

# Yamaha News

**No. 1**

BIMONTHLY

## A legend of desert conquest

The '98 Paris Dakar victory of Stéphane Peterhansel brought Yamaha an impressive fourth consecutive win and himself a glorious six-win record to rewrite Dakar history.



# An easy-rider with high-performance punch



Photographed by Patrick Curtet



European journalists got their first chance to put the new Fazer through its paces on a beautiful 170km test route through mountain roads along the slopes of Sicily's Mt. Etna

In the midst of growing popularity of middleweight motorcycles in Europe, Yamaha has launched the 600cc class high-specification sports bike FZS600 "Fazer." For a week from December 12 to 19, Yamaha Motor Europe N.V. (YMENV) invited 53 members of the press from 13 European countries to a test ride event in Sicily. The success of the press launch was evident in the festive atmosphere and the journalists came away with positive overall impressions of Yamaha's new middleweight.



Photographed by Patrick Curtet

The Fazer attracts an extremely wide spectrum of riders with its all-rounder appeal and high performance



Some journalists' articles featuring the Fazer, with the earliest appearing less than a week after the test-ride event

## *It's a high quality formula for satisfaction*

Ever since the Fazer's stellar debut at the Paris Show last September, motorcycle magazines and customers have been keen to know all about Yamaha's new middleweight sports bike. The Fazer has achieved a perfect marriage of the features of a comfortable tourer and a high-performance supersport machine, with its 599cc liquid-cooled

four-stroke engine delivering a class-leading 95hp.

Now came the first opportunity for journalists to test and experience firsthand both the touring and sporty sides of this hot machine on the hilly roads of the Sicilian countryside.

On development of the Fazer's high-specification engine, Mr. Shuichi Nagumo of YMC's 2nd Engineering Division comments: "Taking the YZF600's engine as its base, Fazer's engine was developed



The R1 type front brake boasts supersport reliability

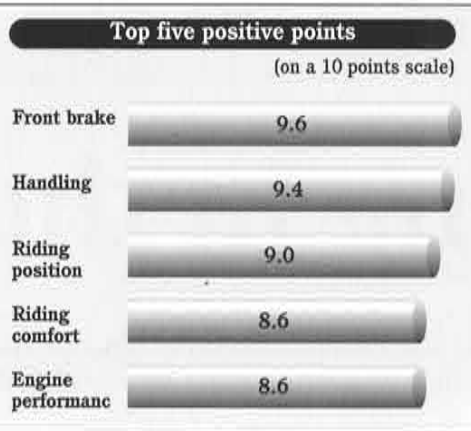


The Fazer's 599cc liquid-cooled four-stroke engine achieves the highest horsepower in the middleweight class

to deliver strong usable torque from the middle speed range up to suit both in-town and suburban road riding in European countries." He added, "The engine's 'Special-link mount' mechanism which absorbs concentrated vibration with rubber dampers was adopted as a new technology to enhance overall frame rigidity and reduce annoying vibration." To add real sporty riding enjoyment, a YZF-R1 type front brake equipped with one-piece 4-pot calipers for superb reliability was adopted. Quality high-tech features like these made sure the journalists weren't disappointed when they got the Fazer out on the roads.

### **Diverse road conditions put Fazer to the test**

In Sicily, snow-capped Mt. Etna and Yamaha staff including six mechanics and three photographers welcomed the 53 journalists, who came in four groups to enjoy the 2-day Fazer test-ride event. The first day of each group's tour was highlighted by presentations from YMENV's Sales and Marketing Manager Mr. Robert Landman (and later Communication Manager Mr. Tom Borst) and Press Officer Mr. Jim Gilroy. These were followed by a buffet-style Italian dinner in a relaxed atmosphere. On the second day, the journalists set off



on 177 km (110 mi.) of total Fazer experience. The route took them around the foot of Mt. Etna, offering all kinds of riding conditions, and plenty of great photo-ops with diverse scenery.

Passing through Santa Venerina with its cobblestone streets, the route started up mountain roads lined with late autumn-colored trees leading toward Mt. Etna with fantastic views of the Mediterranean in the distance. The highest point

provided a magnificent vista of Mt. Etna with fresh lava fields from its recent eruption, after which the road descended smooth and winding, ideal for trying out the Fazer's sporty performance. After the lunch break in a small restaurant, relaxing rural roads continued until the highway that marked the end of the tour.

### **Thumbs up response from journalists**

After the 177 km day of riding, the journalists arrived at the hotel full of positive

impressions. The first words heard most often were, "how easy this bike is to ride!"

Mr. Bertrand Sebileau, who has worked for Moto Journal, one of the best-known motorcycle magazines in France, for 10 years, commented: "Today's riding itself was not so easy because of the rain and cold temperatures. But with this Fazer it was no problem. This bike has nearly the same performance as a supersport but is still easy to ride, even for someone who is not such a high level rider."

Mr. Jürgen Shinker from MO of Germany was also amazed at the ease of riding, saying: "Excellent bike. User-friendly, easy handling, easy to operate. It's powerful but still controllable. Even inexperienced riders can ride with less stress."

Ms. Monika Schulz of Germany's most-read motor magazine, Motorrad, was impressed by the Fazer's engine performance, saying, "Excellent engine! I think the performance in the middle speed range is even better than the YZF (Thundercat)."

As for the Fazer's styling, many of the journalists liked its tank design that offers handsome exterior lines and good knee grip. Also, the gold coloring, something new for Yamaha, drew a lot of attention.

When asked about the potential for sales, Motorrad's Ms. Schulz said: "Now, the trend in Germany is toward naked and touring bikes, so we could say it is for machines almost exactly like the Fazer! I think this new 'sporty touring bike' concept matches our needs and will be successful in Germany."

The success of the Pan-European press test has won the Fazer a lot of applause and is sure to bring a strong tailwind as the new Fazer accelerates into the European market in early March.

Leading up to the birth of Yamaha's latest new-concept bike for the European market, a series of tests were undertaken by the European and Japanese joint project team both on circuits and public roads.

Mr. Dave Bean, YMENV's test consultant, who has been working for Yamaha for 20 years also joined in the Fazer development from the very beginning. "My first impression was good: I proposed a little more character to the engine and more mid-range power," said Dave. His first concern is always what the European customers are looking for.

At the press test in Sicily, Dave confirmed "the Fazer has matured into a very comfortable and easy-to-ride bike that boasts wide capability for Europeans from touring, commuting and utility use to sport touring."



Mr. Dave Bean, YMENV's test consultant played a vital role in the Fazer development

# Running in the lead

■ Eduardo Londoño E Hijos Sucs, Ltda. (Eduardoño) ■ Medellín, Colombia ■ Founded: 1946 ■ Employees: 500



Our reporter, Mr. Johnny Londoño E, Managing Director of Eduardoño

*When Eduardoño was established back in 1946, Colombia was a country poised for economic growth and Eduardoño was a company determined to answer the unique needs of the market as it grew. Working hand in hand with Yamaha, Eduardoño has turned that sense of mission into leading market share in product sectors ranging from outboard motors, boats and Water Vehicles to multi-purpose engines and generators.*

**E**duardoño's long road to success in the Colombian marine market began in 1951, when we recognized a new market need and began importing our first outboard motors. Several years later it became clear that the market was also in need of high quality boats. Eduardoño stepped in to fill the breach by opening the country's first factory producing Fiberglass Reinforced Polyester (FRP) boats.

The next important milestone in Eduardoño's history came in 1972, when we commenced imports of Yamaha outboards. Although the brand was virtually unknown in Colombia at the time, the outstanding quality and competitiveness of Yamaha outboards would soon win

them a solid position in the market.

In 1975, Eduardoño and YMC went on to sign a technical assistance agreement for the production of Yamaha-designed FRP boats at the Eduardoño factory. Then in 1979 we secured exclusive rights for the distribution of Yamaha brand power products, giving our company new access to the agricultural market, which was further expanded in 1985 with the introduction of Yamaha generators.

Today Eduardoño employs some 500 people at our main headquarters and factory in Medellín, Colombia's second largest city, and our branch offices in Santafé de Bogotá, Cartagena, Gûapi and the island of San Andrés. These distribution centers guarantee efficient nation-

wide service both to the general users and our nationwide network of nearly 300 authorized dealers.

### A natural marine market at the hub of the Americas

Located at the meeting point of Central and South America, Colombia is a country of 39 million people that has traditionally been known as one of the world's leading producers of coffee. In recent years production of oil and coal have also become increasingly important, bringing forecasts of significant GNP growth in the future.

Another thing that makes Colombia unique is its rich environmental diversity, with coasts on both the Pacific and the Caribbean, the mountainous Andes range and the vast tropical rain forests of the Amazon River valley. These characteristics also make Colombia a marine market of unique potential. Not only is fishing an important industry and avocation in the coastal waters and the many rivers of the Amazon watershed, there are also many regions of the country where waterways are the only practical routes of transportation for people and goods.

Working together with Yamaha, Eduardoño has been able to translate its profound knowledge of this market into dominant market share by supplying high quality products that we have worked with Yamaha engineers to tailor to the tropical environment and the unique needs of Colombian users.

### FRP boats and durable outboards drive the utility-use market

The Colombian marine market can be broken down into the fishing, transport



Eduardoño has contributed to the growth of many Colombian industries by supplying quality Yamaha boats and outboard motors



(Left) Promotional events during summer vacation and special financing deals arranged for customers through renowned local financial institutions help keep the MJ650M Water Vehicle the leader in the Colombian sport market

(Below) To help promote the growth of marine sports in Colombia, Eduardoño has founded the Nautiyamaha Club. Besides offering users opportunities to practice and enjoy scuba diving, sport fishing and events like ecological cruises, the club also offers technical seminars and demonstrations of new products, which are an important part of the company's promotional activities



and recreational sectors, with the first two making up 90% of the demand today. The fishing industry centers mainly along the Pacific coast where shrimp is the primary catch, followed by offshore "white" fishing for snapper, mahimahi and squid among others, while on the Caribbean, fishing efforts are divided about half and half between these two types of fishery. Because the white fishing is conducted in waters more than three miles offshore, the fishermen need modern equipment, including advanced design FRP boats, two high-horsepower outboard motors and satellite navigation systems. Today, numerous private and public organizations, including the Eduardoño Foundation, are helping provide coastal fishermen with the finance credit and state subsidies they need to equip themselves for offshore fishery.

Colombia also has a highly developed passenger transport industry on the country's many rivers. To this active sector Eduardoño annually supplies about 500 units of the big V6 Yamaha outboards ranging from 150 to 200 hp. In the utility and fishery market as a whole, however, it is the highly reliable 40 hp Enduro model built for long hours of strenuous work that is our biggest seller.

As for boats, the most popular models are our versatile 22 to 25 footers, whose light but strong FRP hulls mean excellent efficiency and good handling in all kinds of waters. For top performance in offshore ocean waters, more and more fishermen

are choosing our 31.5 ft. model boats mounted with twin Yamaha V6 outboards.

### Leading the recreational market with locally assembled Water Vehicles

Marine recreation is a relatively new outgrowth of the tourist industry in Colombia, focused mainly around sport fishing, water skiing and scuba diving. Here again, Eduardoño has been a pioneer, working with YMC to offer innovative boat designs tailored to the needs of this sector, like the comfortable PC-36 yacht and the C.C. 26, designed specifically for sport fishing.

Nowhere is Eduardoño's marketing initiative more evident than in the budding personal watercraft market. By making Yamaha the first brand to establish a sales, service and maintenance network in Colombia and supplying the market with a customized family/multi-purpose version of the Yamaha MJ650M assembled in Colombia with the high-tech parts imported from Japan and the fiberglass body manufactured at Eduardoño's own factory, we have succeeded in capturing a dominant 60% share of the domestic market. Soon we will also be offering the Wave Venture 700B model under the same CKD (Complete Knock Down) system in answer to customer demand that will certainly continue to grow in the future.

### Multi-purpose engines and generators expand markets

As mechanization of farming and the construction industry have proceeded here in Colombia over the years, countless uses have been found for Yamaha's versatile multi-purpose engines, such as mills and sprayers for agriculture and mixers, tampers and vibrators for construction. Eduardoño presently holds an 18% market share selling mainly 4 to 12 hp Yamaha MZ series engines. Another unique use is for powering the "peque-peque" amphibious transport vehicles that are so important in the Amazon region.

In remote regions not connected to the national power systems or businesses that need the guarantee of an auxiliary power system, a solid demand exists for reliable generators. The Yamaha generators we supply, ranging mainly from 600 to 950 watts, have won an impressive 40% share of this important market.

As we approach the new millennium the Colombian economy is geared for growth, just like it was 50 years ago when Eduardoño was born, and just as then we intend to lead the market by offering the right products at the right time and service that exceeds our customers expectations.

# WORLD TOPICS

## GENERAL

### TAIWAN

## 'World quality' YMT

Yamaha Motor Taiwan Co., Ltd. (YMT) is the 1997 winner of Taiwan's 'National Quality Award', which comes under the DEMING Award for quality. The presentation was made on October 2 last year by Mr. Xiao Wan-Zhang, Premier of Executive Yuan, Taiwan.

In the past 8 years, since its foundation in 1988, the award has been conferred on 17 companies by the Taiwanese government. Recipients in past years have included IBM ('95) and Matsushita ('96).

The goals of the award are: to encourage industry and individuals to strive for quality control and greater quality; and to strive for the betterment of the state of industry in general.

Since YMT was established in 1987, it has undertaken development, production, and sales activities under the motto 'Offering the best products and service'.

Taking pride in calling itself a 'world quality' company, YMT uses the slogan 'Best Choice Yamaha' in promotions, and has managed to stay the leader of the motorcycle industry in Taiwan for

many years. Now, winning the award has meant that YMT are recognized leaders in name as well as in practice. In winning the award, YMT is most appreciative of the guidance and encouragement from YMC, and will make every effort to continue applying itself diligently to the cause of quality.

*From Daisaku Karaki of YMT, Taiwan*

## SWEDEN

## Northern Sweden gets third Yamaha Center



The Yamaha Center building is completely restored and gives a positive impression

At the beginning of October, Yamaha Motor Sweden had the pleasure of seeing the third Yamaha Center opened in Luleå in the far north of the country.

The Yamaha Centers are a completely new kind of shop, designed to offer customers everything they need from products and accessories to mechanical and financial services. The first two Yamaha Centers have been running for about 10 months and both have been a tremendous success.

The target for the year 2000 is to establish 10 Yamaha Centers in Sweden. The unique concept is based on a five year franchising contract. All Yamaha Motor products are sold within the Yamaha Center concept.

The owners in Luleå, Lisbeth and Bernt Hed have worked with Yamaha snowmobiles for more than twenty years. This is a dream come true for them - to handle the whole range of Yamaha products.

Thousands of people visited the shop

during the weekend of its grand opening. The interest in the new snowmobile models was, of course, great. But the most interest was in motorcycles which was surprising, considering that this part of Sweden has warm summer weather for only about three months. But the opinion of many people up in Luleå is that that is no reason for not buying a motorcycle! The new Yamaha Center, for example, has already sold many YZF-R1 models.

*From Wera Andersson-Allo of Yamaha Motor Sweden*

## MOTORCYCLES

### BRAZIL

## Dealer sponsors trip around S. America

Nivanor Motos, one of the biggest dealers for Yamaha Motor do Brazil, organized a fabulous adventure around South America, crossing six countries and traveling more than 20,000 km in 57 days. The trip was made on seven Yamaha motorcycles - four Yamaha XTZ 750, two Yamaha XT 600 Ténéré, one Yamaha XT 600E - and one BMW. Mr. Erasmo da Silva Azevedo, Manager of Nivanor Motos which is in Curitiba, Parana, was the group leader of 'Rupio Negro'. Every year this group goes on the road on these kinds of adventures.

This time, the trip was more difficult because of the different routes and the weather conditions. "One day you are crossing the Amazon jungle in 40°C and the next moment you're on a mountain at 0°C," recalls Mr. Erasmo. The trip took in Brazil, Peru, Equador, Colombia, Bolivia and Argentina.

*From Sidney Levy of YMDB, Brazil*



The adventurous group in El Cumbre, Bolivia, 4,800 meters above sea level

## 第八屆 國家品質獎頒獎典禮

單位：行政院國家品質獎評審委員會  
 單位：經濟部工業局  
 財團法人中衛發展中心



Mr. Hsieh Wen-Yu, YMT President commented that all the efforts for the company's business activities including this quality award, will surely be reflected in YMT's future profits

## GERMANY

### Extravaganza for German dealer convention '97



YMG dealers gather in the lobby of the Maritim hotel, which was rented out exclusively for the meeting

On November 2, 1997, Yamaha Motor Germany (YMG) hosted our motorcycle dealers at the 1997 national dealer meeting in the city of Magdeburg in the eastern part of the country.

In all, 700 people from 350 dealerships gathered for this remarkable and important event, for which the Maritim Hotel was completely taken over, a good reflection of the fact that YMG and its dealers have now achieved the No. 1 position in the German market with a 21.4% share in over-50 cc motorcycles. The focus for the meeting was the sales and marketing policy for 1998, and also presentations of the new '98 models in all their versions and colors, including the YZF-R1 and FZS600 Fazer.

The business side of the meeting included welcome speeches by Mr. Weihe, Managing Director, and Mr. Kobayashi, YMG's President, who spoke in German. There was also an award ceremony for the best motorcycle mechanic in Germany. Guests included senior members of YMENV and Mitsui & Co. Deutschland.

The social side of the meeting was equally important and the entertainment stunning. It included interviews with world superbike rider Scott Russell and German superbike champion Christer Lindholm about the new supersports bike, the YZF-R1, which suddenly appeared on stage in the midst of a

magic show. The audience also enjoyed specially prepared Scooter World, Cruiser World and Sports World displays before a gala dinner show.

*From Karlheinz Vetter of YMG, Germany*

## TURKEY

### Six cups for Yamaha

Five Yamaha competitors were among the 38-strong field in an enduro race in Izmir on December 21, 1997. Beldeyama supported all the Yamaha bikes in the race, which was well covered by TV and other press and enjoyed by a good crowd. After 40km of muddy, rocky and some icy stages, Castrol-Yamaha rider Süleyman Memnun won the race on a TT 600R and Baris Tok took second place overall. They also won the 600cc and 250cc classes.

Beldeyama marketing representative Osman Lav won the 125cc class on a Yamaha DT125R to take 7th place overall. Yamaha also took out the "Best Team Cup", coming home with six cups in all.

*From Osman Lav of Beldeyama, Turkey*



S. Memnun won the race on his Yamaha TT600R

## GERMANY

### Showroom display campaign for R1

Ever since the Yamaha R1 was unveiled at the Milan Show on September 16 of last year, its striking good

looks and exciting specs have made it the center of unprecedented industry and media attention. Even before the release of the suggested retail price, motorcycle enthusiasts in markets like Germany were sending in their reservation orders to dealers purely on the basis of photos and reports seen in the motorcycle press. Such was the response that as early as November sale contracts had already been signed for 50% of the unit allotment that Yamaha Motor Germany would be able to supply to its dealers through May of this year and it was all but assured that by the start of the real motorcycle sales season in January the available units would be completely sold out.

As a promotion aimed at optimizing customer satisfaction, YMG organized an "R1 Premier" campaign over the first three weeks of December in which dealers nationwide were given R1s for display in their shops. In conjunction with the campaign YMG quickly prepared an edition of R1 shop window posters for distribution to each shop, while dealers on their part took out ads in the local press and sent out direct mail invitations to their customers to come in and see the R1.

The response was tremendous as many shops reported 300 to 500 visitors a day, even on weekdays, while larger dealerships gathered crowds of over 500 people anxious to see the R1.

Customers who had already signed purchase contracts were thrilled to finally get a chance to straddle their dream machine. Dealers reported that many visitors stayed for five or six hours once they got to the shop, sometimes traveling up to 100km just to see the R1.

*From H. Kuroi of YMG, Germany*



A proud future R1 owner who had already placed his order sits on the real thing for the first time with his wife

This R1 cake was specially made for the R1 display campaign



# WORLD TOPICS

## BRAZIL

### Yamaha pilot crowned champ

After a long time without official Yamaha participation in the National Cup of Motocross, Yamaha returned to the circuit in 1997 and won the Championship in the 125 category. The new champ was Paulo Stedile, from Curitiba. Paulo is only 17 years old and one of the big hopes in Brazil. The other Yamaha rider who placed 4th in the same category, Vatutim Maia, from Goiania, is also 17. The championship was decided only in the last round where a large crowd of over 20,000 saw the "Yamaha blue" teammates Vatutim and Paulo finish 1st and 2nd respectively.

*From Sidney Levy of YMDB, Brazil*



Stedile was very competitive in all stages of the 1997 season

## GERMANY

### Have scooter, will travel

A self-confessed scooter hobbyist, Mr. Hubert Schmitt of Germany has taken his Yamaha scooters some pretty amazing distances. Mr. Schmitt, 61 years

young and retired, has already traveled 140,000 km, and is still counting. He rode his BW's 22,000 km between January 1991 and April 1994. He changed to a Zest 50, and clocked up 44,000 km from March 1994 to October 1995. Another Zest 50 took him 64,000 km from March 1996 up to now. Mr. Schmitt obviously knows how to get the most out of his scooters, and no doubt will keep going, and going...

*From Karlheinz Vetter of YMG, Germany*



Mr. Schmitt - Yamaha scooter veteran of more than 140,000 km

## BRAZIL

### YMDB presents new TDM225

In November last year, Yamaha Motor do Brasil (YMDB) released the new model TDM225 for urban users in Brazil. The TDM225 is part of the "Yamaha Funbike Concept" for work and pleasure, and offers riders fun, comfort, performance and economy. The new bike is available in red or blue, with simple graphics on the body. The engine is the same as the XT225, making the most of a very simple concept and providing high performance for all kinds of uses.

The dimensions of the TDM225 ensures a very easy ride for the motorcyclist, and its light, low frame makes it the ideal bike for the urban scene. The excellent performance of the engine contributes to a feeling of stability, which is a basic necessity, especially for beginners. The TDM225 is part of YMDB's mid-term plan to renew the Yamaha product line and increase market share.

The new model has been well received by journalists in the country. One journalist of note gave the bike the thumbs up when he said, "I think the TDM225 will be a very big success in the Brazil-



ian market when people recognize its characteristics, because it has a different and new design, and a very good engine."

*From Sidney Levy of YMDB, Brazil*

## COLOMBIA

### First graduation for YTI

On December 2, a memorable first graduation ceremony of the Yamaha Technical Institute was held at the home offices of Incolmotos in Medellín.

On hand to see the first graduating class receive their certificates in 2-cycle motorcycle repair and Yamaha service center administration were Mr. Luis Horacio Botero of the Antioquia departmental government, Mr. Hisahiro Okawa of YMC, Mr. Guillermo Restrepo, Mayor of Estrella, Chairman Francisco Sierra and members of the board of Incolmotos and numerous other guests and officials from the related government organizations. The same day also saw the dedication of the newly remodeled institute classroom in honor of the late Senny de Rodríguez.

As a joint project of YMC and Colombia's Yamaha distributor and manufacturing base, Incolmotos, the Yamaha Technical Institute is a shining example of social commitment by private enterprise. The top three graduates will be hired by Incolmotos while the rest will receive assistance in securing positions at Yamaha dealerships or setting



Members of the first graduating class with celebrating VIPs



up authorized Yamaha workshops of their own.

*From María Elena Mendoza of Incol-motos, Colombia*

## INDIA

### **First RXZs snatched up in Calcutta**

On October 3, 1997, the new Yamaha RXZ, manufactured in India by Escorts Yamaha Motor Ltd., was launched by East Zone Supply Corp., the leading dealer of Yamaha Motorcycles in Eastern India.

20 motorcycles were delivered that day to customers by Mr. B.P. Aich, Area Manager, EYML of Calcutta at East Zone Supply Corp.

Customers have shown an appreciation for the new product, and there have been steady orders. In fact customers have had to wait their turn to get one. The demand has been created by the dealer ever since they engaged professional models to give test rides to the customers.

*From R.K. Bubna of East Zone Supply Corp., India*



Customers happily take possession of the first batch of deliveries from Mr. Aich, Area Manager, EYML (fourth from right) and Mr. Bubna, Managing Partner, East Zone Supply Corp. (fifth from right)

## FRANCE

### **France honors Peterhansel with national medal**

Six times winner of the Paris-Dakar Rally and 1997 Enduro World Champion Stéphanie Peterhansel has been



France honors outstanding Yamaha rider Stéphanie Peterhansel with the prestigious national medal

invested with the 'Chevalier de 'Ordre National du Mérite' by the President of France, Mr. Chirac. The prestigious medal was bestowed on the accomplished rider on the recommendation of the country's Sports Minister.

The medal was presented to Mr. Peterhansel by Mr. Jacques Laffite, former Formula 1 Grand Prix driver and six-time GP winner, at a ceremony on December 11, 1997 at the Department Hall in Versailles. The event was attended by the French press, sponsors, VIP guests and the Management of Yamaha Motor France.

*From Claudine Maffiolo of YMF, France*

## SOUTH AFRICA

### **Yamaha wins endurance kart race**

A Yamaha team has put in an extremely good performance to win the annual "Formula 200" endurance kart race. The race was staged to raise funds for charity, and the event raised approximately US\$4,000 for a school for mentally handicapped children.

The 24 hour race, held in Johannesburg, started at midday on Saturday and ended at midday on Sunday. The race track was 500m long and the winning "Partmac" Yamaha Team did 2,080 laps (1,040kms) in a Yamaha MZ175 to beat the nearest rivals by 21 laps.

The team had a struggle on their hands with the brake pads that wore out, and the exhaust pipe broke due to the extreme conditions. Nevertheless, they came out the winners, and one rider commented, "The engine performed perfectly without missing a beat at well over its normal rpm limit due to removal of the governor."

We are always looking for interesting stories.  
Write to Chief Editor K. Shimizu of the PR Division.  
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Shizuoka 438-8501 Japan.

The race was part of a 10 leg series which usually has endurance races of between 4 and 6 hours.

*From Laura Kidd of Yamaha Distributors, South Africa*

## POWER PRODUCTS

### CANADA

### **YMCA promotes responsible snow- mobiling**

Yamaha Motor Canada (YMCA) knows the importance of advocating vigilance and awareness to keep snowmobiling an enjoyable and pleasant recreational winter sport.

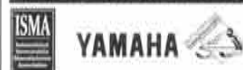
For the 1997-98 snowmobile season, YMCA invited clubs across Canada to participate in the Yamaha Safe Riders Campaign and Contest, in an effort to promote appropriate snowmobiling practices. In association with local snowmobile clubs, the campaign focuses on two ISMA (International Snowmobile Manufacturers Association) posters - 'Always Check Local Ice Conditions', and 'Don't Drink and Ride'. YMCA will be giving away a total of three 1999 VMAX 500 XT™ snowmobiles and one 1999 Venture 500™ to the most effective association and clubs during the campaign.

*From Edith Grondin of Y M C A , Canada*

**KNOW  
BEFORE YOU GO!**



Always Check Local Ice Conditions



YMCA is basing its Yamaha Safe Riders Campaign on ISMA's posters appealing for caution

## Yamaha Motor Del Peru S.A. launched

On November 21, Yamaha Motor Co., Ltd. (YMC) signed an official contract with its present Peruvian business partner Grupo Romero and YMC's motorcycle manufacturing and sales joint venture in Colombia, Incolmotos S.A. for the establishment of a new joint venture company in the Republic of Peru. The new company, to be named Yamaha Motor Del Peru S.A. (YMDP), will engage primarily in the sales of Yamaha motorcycles and Power Products and their after-sale service and parts sales in the Peruvian market, the fifth largest in

Latin America.

The new company was established in Lima in December 1997, and operations began in January '98 with an initial staff of 14 people. YMDP has been capitalized with YMC investing 51%, Grupo Romero 40% and Incolmotos 9%.

The partnership with Grupo Romero, with its broad ranging corporate resources, including the largest banking and insurance companies in Peru, will enable a major expansion in sales operations for Yamaha products in Peru. To improve sales capability, the new company will work to reconstruct the existing sales network, consisting of directly managed retail outlets and dealers.

Also, the company's plans call for the import of Yamaha brand motorcycles not only from Japan but from our production bases in other countries like Brazil, India and China.

(From left) Incolmotos President Mr. Sierra, YMC Managing Director Mr. Kimura and Grupo Romero Chairman Mr. Romero at the signing ceremony



A tape-cutting ceremony for Yamaha's commemorative 5,000th surface mouter

## 5,000th surface mouter lines off

On November 25 last year YMC celebrated the production of its 5,000th surface mouter. President Takehiko Hasegawa was on hand to cut the tape as the 5,000th unit came off the assembly line at the Soude Factory in Hamamatsu.

Yamaha's Intelligent Machinery (IM) Operations began manufacturing surface mouters, the robotic machines that mount electronic components on printed circuit boards, back in 1987. And, whereas it took roughly four years for production to reach the 1,000 mark, a sharp increase in demand for these machines in the manufacture of electronics such as personal computers and communications devices like cellular phones in recent years has enabled Yamaha to achieve the momentous 5,000 unit production mark just eight months after passing the 4,000 mark.

In his speech at the line-off ceremony, President Hasegawa said the next goal would be the 10,000 mark and he encouraged the IM Operations employees to strive to be nothing less than one of the industry leaders in this vital field.

## 6th Marketing Awards announced!

Last December, the judging committee for the Yamaha Marketing Awards announced the results of their deliberations on 29 final reports selected from 48 domestic and 12 overseas submissions received last year. In all, eight winners were chosen for the 6th Marketing Awards.

Two winners of the prize for the highest excellence were the Domestic Sales & Marketing Division of YMC's Power Product Operations for the marketing of the G17A, an electromagnetically guided 5-passenger golf car and Zhuzhou Nanfang Yamaha Motor Co., Ltd. in China for establishing an new sales network structure under the theme of "A Revolution in the Chinese Motorcycle Market."

The six excellence prize winners included the Product Planning Dept. of YMC's Domestic Sales & Marketing Div. for a TW200 motorcycle marketing strategy based on the Shibuya (Tokyo) lifestyle; the Yamaha Kansai Co., Ltd's Marine Sales Div. for demand building via promotion of the Katsuura Billfish Tournament; Yamaha Motor Canada for expanding sales through its Yamaha - Powerlease/Powerloan plan;

YMC's OMDO and EIM and El Motahideen Co., Ltd. in Egypt for the successful introduction of Yamaha police bikes; East Malaysia's Emas Marine (Sabah) Sdn. Bhd. for strengthening Yamaha outboard motor sales with total marine business expansion; and Yamaha Tokyo Co., Ltd. for establishing a mobile phone business.

At the end of last year, eight winners were chosen from among the 29 finalists



## REAS systems for Toyota

YMC's Automotive (AM) Operations proudly announced the start of supply of its original Relative Absorber System (REAS) units to Toyota Motor Corporation.

This revolutionary shock absorber system developed exclusively by YMC's AM Operations connects right and left shock absorbers with a third unit containing a special valve mechanism that gives the system excellent anti-roll function without sacrificing soft cushioning capability against road bumps.

The REAS units, presently manufactured at YMC's home factory in Iwata, are now featured on the front and rear suspensions of the latest editions of Toyota's premium sports models Supra RZ and SZ-R.

Already reviews in the motor press have given the REAS system high marks in road tests.



REAS mounted Toyota Supra RZ

# For a whale of an experience



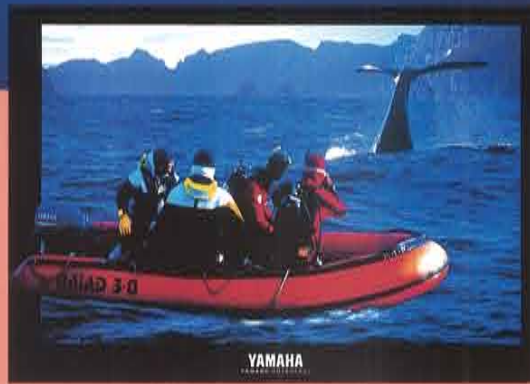
**D**own through the ages, people have been attracted by the vast, eternal and mysterious nature of the sea. Anyone who has experienced diving even once will tell you that there is a completely different world under the water, a quality of space like no other on earth.

The sea also offers us the rare and fascinating opportunity to get close to all kinds of marine species, including whales, the largest mammals on the earth. In a way, it can be said that the whale symbolizes the sea itself. They are magnificent, generous and divine in themselves.

The largest of all these great sea-inhabiting mammals is the blue whale which may reach 30m (100 ft) in length with an estimated weight in excess of 130 tons. Most whales are gregarious, traveling in schools, and among them are some that undertake the longest round-trip migrations of any species, ranging up to 22,000km (14,500 mi). In January, around Hawaii, many whale-watchers have witnessed the charming sight of baby humpback whales, swimming close to their mother's backs.

Although many people are fascinated by whales, not much is actually known about their lives and habits, including the reason for the magnificent jumps they make - called breaching - which leave a huge splash, or the "whale songs" they sing - which some believe to be related to courtship. There is still so much we don't know about whales and many reasons to continue to observe them closely.

Surrounded by the Tasman Sea and the Pacific Ocean, New Zealand is a paradise for whales and dolphins thanks to a well-



**An inflatable powered by Yamaha outboards takes whale watchers out on the sea for an unforgettable experience**

balanced food chain created by the area's ocean currents, which bring nutrients to the sea surface.

According to Whale Watch Kaikoura Ltd., one of the biggest whale-watch companies in New Zealand, there are over 79 species of whale and dolphin in the world today and 34 of these species have been sighted in the waters of New Zealand, with over half being found in the waters off Kaikoura.

The whales we have a chance to see in Kaikoura range from the magnificent sperm whale, which reaches a maximum length of 20 meters (65 ft) and migratory humpback whales (in June & July) to black and white killer whales, or orca, which come only in summer months.

In this whale watchers' paradise, Yamaha outboard motors are actively serving as a power source for boats which take tourists out on whale watching excursions four to six times a day depending on the season and weather conditions.

Mr. Marcus Solomon of Whale Watch Kaikoura Ltd. says, "We have been using Yamaha outboards since 1989 and have found them to be extremely reliable and able to withstand the rugged demands of the Kaikoura coastline."

## A berth among the best

Yamaha Rugby Club moves up to top league

In a playoff match held in Kyoto on November 29, the Yamaha Rugby Football Club made good on its opportunity as top finisher in the corporate Kansai B League to battle the last-place finisher in the Kansai A League, Mitsubishi Motors Corp., Kyoto, for the right to move up to compete in the top A League next season.

In the 15th season since its founding, the Yamaha club won its long-sought berth in the A League by trouncing Mitsubishi by a score of 47 to 0. This victory was especially sweet since Mitsubishi is the same team that had handed Yamaha a painful defeat in last year's advancement playoff.

Determined not to repeat last year's mistakes, the Yamaha 15 took advantage of a missed Mitsubishi high punt in the 18th minute of the game to begin a rush of four tries over the next 16 minutes. Keeping their concentration throughout the second half of the rain-drenched match, the Yamaha team realized its dream in a smashing shut-out victory.



Flawless play on offence and defense carried Yamaha to a seven-try shut-out

## True champions at last

Júbilo Iwata wins '97 J. League crown

The first two Saturdays of December brought Japanese soccer fans the long-awaited two-game championship playoff between the Kashima Antlers and Yamaha Football Club's team Júbilo Iwata, respective

winner of the first and second stages of the professional J. League, to determine the 1997 season champions.

The first game was a hard-fought thriller that saw Júbilo's popular striker since the team's days as the Yamaha company club, Masashi Nakayama, score a goal early in the first half and another in the second, only to have Kashima return two of their own to tie the game and send it into overtime, where Júbilo's Norihisa Shimizu won the game with a sudden-death goal. In game two Júbilo's defense continued to thwart the high-scoring Antlers, holding out to win the game on a gutsy Nakayama goal stolen on a back-pass to the goalie.

Steadily improving since its rise to the J. League in 1993, Júbilo Iwata finally came into championship form around the play-making of Brazilian national team captain Dunga. The team also contributed two players last year to the first Japanese national team ever to qualify for the World Cup.



Júbilo forward M. Nakayama also helped lead the Japanese national team through the World Cup qualifying tournament last November



With Dunga absent for Brazilian national team duties and others on the disabled list, the Júbilo victory was a hard-fought effort by the entire team