and Japan's Morimachi Factory were heard and YMC's Senior Managing Director Hitoshi Nagayasu gave a talk on the theme of "The objective of TPM activity and the role top executives should play."

The second day was devoted to a tour of Morimachi Factory and group discussions. From these reports and discussions, it was evident that Yamaha overseas TPM activities are expanding successfully. All the attendant factories confirmed their direction and plans to follow the examples of MBK and Yamaha Motor Taiwan in attaining the



Reports of TPM progress were heard from each country

GHANA

## Up-grading service skills

Japan Motors Trading Company Limited (JMTC), Yamaha's distributor in Ghana, organized a service training course for Yamaha motorcycles and power products from November 19 to 21, 1996.

The aim of the course was to upgrade the skills of the participants by giving them the latest know-how regarding the maintenance and repair of Yamaha motorcycles and power products including generators, water pumps and multi-purpose engines.



Three-day service seminar for Yamaha products at JMTC

Mr. Shinsuke Uyama, YMC's Service Supervisor conducted the training at Japan Motors' training center. Participants were chosen from various groups including ministries, agencies and other public services as well as a number of private mechanics.

The involvement of these private mechanics has become important because of increasing demand for reliable mechanics in inaccessible areas of the country where Yamaha machines are operating in larger and larger numbers.

With 26 years of experience as the sole agent for Yamaha in Ghana, JMTC emphasizes the promotion of quality products and the high level of after-sales service as the best way to attract customers.

From Abdul-Somad Alhassan Musah of JMTC, Ghana

ZAIRE

## Opening newest showroom

Yamaha's distributor in Zaire, Prodimex opened a showroom called Yamaha Plaza near the mighty Congo river in Kinshasa, the country's capital on Sep-

tember 24, 1996.

The 5,500 sq. feet (585 sq. m.) showroom, situated on the city's main boulevard, aesthetically displays all kinds of Yamaha products such as motorcycles, generators, outboard motors, pumps and ATVs. There is also a 5,000 sq. feet (531 sq. m.) central warehouse behind the showroom to provide quick delivery. A total of 75 employees work at Prodimex's factory and the new showroom. Besides assembly, the factory also incorporates the service facility, test-beds for generators and a test-drive area for motorcycles.

Since the opening of the Yamaha Plaza, Prodimex has strengthened its service program with things like two after-sale servicings free of charge on every motorcycle as a part of the sales policy. Aimed at selling 2,000 units in 1997, the policy objective is growth through customer satisfaction.

From Girish Ubale of Prodimex, Zaire



The new Yamaha Plaza attracts people in Kinshasa

MOTORCYCLES

DOMINICAN REPUBLIC

## Grassroots demand creation

Yamaha's distributor in the Dominican Republic, Santo Domingo Motors organized a Yamaha Riding School called Escuela De Manejo Yamaha (EMY) in November 1996, that was very well received by all the participants.

In the Dominican Republic, motorcycles have already become established as a dependable form of transportation for the people. Yamaha boasts a 70% share in this market thanks to thorough efforts by the local distributor.

Santo Domingo Motors planned this school for the purpose of improving riding techniques of as many people as



Santo Domingo staff and Mr. Kawai of YMC instruct children



possible and to help compensate for the lack of institutions teaching correct riding techniques and habits. Yamaha organizes EMI riding schools in many Central and South American countries to expand motorcycle demand by promoting correct riding skills.

From Ted Tanaka of YMC, Japan

## SPAIN

### Police choose XT600E

Yamaha Motor España, S.A. (YMES) recently handed over 212 units of the XT600E to the Spanish Police, which will be used as police bikes in various rural areas of Spain.

There are several reasons the Spanish authorities chose this model but they primarily mentioned the already proven reputation for reliability and excellent performance of other Yamaha models being used by the Spanish Police in the suburban and urban areas.

According to the requirements of the Spanish Police, these XT600Es are painted green and specially equipped with a document bag, a rear carrier and a special submachine gun anchorage.

As part of the supply agreement, Yamaha will also organize technical training and maintenance courses for this model.

From Jordi Bracons of YMES, Spain

The XT600E specially modified as a police bike



## REPUBLIC OF MALI

### New factory's grand opening

On November 28 of last year a ceremony was held to celebrate the opening of a new factory and headquarters for Yamaha's distributor in the Republic of Mali, IMACY, a subsidiary of the CFAO group.

In attendance were government dignitaries led by the President and Prime Minister of Mali and the Minister of Commerce and, representing Yamaha, Mr. Didier Lebegin of the Yamaha liaison office in Abidjan. After a tour of the new facility the visitors were led in a toast by the host, Mr. Pinault, chairman of CFAO's administrative board.

The new factory located in Bamako replaces the one destroyed in 1992 and will engage in the assembly of MBK mopeds and Yamaha products imported in CBU form.

In Mali the motorcycle is a way of life for the people and all present agreed that the future looks bright for IMACY.

From Didier Lebegin of Yamaha Abidjan liaison office



Mr. Eric Cendral (right), Director of Cyclex, a subsidiary of the CFAO group, and Mr. Didier Lebegin in IMACY's new showroom

## GERMANY

### Quick pizza delivery on BW's50

Yamaha's scooter BW's50 helps people in Germany enjoy delicious pizza at home. Pepsico Restaurants International Pizza-Hut, well known as one of the fast growing pizza specialty chains around the world, recently chose the BW's50 for their home delivery service. Scooters are the most suitable vehicles for deliveries, since they run much more smoothly through city traffic than cars. The BW's makes it possi-



The BW's ready to go for pizza delivery

ble for the customers to get warm, flavorful pizza in the shortest possible time. Briel Motorsport, Yamaha's dealership in Mülheim/Ruhr offered the company BW's with a special original-design carrier suited for pizza delivery.

From Volker Briel of Briel Motorsport GmbH, Germany

## MEXICO

### Confirming policy for a new challenge

Yamaha Motor de Mexico, S.A. de C.V. (YMMEX) organized a dealer meeting in Puerto Vallarta, Mexico in November 1996.

The monetary crisis in late 1994 caused a severe blow to the motorcycle market in Mexico, decreasing sales 80% and forcing Yamaha to reduce its sales network.

However, there are strong signs of economic recovery since the latter half of 1996 and YMMEX considers 1997 to be "the year of a new challenge" for market recovery.

The meeting which had the added role of raising dealer morale concentrated on creating attractive dealerships through 3S (Sales, Service and Spare parts) policy and tactics for developing demand. All of the dealers who weathered the difficult period start the new year with high expectations and determination.

From Ted Tanaka of YMC, Japan



Dealers checked out new products intently at the meeting

# WORLD TOPICS

## BRAZIL

### New XT225 big hit in Brazil

At Yamaha's Brazilian Convention - Challenge '97 held last November, Yamaha Motor do Brasil (YMDB) rolled out its new entry in the XT series, the XT225, before a gathering of 350 people from 170 Yamaha dealerships. Intended as a dual purpose on-off road model, the XT225 is based closely on Yamaha's popular Serow model.

After a morning of presentations, including a speech by YMC's sales manager for Latin America, Mr. Okawa, who stressed the great expectations Yamaha has for the potential of this growing market and an explanation of YMDB's business plans for the next three years, the dealers convened after lunch on the test course to actually ride the new model.

The dealers' response was very positive, with comments about the XT225's easy handling and light weight. When the presentation and testrides were repeated a week later for 65 members of the national press, the response was the same. Since then, the new model has been compared very favorably with other makers' models in the class by the motorcycle press. It looks like YMDB has another winner for '97.

*From Sidney Levy of YMDB, Brazil*



At the XT225 presentation

## SINGAPORE

### Royal Star does the town



The Yamaha booth at MOBAX '97



Political Secretary Mr. Harun Bin A Ghani of the Ministry for Home Affairs rode on the tandem seat of the Royal Star

From January 10 to 12, The Motorcycle, Bicycle and Accessories Show (MOBAX '97) was held in Singapore and local Yamaha importer Hong Leong Corporation Ltd. put together one of the show's most popular booths with displays of hit models like the new Royal Star, Drag Star and the PW50. Many of the show's 100,000 visitors straddled the handsome Royal Star in particular to take advantage of a great photo opportunity.

A month before MOBAX, the Royal Star had played a prominent role in a parade that highlighted an island-wide correct riding campaign organized by the Singapore police and sponsored by Hong Leong Corp. and other industry leading corporations, that gathered 500 rider-volunteers. The event was widely covered on TV and in the newspapers.

*From Hoe Boon Meng of Hong Leong Corp. Ltd., Singapore*

## COLOMBIA

### Yamaha Technical Institute

In cooperation with the local government of Antioquia, YMC and Yamaha's

Colombian distributor Incolmotos S.A. has recently founded a mechanic training school named Instituto Técnico Yamaha in Medellin. The school was established not only for training well-skilled mechanics but also to contribute to society by helping young people find sound jobs.

The ten-month course covers practical service training, which includes fundamental mechanics, brake-down/assembly practice and trouble shooting. In addition to the practical training, special instruction in service shop management is provided to promote a bigger business opportunity for people who master the technical skills.

The institute's first course began in February, gathering twenty students 18 years old or older. Incolmotos' President Francisco J. Sierra serves as principal of the new institution and his company is contributing training facilities, mechanical staff and materials to the school.

*From María E. Mendoza of Incolmotos, Colombia*

## MARINE

## SINGAPORE

### First joint distributor meeting

On November 21 and 22, 1996, the first joint Water Vehicle distributor meeting for distributors from Southeast Asia and the Middle East took place at ANA Hotel and the Europe Club in Singapore, and 33 representatives from 19 distributorships gathered.

Among the attendants were YMC's Senior General Manager Takashi Kajikawa and five staff of Marine Operations and a representative from the parts department of Yamaha Motor



Product explanation for the new model at the test-ride site



Corp. U.S.A., who joined to actively exchange opinions with the distributors. In addition to an introduction of '97 new models, presentations on the new models' marketing strategy and policy for service and spare parts were made. The participants had the opportunity to testride the new Water Vehicles as well, among which the '97 new models GP1200 and GP760 in particular were highly acclaimed. At the meeting, the newly introduced Yamaha sales promotion proposal was received warmly and everyone confirmed their aim of a sales increase in 1997.

*From H. Ichiki of YMC, Japan*

## SPAIN

### Water Vehicle fever in Barcelona



#### Hot products and hot action at the YMES booth

From last November 16th to 24th Yamaha Motor España, S.A. (YMES) was a major presence at the 35th International Barcelona Boat Show.

At its attractively arranged 800 square meter booth, YMES displayed an impressive line-up of Yamaha marine products including 35 outboard motor models ranging from 2 hp all the way up to 250, plus four marine diesel models ranging up to 255 hp. Another big attraction was the full line-up of 11 Yamaha Water Vehicle models.

An exciting added touch that brought in a lot of young visitors and potential Water Vehicle customers was the Sega game-parlor simulation machine featuring the Yamaha WaveRunner. Visitors lined up to try their skills on the realistic action game in what proved to be a very successful attention getter.

*From Miquel Guarner of YMES Marine, Spain*

## SURFACE MOUNTER

### JAPAN

### Mounting a new offensive

After a year of recession, signs of new vitality are beginning to appear in the Japanese electronics industry. Nowhere is this clearer than in this year's 26th Internepcon Japan exhibition, one of Asia's largest surface mounting industry shows. Over 500 companies from Japan, Asia and around the world displayed their products from January 21 to 24 at the show's new venue, the Tokyo Big Sight. Yamaha Motor was among the big attention-getters with its newly beefed-up line of 23 state-of-the-art surface mounter models, including the multi-head, high-precision, high-speed model YV100II, the upper middle-speed class YV112III, the compact cost-effective YV64 and other models



**In all, more than 91,000 visitors came to the show**

of Yamaha's full-vision series, plus the dependable YM series. While other companies aim at faster speed, YMC focused on developing a mid-speed mounter to handle a wide variety of ICs with greater flexibility.

*From Motohiro Miki of YMC, Japan*

We are always looking for interesting stories. Write to Chief Editor K. Shimizu of the PR Division, Yamaha Motor Co., Ltd. 2500 Shingal, Iwata, Shizuoka 438 Japan.

## GERMANY

### Round the world touring for 26 months!

Two German riders have succeeded in circling the world on the Yamaha XT600E, tracing the same route followed by the famous Frenchmen Robert Saxe and Henry Andrieux in 1926.



Meeting great mother nature and local peoples were the pleasure of the journey

Photographer Markus Schmidt and motorcycle mechanic Christopher Hirt started from Germany on April 2, 1994 and passed through a total of 42 countries including Austria, Slovakia, Hungary, Ukraine, Russia, Kazakhstan, Uzbekistan, Siberia, Alaska, Canada, U.S.A., Mexico, Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Venezuela, Colombia, Ecuador, Peru, Bolivia, Chile, Argentine, South Africa, Namibia, Botswana, Zimbabwe, Mozambique, Malawi, Tanzania, Kenya, Ethiopia, Saudi-Arabia, Egypt, Israel, Greece, Italy and Switzerland to complete their world tour.

The pair and their motorcycles returned home 26 months later, having covered over 100,000km (62,500mi.) without any problems.

*From Karlheinz Vetter of YMG, Germany*

## 4-stroke revolution comes to motocross

The entry of the innovative new Yamaha YZM400F factory motocross racer is sure to be the hottest headline maker this season in both the 500cc Motocross World GP and the AMA Championship series in the U.S.A. What will surprise a lot more people is the fact that Yamaha's

motocross world with a completely new breed of machine that powers a modified 250cc chassis with a super compact, lightweight 397cc 4-stroke engine that achieves incredibly high rpm. In other words, Yamaha has developed a machine that it thinks can beat the 2-stroke at its own game while also holding its own against the large capacity 4-strokes.

In developing a 4-stroke racer at this time, of course, Yamaha also has its eyes on the future, when stricter regulations may give the 4-stroke, with its inherently lower emissions, a big advantage.

Early tests by Yamaha riders have brought very promising results. It looks like 1997 will be an exciting season for Yamaha motocross fans around the world.

new secret weapon is a 4-stroke.

As everyone knows, 2-stroke machines with their light weight, sharp response and high rpm, have dominated motocross racing for nearly three decades. Yamaha is out to make some changes in the



## Marketing Award winners chosen



Winners of the 5th Marketing Awards

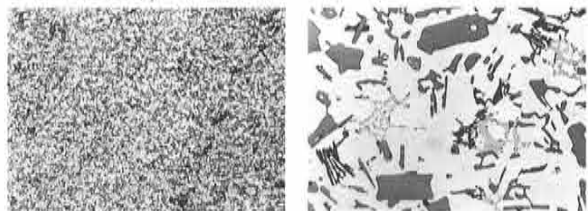
The 1996 edition of the Marketing Awards, which are given annually to Yamaha group organizations that achieve outstanding results in marketing, were awarded in a ceremony on January 25, 1997. Of the 15 overseas entries submitted for this year's awards, the judges selected the following three as winners of the 5th Annual Marketing Awards.

The prize for the highest excellence went to Yamaha Motor (UK) Ltd. for its "Yamaha Spirit" campaign, an integrated marketing program aimed at total customer satisfaction that included unique finance and insurance packages and anti-theft measures. The prize for excellence went to Yamaha's Indonesian sales company, P.T. Yamaha Motor Kencana Indonesia for their sales strategy for water purifiers and to Colombian Yamaha marine distributor Eduardoño for the creation of a new family market for the locally produced MJ650M Water Vehicle.

*From Y. Nakayama of YMC, Japan*

## "Powder Metal Piston" unveiled

The on-going search for an engine piston with high strength and heat durability that is also easily mass produced, has led Yamaha engineers to the development of an entirely new powder metal (P/M) aluminum alloy piston and a unique controlled forging method that enables highly cost-effective mass production of pistons. The new alloy doubles the elevated temperature strength of the piston and cuts heat-induced surface distortion considerably. These characteristics enable a weight reduction of about 20% compared to conventional aluminum alloy pistons, and due to the reduced piston head distortion to cause a big performance boost in motorcycle engines. Furthermore, Yamaha's newly developed controlled forging method produces high-precision aluminum parts in half the time required in conventional methods. (All figures from Yamaha tests)



The P/M method (left) produces a finer consistency alloy

On January 20, 1997, Yamaha Motor Co., Ltd. officially opened a home

page on the Internet that now makes available to the general public information about Yamaha Motor the company and its continually diversifying range of products and global activities.

Rich in information and beautiful visuals, the home page is divided into two main sections; corporate information, introducing things like the Yamaha corporate profile, financial data, technology, research and race information in both Japanese and English, and product information introducing approximately 230 Yamaha products in Japanese.

To reflect Yamaha's global perspective and serve as a worldwide information resource, the new home page will be unified in

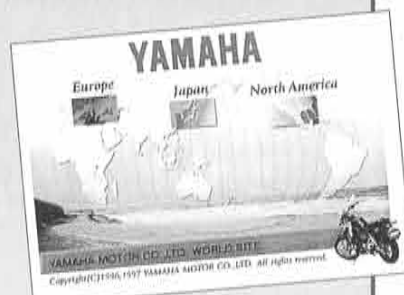
### Yamaha at home on the Web

<http://www.yamaha-motor.co.jp>

design and contents to a certain extent with the already up and running Yamaha

Motor U.S.A. home page and the Yamaha Motor Europe page which will be up sometime this Spring.

All the Yamaha divisions will be actively involved in adding their own unique information about the ever-expanding range of Yamaha products and activities to keep this an exciting site to visit for consumers around the world.





Damon Hill in the new machine at a Silverstone pre-season shake-down

# F1 Get set for Arrows Yamaha

The Yamaha team is tuned up for a fresh start after undergoing an intense pre-season testing program in Jerez, Silverstone and Barcelona.

Having sorted out early problems with the gearbox and clutch, the team has been working very hard to find innovative solutions to the different mechanical challenges it encounters. With the current World Champion Damon Hill behind the wheel, the Barcelona test was the introduction of the new Spec C for the Yamaha engine, and 33 laps were completed on the first half day without problems over a total of 420 km.

Of his new team, Damon Hill said:

"I think I can learn a lot from his experience and by watching him work. I am really looking forward to this season."

Takaaki Kimura, Yamaha F1 Project Leader, seemed confident with the progress of the new Spec. "The Barcelona test was a positive start for our new engine. It is obviously very important for the whole team having the World Champion with us. Damon always gives us helpful comments after each run and his experience and knowledge of the machine which won the Constructors' Championship with Williams last year, is valuable to us. Combine this with the high professionalism of team owner Tom Walkinshaw, and you can imagine we have a lot of incentive to work even harder."



The new Arrows Yamaha F1 car and Yamaha OX11A engine were unveiled in Birmingham, UK

# Yamaha Superbike revs up for '97

On 31st January, 1997, the Yamaha World Superbike Team's two riders, already being hailed as "the American dream team," hit the track at Sentul, Indonesia, for their first machine tests of the season with very exciting results.

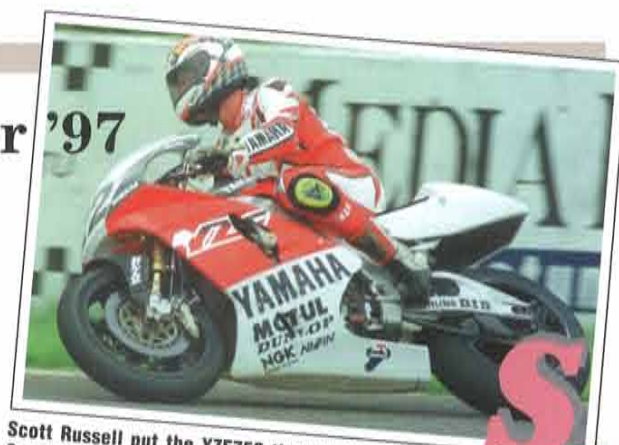
"I knew the Yamaha had to be a good bike, but I was impressed at how comfortable it is to ride. It does everything well. It handles good, turns well and the new Öhlins forks are definitely better than last year's stuff," said former World Superbike champion Scott Russell who joins Yamaha this year.

Russell teams this season with Colin Edwards II who enters his third year with the team. His hot performances at the end

of last season were proof of the awesome potential of the Yamaha YZF750.

"I can't tell you how excited I am to have Scott as my teammate. Now we'll be able to share information and progress that much quicker. Already I'm looking forward to the start of the season and our first win of the year," said Edwards after a very successful round of tests on the YZF, which features some significant improvements for '97.

Russell summed up the situation by saying, "I know that we're going to win races this year for sure. I feel more



Scott Russell put the YZF750 through its paces at Sentul, Indonesia

focused this year than I have ever been in my whole racing life and I'm going all out to do the very best I can. I think Colin and I and Yamaha are going to surprise a few people this year, you'll see."

# Team spirit grows at IRTA tests

The first previews of the action to come in the 1997 FIM Road Racing World Championships were to be seen over the four days from January 28 to 31 at the IRTA tests held at Philip Island circuit in Victoria, Australia.

After some major off-season changes, Yamaha has thrown its strength behind two promising new teams in the 500cc GP Class. Former 3-time 500cc World Champion Wayne Rainey will head a team of Japanese ace Norifumi Abe, winner of last year's Japanese GP, and Spaniard Sete Gibernau, who moves up to 500cc after riding for Rainey's 250cc team at the end of last season.

The other Yamaha works team, Yamaha Promotors Racing Team, will field the reigning Superbike champ, Troy Corser of Australia and former 125cc and 250cc World Champion Luca Cadalora of Italy.

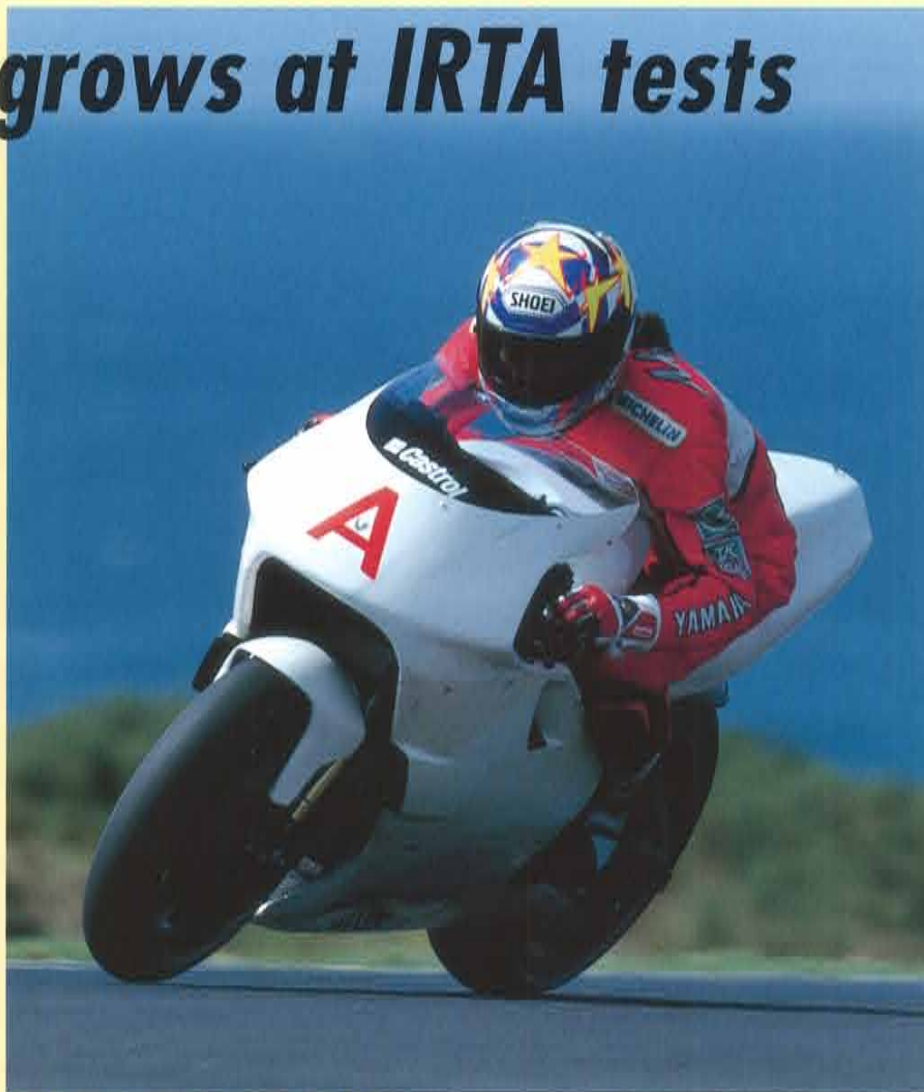
We heard from the four riders and General Manager of YMC's Motorcycle Operations, Mr. Toshimitsu Iio, at the pre-season tests.

**Norifumi Abe:** "It was my first time riding on the Philip Island circuit, but I was able to run fast times, so I felt good. In the past I haven't done well in tests, but with my results here I'm looking forward to keeping in top condition right into the start of the GP season. Then, I will try my best each round rather than thinking about the title."

**Sete Gibernau:** "It has been my dream to move up to 500cc for a long time, so I was really happy to join the team and



'96 Superbike champ, Corser has sights on the 500cc crown



Fast lap times verify Abe's optimism about '97

ride the YZR500. I have ridden the YZR once before in a 1995 tire test and I think it's a great machine. Physically I think I'm suited to the 500cc and I like it better than the 250cc. My goal for this year is to finish all the races and learn as much as I can."

**Troy Corser:** "Coming off of the big 4-strokes, my first impression was that the power and lightness of the 500cc machine makes it more difficult to control. But I've always dreamed of riding in the 500cc GP, so I intend to make the most of this chance. My goal is nothing less than becoming the 500cc World Champion."

**Luca Cadalora:** "Coming

back to the YZR after a year, I find that the machine has improved and I like the way it's changed. I think we moved in a good direction at these tests and I was pleased with the positive mood of the team. Both the chassis and engine are good, so I'm looking forward to going after Doohan with the YZR and making it an exciting season."

**Toshimitsu Iio:** "Despite the uncertainty about sponsorship, we have been able to bring together Yamaha Team Rainey in a very short period of time and we accomplished a lot at these tests.

We will have Abe working on the shake-down of the '97 YZR as we approach the April start of the series.

The newly formed Yamaha Promotors Racing Team with veteran Cadalora and young Troy Corser we see as having big promise for this year."