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New breed of scooter

Arrival of the new Yamaha 50cc scooters lays down another milestone in European scooter history.

The 50cc street scooter is in!

What's hot in the European market is the 50cc scooter, now the most fashionable and convenient vehicle in town. Yamaha Motor Europe N.V. (YMENV) has just powered up their 50cc scooter lineup with the released this spring of two new models, the Yamaha Neo's, a classic scooter design with a touch of retro flair, and the high performance supersports model Aerox.



With flowing lines that create a gentle, smooth and fashionable appearance, the Neo's exudes a distinctive style and sophistication

When the scooter first appeared in Europe in the late 1940's, it was little more than an inexpensive, easy-to-ride personal vehicle for people who could not afford cars. But as automobile costs gradually dropped and the number of cars on the road increased tremendously during the 60's and 70's, scooter popularity inevitably faded throughout Europe. Two decades later, the scooter, which had seemed to vanish behind the auto boom, has been reborn as not only a convenient vehicle for getting around in crowded towns, but also as a chic fashion statement with even a touch of luxury. And there is no doubt that one of the driving forces behind this dramatic resurgence and the resulting 50cc street scooter boom spearheaded by the Italian and French markets, was the Yamaha BW's,



The Neo's spacious design and stability offer comfortable riding in town even in tandem use

an entirely new breed of high quality, automatic transmission 50cc scooter released in Europe in 1990. Mr. Haruo Okui, Manager of YMC's Product Planning Division who takes part in YMENV's product development, explains about the BW's absolute popularity. "The BW's caught young people's imagination with its radical styling, impressive big tires and superb build-in quality of the kind they had never seen before in a 50cc scooter. Thanks to the originality and prestige that only a real trend-setter has, this model has kept its popularity right up to this day." Since 1990, overall sales of 50cc scooters

in Europe have grown dramatically, from an initial level of 300,000 units to one million in 1996, an incredible 300% increase in six years! Now, this expanding market is showing increased model diversification that can be categorized roughly into five types: the compact and economical Standard models, full-sized luxurious Comfort models, sporty Fun Sports, racer-type Supersport and the new Hybrid models that combine moped-type big wheels and scooter convenience in one. As a pioneer of the 50cc scooter revolution, Yamaha's aim today is to offer a model that will lead each category.



The BW'S Next Generation attracts a large number of young users with full-function design in tune with the times

Heir to the revolutionary BW'S BW'S Next Generation

Yamaha's major entry in the Fun Sports category is none other than the BW's Next Generation, released in 1995 as successor to the legendary BW's. In 1996, approx. 105,000 units were sold in the European market together with the slightly sportier BW's SPY and BW's Bump and also the MBK models proving the rock-solid popularity of the BW's lineup. In addition to the famous fat-cat tires and sporty appeal of the original BW's, the Next Generation offers an impressive 180mm front disc brake for no-nonsense stopping power and a hydraulic front fork combined with a smooth-action rear shock absorber for great handling and comfort. The same model is also being sold as the Booster Next Generation under the MBK brand name.

All new concept in Standard scooters What's new in the Yamaha Neo's

Over the week of March 12 to 18, approx. 80 European journalists were invited to

Barcelona, Spain, for a press introduction and testrides of Yamaha's new 50cc scooter, the Neo's, including a unique in-town scooter tour that visited some of architect Antonio Gaudí's famous creations like the Casa Batlló, the Parc Güell and the Temple of the Sagrada Família, which has become a symbol of Barcelona. Like these great creations of Gaudí's, the Neo's was developed, designed and built entirely in Europe to be a symbol of Yamaha quality in the Standard scooter category. "YMENV wanted to build a scooter that combines the 50cc scooter's basic advantages with the highest overall specifications of its class in order to attract a broad spectrum of users in this still active Standard model sector," said Mr. Okui.

The term Standard may sound somewhat boring, but that is no description for the Neo's. Manufactured at Yamaha Motor España in Spain, what makes this model new is its unique blend of modern styling with a distinctive touch of retro taste, its high chassis specifications like large-diameter wheels and a powerful front disc for strong and controllable braking, plus a wealth of rider-friendly features that give definition to the Neo's organic, flowing lines.

A journalist from Motosprint magazine in Italy commented at the press introduction, "This is a scooter which will appeal to a large range of customers, from the standpoint of taste as well as age group. The price itself is particularly low, one of the lowest in its category."

This model is named Ovetto in its MBK brand version.



The supersports Yamaha Aerox, completely developed by YMENV and manufactured by MBK in France

Class leading acceleration and performance Supersport Yamaha Aerox

If you look at the new Yamaha Aerox from the front, it doesn't look like a scooter at all, but rather a supersport motorcycle, like a smaller version of the Yamaha ThunderAce YZF1000.

The Aerox is Yamaha's flagship model in the 50cc Supersport category developed specifically to target teenage riders who make up 60% of all 50cc scooter customers in Europe. Technology and aesthetics are the two top priorities on their 'want' list, and Yamaha answers their wishes with class-leading acceleration and performance, an advanced new chassis design and radical YZF-inspired bodywork.

Mr. Okui reflects back on the planning phase of this model: "It was really difficult to accentuate a racy flair while at the same time keeping the indispensable basic scooter functions."

The Aerox is outfitted with abundant supersport features, including the first liquid-cooled engine ever adopted on a Yamaha 50cc scooter, a deltabox frame design motif, front and rear disc brakes with Brembo calipers and an upswept racing-style expansion pipe. The MBK brand offers this model under the name Nitro.

Following close on the heels of the leading scooter markets of Italy and France, Germany's 50cc scooter market is also showing rapid growth.

Watching this encouraging 50cc scooter trend, YMENV already has their eyes set on the future. "The scooter boom in Europe will stay strong both for commuting and leisure uses for quite a while. Also, besides these 50cc models, the popularity of 125cc scooters will be accelerating with the revision of 2-wheeled vehicle license regulations which have been made in a number of European countries," said Mr. Okui.



The Neo's testride tours used this special guide book to visit Gaudí buildings around the city of Barcelona

Promotion in constant motion

■ Incolmotos, S.A. ■ Medellín, Colombia ■ Founded: 1975 ■ Employees: 470



(From left) Mr. Tsuura (our reporter), Mr. Montoya, Ms. Piedrahita, Mr. Parra, President Sierra, Mr. Cock, Mr. Tomita

For more than two decades since its founding in 1975, Incolmotos, S.A. has engaged in the assembly and sales of Yamaha motorcycles, and today boasts a firm top share in the rapidly growing Colombian market. Also becoming the official distributor of Yamaha Corporation's musical instruments, as of 1990 the company has expanded the range of quality Yamaha products it supplies to help enrich the lives of the Colombian people.

This past year has been one of big events for Incolmotos, matching a great year on the business front with 1996 sales of 42,000 motorcycles, in this steadily expanding market. It started off with a grand 20th anniversary celebration in March of last year attended by YMC's President Takehiko Hasegawa and the Central and South American Yamaha Importer Meeting we hosted last June, attended by YMC's Chairman Hideto Eguchi, and culminated this March with a TPM kick-off ceremony featuring a presentation by Senior Managing Director Hitoshi Nagayasu.

From a total motorcycle demand of just over 30,000 units in 1991, the Colombian market has demonstrated spectacular growth since the opening of import markets in 1992, reaching a level of almost 160,000 units in 1995 to place it among the world's larger

motorcycle markets in terms of per-capita demand. Although political scandal at the beginning of 1996 led to a period of economic instability that caused a slight dip in demand, the market is expected to recover and begin growing again to a level of about 180,000 by the year 2000.

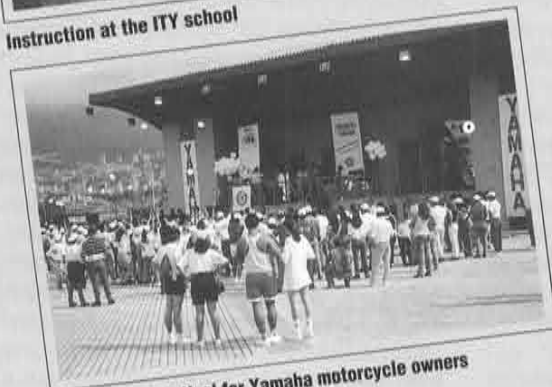
Amid this market background, Incolmotos has managed to maintain a share in the mid-30% range, and last year we edged past the other big Japanese maker to claim the top market share by a 1.5% margin with a solid 34.4%.

Incolmotos' two biggest sellers are the Yamaha V80 and DT125, with these two models accounting for 70% of our total motorcycle sales. The Colombian market can be divided roughly into three sectors, utility/business bikes as typified by the Yamaha V80, on-off road bikes like the DT125 and street bikes like the RX115. Even though Yamaha lacks a market-leading model in the street category and the main Japanese competitor has inexpensive entries in all the categories, Incolmotos has been able to hold its own in the battle for top market share. This fact is good evidence of how strong the

Yamaha brand image stands in Colombia thanks to the ongoing efforts of Incolmotos over the past 20 years in a wide range of marketing and promotional activities. Here are some of



Instruction at the ITY school



The Yamaha Festival for Yamaha motorcycle owners



Service campaigns constantly tour the country



At the DT Cup final held in Medellín

the main activities we promote at Incolmotos.

DT Cup

Launched in 1994, this race program is aimed at the average DT owner who has never raced before. In Colombia, where motorcycles are still used mostly for daily transportation, this program aims to offer the opportunity for anyone to experience the fun of low-key, accessible racing, besides the small elite that participates in high-level competitions on machines like the YZ. In 1996, some 33 winners of local DT competitions in eight Latin American countries gathered in Medellín to race for the championship crown on a special course laid out on a large plot of land owned by Incolmotos. On a clear day in perfect weather conditions, about 8,000 spectators thrilled to the action of these talented amateurs racing in a one-make competition on the same DT model they ride in daily life.

Yamaha Festival

This is a fun-ride caravan event we organize for Yamaha motorcycle owners. In its '96 version, the caravan started at one of the eight Yamaha dealerships in Medellín and progressed to the other seven, one by one, picking up a new group of owner-customers at each shop as we went along, until a total of 135 bikes had joined the grand caravan. Reaching the final destination at a public

square about three hours after the start, the participants were treated to a fun afternoon highlighted by inter-shop team games and a raffle with a Yamaha Jog as the grand prize.

Service Campaigns

In a campaign that started in 1989, a "Carro Taller" service truck outfitted as a full-fledged service workshop complete with everything from special service tools to a compressor, travels around to dealerships all over the country to give free shop-front periodic inspections and repairs for local Yamaha customers. Incolmotos now has three of these specially outfitted "Carro Taller" that in 1995 made stops at 73 locations and in 1996 some 83 locations, spending approximately three days at each stop. As a result, there is almost always a service campaign being held somewhere in the country at any given time year-round, helping Yamaha customers keep their motorcycles in top running condition. Besides the actual service we give, our "Carro Taller" also stand out as very effective traveling advertisements and symbols of Yamaha's customer service that contribute greatly to the brand image.

Instituto Técnico Yamaha

In March of last year when YMC's President Hasegawa visited Colombia for Incolmotos' 20th anniversary celebration, he met with the Governor of the

state of Antioquia, where Medellín is located, and announced the forming of a technical training school.

Officially named Instituto Técnico Yamaha (ITY), this new school has been founded for the purpose of teaching motorcycle service technology and service shop management skills to young people from towns where there is a lack of opportunities for employment, thus enabling them to open service shops of their own and contribute to the local job situation. Although this is a difficult goal to achieve quick results with, Incolmotos has supplied tools and facilities and joined together with the state of Antioquia and YMC to open the school on February 4 of this year. The first course has been filled by 20 young people chosen from the nearby town of Estrella, who will receive 240 hours of technical training and 240 hours in the study of service shop management over a 10-month period. Because about half the students work during the day, the school hours run from 6:00 to 9:00 at night. Despite these tough hours, none of the students have dropped out and all are enjoying their studies. We believe that activities like these that reach beyond the realm of direct motorcycle manufacture and sales to offer customers follow-up service and contribute to the local society, are sure to keep Incolmotos and the Yamaha brand on top in Colombia.

From M. Tsuura of Incolmotos, Colombia

WORLD TOPICS

GENERAL

MOROCCO

Being a better parts manager

The third Parts Manager Meeting for African distributors was held in Casablanca, Morocco, late last year, gathering 19 distributors from 13 countries, including Angola, Cameroon, Egypt, Ivory Coast, Kenya, Mauritania, Senegal, South Africa, Uganda, Zaire, Denmark, France and Japan.

Organized by MIFA, the host distributor in Morocco, the three-day meeting was a great success, with all the participants exchanging opinions positively on their activities in promoting the use of genuine spare parts and building a new image for the Yamaha brand.

A significant presentation was given by Mr. Kudo, YMC's Spare Parts Manager, covering Yamaha's basic concepts of spare parts business, policies and strategy. His comments on the theme of "How to be a better parts manager" proved very useful for the distributors in helping to clarify specific problems.

This fruitful event ended with a beautiful farewell dinner prepared by MIFA in a delightfully Moroccan manner, with national dishes and music.

From Adriana Bobos of MIFA, Morocco



19 African distributors gathered for this productive meeting

BRAZIL

Helping local TPM coordinators

At the end of February, Hitoshi Nagayasu, Senior Managing Director of YMC visited Yamaha Motor do Brasil Ltda. (YMDB) as part of a big TPM (Total Productive Maintenance) promotion trip to evaluate Yamaha factories throughout South America.

His last visit to YMDB had been in January 1995, when the TPM program was just initiated at the company, and this time the purposes of his visit were to evaluate the company's first-year effort and help local TPM coordinators to further refine their TPM program.

"For us here in Brazil, it is very important to have this kind of opportunity and receive experienced and valuable input about the TPM program as we aim for the TPM prize by the end of 1999," said Mr. Tomofusa, YMDB's TPM coordinator.

From Sidney Levy of YMDB, Brazil



Mr. Tomofusa (center with tie) explains to Mr. Nagayasu how the company's factory functions

MOTORCYCLES

VENEZUELA

New department gets results

In 1995, Venemotos, C.A., Yamaha's distributor in Venezuela, established a new department to handle all inquiries from the government.

This new department started a sales campaign aimed at the Department of the Interior at the end of 1995, and has already succeeded in delivering a total of 345 motorcycles, including 215 units of the DT175, 100 units of the XT600 and 30 units of the XV750. The motor-



Judicial police in Caracas received 50 units of the XJ600



The 100 XT600s delivered to the Department of the Interior

cycles are mainly used by the police, having been delivered to local police stations throughout the country via the Department of the Interior.

Venemotos also delivered 50 units of the XJ600 to judicial police at the end of January this year, where they are being used at police stations in the capital, Caracas.

As a result of the effort of Venemotos, Yamaha products have a great reputation now with the Venezuela police.

From Aristóbulo Rojas M. of Venemotos, C.A., Venezuela

SOUTH AFRICA

Rebirth of TZ750 after 20 years

A twenty-year-old Yamaha TZ750-C road racer was perfectly restored last year through the passionate efforts of Ken Read.

The bike was originally purchased by a tubing manufacturer in Johannesburg and handed over to Johan Boshoff, the South African road race champion.

Besides running on home ground, the

machine also made appearances in the European Formula 750 championship at the French, Belgian and Spanish rounds in 1976, before a crash at Jarama in Spain forced Boshoff to return home to finish his season in more familiar territory.

Then Yamaha's importers for South Africa arranged the loan of Johnny Cecotto's famous Yamaha OW31 750 racer for Boshoff to use, but the association ended tragically with a fatal crash at Kyalami in June of 1977 at which point the works bike (OW31) went back to Japan and the TZ750-C went into storage in an aircraft hangar.

There it remained gathering dust for eighteen years until traced by Read, whereupon a project was born to bring the bike back from retirement.

The machine was completed in January 1996 as it had stood fresh from the delivery crate twenty years previously but, by virtue of pipes supplied by Pete Gibson from the U.K., without the curse of 'silencing.'

On an initially wet but slowly drying Kyalami test day the 750 was treated with the utmost respect. Even then, exiting the Nashua curve onto the pit straight brought a heart-stopping moment when the Dunlop tires lost grip



TZ750-C was restored exactly the same as 20 years ago



Read's other restored TZ, a 350-C which is regularly used in South African new era racing

and Read was almost thrown from the machine.

"Having experienced, the physical and mental input necessary to ride this machine hard", said Read. "I have a renewed respect for those riders who treated their fans to incredible displays of power riding two decades ago."

From Mick Stokes of UK TZ Owners Club, U.K.

GERMANY

'97 season kick-off events



A large number of visitors enjoyed testrides on the new models

Over ten days from January 31 to February 9, Yamaha Motor Deutschland GmbH (YMG) organized a dealer meeting on the island of Majorca, Spain.

In addition to testrides of the new models such as the XVS650 and XV125, there was an exhibition of the new scooter model Neo's manufactured by Yamaha Motor España S.A. and presentations were made on the '97 sales strategy. The participants were impressed with this fruitful meeting and came away confident about sales for this year.

On March 1, YMG also supported another event called "Yamaha Live" which was organized by German dealers to introduce the season's new models and offer user testrides all at once at dealerships throughout Germany.

In this annual season-opening event, dealers made a special appeal for the 125cc Yamaha bike lineup in response to growing popularity arising from revision of the licence system last March. The event was a great success, gathering the largest numbers of visitors ever.

From M. Hirama of YMG, Germany

THE NETHERLANDS

Evaluation by experienced rider

Yamaha's importer Yamaha Netherlands BV recently presented a brand new Drag Star to Clara Kroes, former chairman of XV Virago Club Netherlands, with high expectations for her ability to give valuable feedback.

Clara, who appeared in our July 1996 issue "Yamaha Owners Club" page that introduces clubs all over the world, quickly put in a considerable number of kilometers on the Drag Star and sent back her opinion. Her impression is as follows.

"All the strong qualities of the XV535 can be found in the Drag Star and some improvements are added. For example, the pulling power in low gear is amazing and the big back tire gives better road holding capability. Despite its robust looks, it runs very smooth on bends as well. Especially in a city like Amsterdam where I live, the bike is extremely easy to handle. Riding the Drag Star I attract a lot of attention. It is hard for most people to believe that the bike's displacement is only 650cc, it looks much heavier. This bike is a new kind of Harley Davidson.



An experienced Virago fan, Clara gave valuable feedback on the Drag Star

In some Dutch magazines there have been complaints about the saddle, but I think this is nonsense, or maybe the saddle has already been modified.

For me the Drag Star is a great machine. It makes me feel as if it was specially made for me. I am sure that a lot of people will come to the same conclusion and the Drag Star will be very successful in the Netherlands."

From Clara Kroes, The Netherlands

WORLD TOPICS

VENEZUELA

Local dealer's aim

Venezuela is a country with one of the largest demands for big bikes in Latin America, with Yamaha's distributor Venemotos, C.A., selling over 200 units a year.

Especially popular is the Royal Star released just last year, of which 30 units have already been sold, mainly by Moto Macia, the dealer in the capital city Caracas where the policy is never give a discount but always follow up with complete services.

Many big bike lovers including other manufacturers' users visit Moto Macia every weekend to exchange information and go touring together.

Their future plan is to hold various kinds of club-organized activities. Besides recreation, they are actively planning riding schools for children and correct riding instruction in cooperation with the local police.

From K. Yamaguchi of YMC, Japan



Dealers support Yamaha big bike enthusiasts

GERMANY

MBK scooters movin' up

Germany's first exclusive MBK scooter shop opened in the capital city Berlin after more than one year of efforts by

Mr. Rode and his staff to pass all official certifications.

Mr. Rode has been working as a dealer of MBK scooter for four years and has sold more than 150 MBK brand scooters. Eventually, his profession became his hobby as well, as he began to take part in scooter races all over Germany! Meanwhile, in southern Germany, two MBK dealers offered special-edition scooters to their local football clubs, VfB Stuttgart and Karlsruher SC as a part of an MBK scooter sales promotion. Both clubs are playing in the Bundesliga division which is No.1 in Germany, and great exposure is expected at every football match and event sites.

From Paul Geominy of YMG, Germany



The opening ceremony for the new MBK scooter shop in Berlin



The MBK scooters specially colored in red and white for the two biggest local football clubs

INDIA

World class service in Calcutta

East Zone Supply Corporation, an authorized dealer of Escorts Yamaha Motor Ltd. in Calcutta, India, proudly advertises itself as the largest selling Yamaha motorcycle dealer in Eastern India. Now, to match this reputation East Zone has updated its service center to be the most advanced in their market as well. The newly outfitted pollution-free facility is now equipped with hydraulic ramps, pneumatic tools and



YMC's Mr. Morishita (center) and East Zone partner Mr. R.K. Bubna (at his left) at the inauguration ceremony

the only road-simulation vehicle test bed in the area. The center's mechanics have all been factory trained and customer amenities are also first class, including a TV-equipped waiting lounge.

When the newly equipped service center was inaugurated YMC's Supervisor of the Overseas Service Dept., Mr. Takashi Morishita was on hand to join in the ceremony. Advertisements have also been run in the local press to inform the public about East Zone's new "world class" service.

MARINE

INDONESIA

Water Vehicles cross the Java Sea

Jakarta Jet Sport Association organized a long distance cruise from Jakarta to Surabaya as part of celebrations for the Indonesian Navy's 51st anniversary at the end of last year.

Among the selected Water Vehicles were six Yamaha WVT1100s, two WVT700s and RA1100 and three SEA DOO's GTXs. Staff from Yamaha's distributor KG-Marine and local dealer Sinar Pelita and two from YMC's Marine Representative Office (YMRO)



The second day was blessed with good cruising conditions

POWER PRODUCTS

RUSSIA

Successful snowmobile tour

Five members of a snowmobile team named "Snowmobile Shiberia (Siberia) Attack Team" completed an adventurous tour from Khabarovsk to Sakhalin, covering about 1,300km (813mi.) on the Yamaha snowmobiles MM700, MM600, VX600XTC, VK540 and ET410.

The party, consisting of three Japanese, including one woman, and two Russians, left Khabarovsk on February 8, traveling north along the Amure river, crossing the Tartary Straight and finally arriving at Pogibi, the capital of Sakhalin, ten days later.

The 44-year-old team leader Satoru Shiokawa, who has 21 years of snowmobile experience, expressed his feelings about the trip. "Although running mostly on bumpy surfaces and ice in minus 35°C temperatures was not easy, and we had a lot of small troubles, I'm very satisfied with our experience. It is beyond description." He was also impressed by the people in the villages they visited on the way. "People we met

along the river were so kind, giving us liniment when we had frostbite and treating us to home dinners. We were welcomed warmly everywhere. This trip succeeded thanks to the Russian people and the Russian members of our team." The team was formed in 1992 to prepare for this tough adventure. For next year, they are planning another trip, this time across Canada.



(From left) Mr. Shiokawa, Mr. German, Mr. Lee Yuri, Ms. Miyasaka and Mr. Okabe (far right)

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

also lent a hand by riding the support boat to offer technical service when necessary.

Although the cruise, covering a total distance of 400 miles (640km) was not the smoothest, with uncooperative weather and some mechanical problems, nine Water Vehicles managed to make a dignified entry at the navy base port with special flags saying "Long life fleet Republic Indonesia 51 years" to attend the ceremony.

From M. Oshio of YMRO, Indonesia

BELIZE

Powering super patrol boats



The new patrol boats are built for speed and powered by Yamaha

Yamaha marine importer for Belize, Marelco Ltd., which has recently moved into brand new company premises, was proud to play a role in the recent acquisition of two new high-performance patrol vessels by the Maritime Wing of the Belize Defense Forces (BDF) last November.

The pair of sleek, 35 ft. (10.6 m) high-speed patrol boats, built to special specifications at a local boatyard, were a present to the BDF from the British government. Both the British authorities and the BDF agreed that a pair of reliable, high-performance Yamaha 200 hp outboards were the only way to power the new boats.

The two craft have been named "Reef Sniper" and "Ocean Sentinel" and are specially outfitted for the diverse and demanding work of coastal patrol.

Thanks to the sharp profile these new boats cut, Yamaha outboards are now getting some high-visibility exposure around the coastal waters of Belize.

From Adrian Madrid, J.P. of Marelco Ltd., Belize

LETTER

THE NETHERLANDS

In 1982 I started my brand-new XT500 and set off to tour Africa. I was 21 years old and of course inexperienced. My biggest worry was what would happen to me if the bike would brake down!

Now fifteen years later after having crossed all of the five continents and putting about 300,000 kilometers on my XT without a breakdown, I am back in Africa. I have just turned around in Cape Town and am on my way to Europe, confident that the bike will get me there.

I just want to thank you and Yamaha Motor Co., for having produced such a bike, because without its reliability I would never have been able to enjoy the trips as I have done up to now.

I wish you and Yamaha all the best and hope you will continue producing the same quality machines. Regards from a warm & humid Malawi,

Marcel Kersten



TIPS for the information age

On February 14, a ceremony was held at the Service Information Division at YMC's home office to celebrate the launch of a new information system.

The new system, named TIPS (Technical Information Publishing System), will serve as a unified technical information data base and production system for product manuals and parts catalogues.

Lately, the increasing pace of globalization in Yamaha product manufacturing, the advent of cross-trade

programs within the Yamaha group and the trend toward international standardization of service information (ISO8879, SGML, etc.), dollar-based publishing transactions and the need to protect intellectual property rights, have prompted the need for an efficient, high-quality data processing and production system making full use of digital-age technology.

Under the new TIPS system, all text and visuals, including illustrations, photos, and product specifications involved in the production of service materials will be put in digital form and stored on the department server. This system will create a unified data base and source of production know-how that will be available on real-time not only to our domestic and overseas printing companies but also to the many overseas manufacturing bases in the Yamaha group.



TIPS demonstration at the Service Information Division

IM Operations office opens in Singapore

On February 1, YMC opened an Intelligent Machinery (IM) Operations Singapore office to strengthen sales and market survey efforts for Yamaha IM products in Southeast Asia.

As a major manufacturing region for electrical components, printed circuit boards and other assembly line parts that are shipped all over the world, Southeast Asia is an important market for surface mounters and industrial robots, while Singapore in particular acts as a vital information hub for the industry.

For these reasons the new office is expected to play an important role as intermediary in dealings with manufacturers in Southeast Asia, which include many overseas operations of Japanese companies, helping to ensure that Yamaha IM products reflect the actual needs of this vast marketplace and thus contribute to a further growth in sales.



The opening party was held to introduce the office and its staff to the local Yamaha distributor and related industry representatives

Y.E.S.S. Nice Ride charity

Since 1989, Yamaha's nationwide users' club Y.E.S.S. (Yamaha Earthly Sports System) has organized its Y.E.S.S. Nice Ride Charity program to raise money for the training and supply of guide dogs under the slogan "give a guide dog to the visually handicapped."

On March 21, 1997, a presentation ceremony was held at which YMC's Motorcycle Domestic Business Division Manager, Mr. Yasushi Iikubo, officially handed over the donation for 2.28 million yen (US\$18,240) to Mr. Mikiya Kubori of the Japan Guide Dog Foundation.

Y.E.S.S. members and other motorcycle owners can contribute to the charity at donation boxes placed at the 2,000 nationwide Y.E.S.S. affiliated dealerships and at Y.E.S.S. events. Including the 1996 donations the total since 1989 reached 35,830,924 yen. Thanks in part to the generosity of these donators, the once financially-strapped foundation is doing well and will move into its new training center in May.

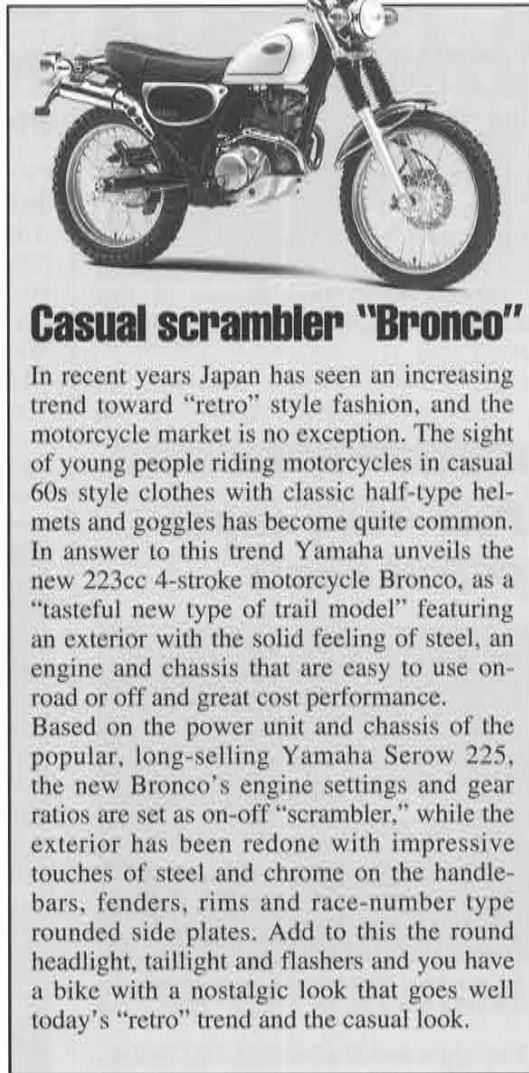


Mr. Iikubo (second from right) and Mr. Kubori at the presentation ceremony

Casual scrambler "Bronco"

In recent years Japan has seen an increasing trend toward "retro" style fashion, and the motorcycle market is no exception. The sight of young people riding motorcycles in casual 60s style clothes with classic half-type helmets and goggles has become quite common. In answer to this trend Yamaha unveils the new 223cc 4-stroke motorcycle Bronco, as a "tasteful new type of trail model" featuring an exterior with the solid feeling of steel, an engine and chassis that are easy to use on-road or off and great cost performance.

Based on the power unit and chassis of the popular, long-selling Yamaha Serow 225, the new Bronco's engine settings and gear ratios are set as on-off "scrambler," while the exterior has been redone with impressive touches of steel and chrome on the handlebars, fenders, rims and race-number type rounded side plates. Add to this the round headlight, taillight and flashers and you have a bike with a nostalgic look that goes well today's "retro" trend and the casual look.



GEAR for the “*demae*” noodle express



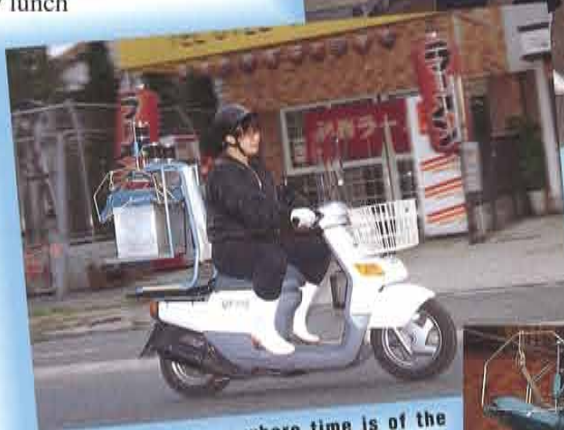
There's no two ways about it, Japanese just love their noodles. From the uniquely Japanese buckwheat noodles called soba to Italian style spaghetti, the varieties are endless. But by far the favorite dish when Japanese want something hot and tasty is the Chinese style noodles in soup called “ramen” that first entered Japan about a hundred years ago. Since then, the Japanese have modified the original dish to suit their tastes with a variety of different types of richly flavored soups seasoned with soy sauce, bean curd miso or pork broth and a bowl-full of firm-bodied noodles. This convenient and reasonably priced dish has become the standard quick and hearty lunch

for many busy Japanese “salarymen,” as well as an easy-to-prepare nighttime snack in homes across the country.

You don't have to look far to see evidence of ramen's popularity in Japan, for in even the smallest towns you are sure to find several ramen shops, and in every region of the country there are shops that uphold the famous local traditions of distinctive soup flavorings and ways of making the noodles that delight travelers and locals alike.

In some of Tokyo's most popular shops where customers line up in the street to wait their turn, as many as 500 bowls of ramen are served a day. For those who want to enjoy that special ramen-shop taste in their own home, you can just ring up almost any shop and order home delivery of ramen, a service that in Japan is called *demae*.* The only drawback to such service is that if it isn't delivered right away, the soup will cool and the noodles will lose their firmness. When that happens, the ramen loses most of its special appeal.

The people at Shoraku Ramen Fukai shop in Osaka where the slogan is “fast deliveries every time,” have a special helper in their delivery service, the customized commercial-use motorcycle GEAR that Yamaha released on the market three years ago. Motorcycles have long been the vehicle of choice in *demae* delivery service because of their convenience, maneuverability and ability to slide through traffic jams without delays, and the



In hot food delivery where time is of the essence, people give high marks to the GEAR's running performance and stability



The special okamochi carrier mounted on the back of the bike hangs the load free-swinging from a spring-loaded mounting that smoothes out even bumpy roads to keep the soup from spilling and the pottery bowls from breaking

Yamaha GEAR has features that make it ideally suited to the job. The special steel framed dish-carrying gear called *okamochi* used in *demae* service is easily bolted to the GEAR's extra spacious rear deck platform, giving it capability to carry eight bowls of ramen at once.

“Until recently we were using a 3-wheeled bike, but we were surprised to find that the 2-wheeled Yamaha GEAR had even better stability. The special 400mm wide Parking Stand reduces the worry of the bike falling over with a heavy *okamochi* full of bowls while parked,” says the shop's owner.

One of the reasons this owner chose the GEAR is the large 9-liter fuel tank that lets him run 60 km a day with fuel to spare. He says, “When we are making about 50 deliveries a day, the large fuel tank is a big help. We

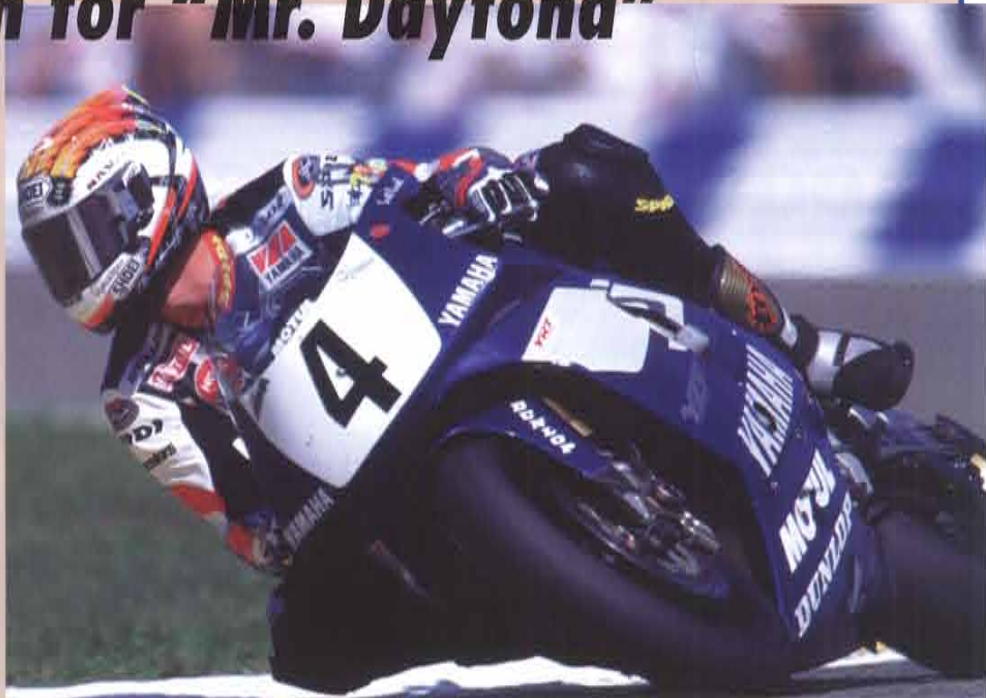
only have to fill up half as often as before. And, since we make a lot of late-night deliveries, the quietness of the GEAR makes us feel better about riding in residential areas.”

In these ways, the Yamaha GEAR helps deliver hot, tasty ramen faster and more efficiently.

* Hot food delivery for foods like pizza has become common today, but in Japan systems for home delivery of dishes like hot *chazuke* rice soup have existed since about 150 years ago in the feudal period. Throughout Japan today, a wide range of items from ramen, soba and sushi to pizza and box lunches are delivered, mostly by motorcycle.

Record 4th win for "Mr. Daytona"

Yamaha World Superbike rider, American Scott Russell lived up to his 'Mr. Daytona' nickname on March 9 with a virtual start to finish win in the Daytona 200 Mile on his debut for Yamaha, becoming the first rider to win the race four times. Riding the YZF750 in Yamaha Motor Corp., U.S.A. (YMUS) colors, the 32-year-old pole sitter got the holeshot. He was troubled in the early stages only by his teammate Colin Edwards II, who finished third, and Kawasaki rider Doug Chandler, who took second. After lap six, Russell quickly built up a 20 second cushion over Chandler, until the pace car came out with five laps to go. When the pace car pulled off with two laps to go, Russell charged to take the checkered. "It feels good! It was fun!" exclaimed a delighted Russell, "The Yamaha was perfect and the tires were real good. The crew was unbelievable. That's the way you win them. I am just happy to win one for Yamaha." Meanwhile, Edwards, also American, was a little disappointed to take third



Scott riding to a record at Daytona

place for the second time in succession. Yamaha World Superbike Team manager Davide Brivio was pleased with the race. "We came to Daytona to win it and

we succeeded! I want to give special thanks to the team who have done a fantastic job here. This is a very different race and they have adapted well."

Factory racing makes winning possible

Yamaha Motor Corp., U.S.A.'s Sno Cross racing factory rider Chris Vincent won a brilliant series' victory in M.R.P. (Motor Sports Racing Plus) Pro 600 national championship on the Yamaha Vmax 600 SX. Sno Cross is a test of a machine's total performance from acceleration and handling to drive-ability and is considered the pinnacle of snowmobile racing. Winning this coveted series proved the Yamaha machine's great potential among the other competitive manufacturers including Ski-Doo, Arctic Cat and Polaris. There were some doubts among the media when YMUS first announced that they would field a professional sno cross



Chris' strong riding on a Yamaha racing blue VX600SX increased Yamaha fans

team for the 96/97 season and take part in snowmobile racing again after an 18-year absence. What's more, it would be Yamaha's first attempt at Sno Cross rac-

ing. But, brilliant efforts by the two drivers, Chris and Jesse Stregge and solid support from YMUS and YMC staff, team manager Randy Karpik and all sponsors, made the victory possible.

Chris, who took second place podium in the opening round, raising expectations for the season, went through some tough races, particularly with Ski Doo's Toni Haikonen, but gained points constantly. In the final round, Chris took his dream win by finishing in first place both in the qualifiers and final race. Chris also took 2nd place on a

Yamaha Vmax 700 SX in the Pro Open championship of the M.R.P.

From Gordy Muetz of YMUS, U.S.A.