

# Yamaha News

**No. 2**  
BIMONTHLY

WING MIDSHIP

## Watercraft of the Decade



Yamaha WaveRunners have been named "Watercraft of the Year" five out of the last seven years in the USA.

What finer testament could there be to the marine technology Yamaha has built up over the past four decades.



REAR ENGINE



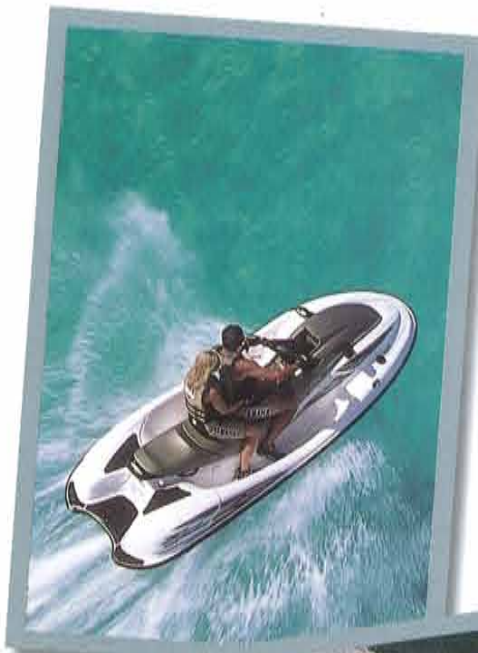


WaveRunner (MJ500T) was Yamaha's first Personal Water Craft, released in 1986 as a tandem model.

# “What’s important is to create something that creates

**O**n a planet that is covered two-thirds by water, Yamaha is constantly using the full spectrum of its core technologies to create an exciting marine world. The WaveRunner is one of these products that opened up an entirely new category of marine leisure sports 15 years ago and is still evolving into even more exciting and enjoyable forms.

Today, WaveRunners are used by people in over 130 countries around the world, and the secret of their success is our Yamaha engineers' passion for creating the kind of thrill and satisfaction that new demand and new markets are built on.



The concept was “Self-propelled Water Skiing”

The first Yamaha Personal Water Craft (PWC), the “WaveRunner” (MJ500T) released in November of 1986, was a new type of vehicle bringing together a quarter of a century of Yamaha experience and know-how in boat design with two of the company's base technologies, small engines and fiberglass reinforced plastics (FRP).

“At first, we had been developing jets as propulsion systems for commercial pleasure craft that could run in shallow waters and wouldn't damage coral reefs at places like resorts. Then, entering the '80s we started to use these jets in the development of a prototype of a craft that we envisioned as a water-going motorcycle,” says Mr. Tsutomu Hattori, Project Leader of Yamaha's Water Vehicle Operations Engineering Div. (Project Div.) Since water skiing was popular at the time among pleasure-use boaters, the development concept was self-propelled water skiing.

“Water skiing feels good.... leaning into a wide, banking turn, using the wake to jump. And it looks great, too. That is the kind of feeling we were after. Although the final result was considerably different, this is the

image we kept in mind through the trial and error of building the first prototypes and having them evaluated by people in the company,” recalls Mr. Hattori.

When the first presentations of the development results were made for Yamaha Motor U.S. (YMUS), it happened to be during a period in 1984, '85 when they were in need of an exciting new product to promote. What

they told Hattori and his team was that the prototype model they had built would be difficult for the average person to ride. They said they wanted his team to build a prototype that was more stable and could be ridden with a greater sense of security, and by two people, not just one! So, what had been a “water-going motorcycle” intended to be ridden by racing or sports enthusiasts was changed into a tandem model that offered greater stability and easy-going fun but still provided nimble and powerful running performance. The result was the release of the “Wave Runner.” The immediate popularity of this model, with its revolutionary styling, clearly defined concept and the reliability of Yamaha technology, brought a flood of close to 10,000 orders from the U.S. and 1,800 in Japan alone!

Designing without a “textbook”

The development team had succeeded in bringing Yamaha's first PWC to the market in an amazingly short development period of just one year from the time of the second YMUS presentation. But, it had been a feat that demanded tremendous efforts on the part of a limited staff. The fact that they were building something completely new brought with it a succession of unanticipated problems to be tackled and solved one at a time. Even for Mr. Hattori, who had worked consistently in boat design and hull structure for a wide range of commercial and utility boats and specialized fishing boats ever since joining Yamaha Motor in 1971, the PWC project brought a succession of completely new challenges he had never encountered before.

“In the structural aspects like hull strength and basic concepts, conventional boat design technology could be applied. But, performance was a completely different matter. In boat design we have all the reference materials we need for making calculations about things like hull stability. But with the PWC



The SUV1200, the 1999 Watercraft of the Year, opening up demand in an entirely new “adventure touring” category.

# o build excitement”

there was no “textbook” at all. Also, unlike a boat, the placement of piping and wiring within the limited hull space was extremely difficult. At that time there was no Computer Aided Design (CAD) either. We had to trace everything out by hand and build prototypes in order to test the viability of our ideas,” says Hattori.

What’s more, for the U.S. market there was a seemingly endless number of regulations that had to be met. This was because it was a completely new type of product for which existing boat regulations could not be applied. As a result, Mr. Hattori and his team had repeated dealings with the regulatory officials at the U.S. Coast Guard Headquarters. Safety tests had to be conducted for about 50 different items in areas such as ventilation, floatability and fire prevention/flamability. For each test, reports had to be drawn up and approved by the regulators.

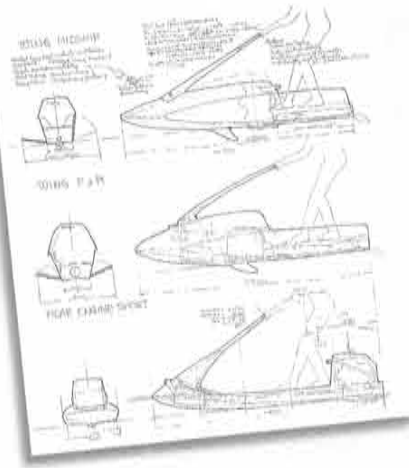
## Building a new market

Not long after Yamaha had won market recognition for its 2-passenger “Wave Runner” and the single passenger “Wave-Jammer” (MJ500S) that came out almost simultaneously, a new call came for a 3-passenger family model that could carry children as well. The answer Yamaha came back with became the biggest hit of all, the 3-seater “WaveRunner III” (MJ650TL) released in 1992. Next, in 1993, came the release of the “WaveBlaster” (MJ700TZ), a model designed around the image of the movements of an accomplished parallel-ski style snow skier. This model was the first Yamaha-built PWC to win *Watercraft World* magazine’s “U.S.A. Watercraft of the Year” award.

Mr. Hattori explains. “When you are building a new kind of product, market surveys aren’t much help. What’s important is to build something that creates excitement (Kando). It has to be something that you yourself can really enjoy. In other words, you have to create a product about which you can say with confidence, this should really excite people!” “Of course, that in itself is no easy task!” adds Hattori with a grin.

He goes on to say that, as he constantly tells his younger engineering staff members, actively seeking outside input is another

The drawing on the cover is one from the early stage of Yamaha’s PWC development.



important part of the job. That involves going around to dealerships and trade fairs and listening for opinions coming from the customers themselves. If you listen to a thousand comments there is always going to be one that hits the nail directly on the head. And, being able to take that hint when you get it is the key. For Mr. Hattori, actually getting out on the water with the prototypes and new models is another thing he makes sure to do, because his sensitivity is sure to be different from that of the younger engineers.

“The key word for us is comfort; it has to feel good. For example, if the hull is one that gets tossed around by every wave, that doesn’t feel good. Customers won’t buy your product just because it has speed and can take corners. It has to have sensual performance, performance that appeals to the sensibilities of the rider. And I believe that is what makes Yamaha PWCs so exceptional,” he concludes.

Also, all Yamaha PWCs have the original and exclusive “Spout” that shoots a stream of water up from the stern of the PWC to make them visible to other craft on the water. This is another example of Yamaha’s originality.

## The “Designer’s mind” and PWCs of the Future

In 1999, Yamaha introduced yet another revolutionary product, the big 4-passenger cruising model “SUV1200” (MJ-SUV1200), and once again it was greeted with the 1999 “Watercraft of the Year” award. This model arose from the desire to build the largest model possible under the PWC regulations. The process of building the largest-ever PWC began with drawing up a concept of what it could be like. After putting together an image of a model that could provide fun for an entire family of four and be enjoyable for older people as well as the young, while at the same time giving an impression of lightness and sprightliness despite its size, Yamaha proposed an entirely new category of PWC we call “Adventure Touring.”

At the same time, this “SUV1200” and several other models introduced in ’99 were given the new “Yamaha Sound Suppression System” (Y.S.S.S.) to reduce engine noise by means of an exhaust resonance box in the

exhaust system and the revolutionary “Yamaha Platinum Plus Clean Air System (Y.P.P.S.) to reduce levels of nitrogen oxides and hydrocarbons in the emissions. These important additions are further proof of Yamaha’s corporate commitment to harmonious coexistence with the “water world” through environment-friendly products that are cleaner and quieter without sacrificing power and performance.

Looking to the future, Mr. Hattori believes that PWCs may evolve into something quite different from what we see today.

“When I ask myself why PWCs have been such a successful product on the market, the answer that I come up with is their great convenience in all aspects. When you feel like going out on the water for a ride, they take you there with care-free ease, and after the ride you will always have the satisfaction of saying, “That was exciting!” They also provide an easy means of family communication and give you a good workout in the process.

This is why I want to continue to build on the skills of our development team so that we are always able to come up with new products that say to the customers, How is this for convenience and excitement?”

Let’s look forward to the next answers to this unbeatable formula coming from the Yamaha PWC development teams.

Mr. Tsutomu Hattori, Project Leader of Water Vehicle Operations Engineering Division (Project Division), talks about the development and the future of PWCs.



# Selling Our Customers on Quality

■ Moller Yamaha Limited ■ Auckland, New Zealand ■ Founded: 1975 ■ Employee: 24

Moller Yamaha Limited, the distributor of Yamaha land and marine products in New Zealand, traces its origins of back to the 1930s, when Mr. Henrik Moller established a small service station in the provincial town of New Plymouth. His business steadily grew over the next three decades as he expanded into the importing and retailing of motor vehicles. Henrik Moller had a lifelong passion for motorcycles, having held the World Grass Track record for the flying mile and raced at such famous international venues as the Isle of Man Circuit in the U.K. In the 1960s, his company's belief in the future of the Japanese automotive industry had led to the start of CKD import of Japanese cars. Seeking further expansion, Moller representatives visited Yamaha Motor Co., Ltd (YMC) in the early 1970s, and in 1975 YMC and the Moller Group formed the joint venture company Moller Yamaha Limited (MYL) to import Yamaha motorcycles to New Zealand, with Mr. Russell Moller as Managing Director. In 1982, the Moller Group, which at the time was the importer and distributor of another maker's outboard motors, decided that the future lay with Yamaha in the marine mar-

ket, too. The franchise with that maker was relinquished and MYL began importing Yamaha outboards, with the Yamaha Water Vehicle and stern drive franchises to follow later in the '80s.

Today, MYL is based in Auckland, New Zealand's largest city, and employs a staff of 24. The company is organised into four divisions; marine, motorcycle, parts and power products, and administration.

New Zealand is a country with a population of just 3.7 million people. Serving this widely spread population in the smaller provincial towns as well as the major cities, we have a nationwide network of 40 outboard and 42 motorcycle dealers, as well as a smaller number of dealerships handling water vehicles, stern drives and power products.

## ATVs drive a deregulated market

Until the mid 1980s, the New Zealand motor vehicle market was highly regulated, with import licensing and import duties artificially restricting the flow of products into the country. The progressive removal of these restrictions had a major and unexpected effect on the road bike market, opening the door for literally hundreds of thousands of used car



From left to right, Mr. Russell Moller (Chairman), Mr. Peter Moller (Managing Director), and senior staff members

imports. The resulting depreciation on used cars made them so cheap that motorcycles were no longer the preferred option for economical transport for many.

Being a country dependent on agriculture, the New Zealand market is dominated by ATVs, which account for nearly 50% of all sales in the motorcycle/ATV category, and two-wheeled farm bikes account for another 10%. ATVs have revolutionised farming in New Zealand, in many cases replacing the traditional tractor and four wheel drive utility truck.

The Big Bear 4 x 4 has been the mainstay of the Yamaha ATV range ever since it was launched, forging a reputation among farmers as the ATV to buy if they require a tough, hardworking machine. The dramatic debut of the Ultramatic Kodiak saw it quickly become the top seller in the Yamaha ATV range, as farmers came to appreciate the flexibility and ease of operation of an automatic ATV.

## The sporting proposition, sure results

At Moller Yamaha Limited we have been very active in the competition scene, supporting a number of New Zealand's top motocross, road racing and enduro riders under our Team Yamalube banner. In 1999, Team Yamalube riders won the 125cc,



A victorious Team New Zealand and Yamaha powered support craft



Typical south Island high country riding conditions



Moller Yamaha staff members, Mr. Phil Winter, Ms. Shelley Hickman and Mr. Graeme Willcox on a recent Yamaha sponsored Adventure Ride

250cc and Open classes at the New Zealand Motocross Championships and this year they repeated the achievement, something no motocross team has ever done before.

As part of an ongoing MYL marketing programme, every purchaser of a motocross or enduro bike receives a complimentary package of Yamalube oil and bike care products. Not only is this very much appreciated by customers but it ensures that the bikes receive the proper lubricants from day one, and starts the customer on what should be a long relationship with Yamaha and Yamalube.

The introduction of the YZF-R1 and YZF-R6 presented MYL with a golden opportunity to re-enter the racing scene with ultra-competitive machines. A Yamaha dealer and one of New Zealand's top riders, Tony Rees, dominated the 1999 New Zealand Road Race Championships, campaigning a YZF-R1 in the Open Sports Production class and a YZF-R6 in the 600cc Sports Production to twin championship titles for Yamaha.

While any involvement in motorsport is not cheap in financial terms, it should always be remembered that motorcyclists are enthusiasts. The old saying "What wins on Sunday sells on Monday" can certainly be applied to motorcycles. Yamaha outsold all of the opposition to become the top selling motocross brand in 1999.

## Taking satisfaction to the customers

The wide open spaces and the beautiful variety of terrain in New Zealand make it ideally suited for adventure riding. At MYL we organise an Adventure Rides programme where up to several hundred riders can follow a predetermined route on either sealed roads or challenging off road tracks through forests and farm land, as well as on beaches and unsealed roads.

For 2000, MYL has sponsored a special series of Millennium Adventure Rides, in which staff members participate on the latest models from Yamaha. Experience has shown that the relaxed and informal nature of these rides, together with the opportunity for other riders to test the latest Yamaha models in their intended environment, is a very effective promotional method.

Every three months MYL reaches out to our customers through our publication Yamaha World, which features new model information, competition results and general interest stories. Also included is a section entitled "Yamaha People" which profiles Yamaha owners with interesting stories about their relationship with the Yamaha brand. Yamaha World is distributed through the dealer network, and taking advantage of the very high percentage of personal computer ownership in New Zealand, every edition can also be viewed on the MYL website, <http://www.yamahanz.co.nz>

## Leading a water-loving market

New Zealand is located in the South Pacific between latitudes 34°S and 47°S. Its two main islands cover a total land area of 268,670 sq km, much of which is mountainous, and have a coastline of 15,134 km. Most New Zealanders live less than an hour from the coast, which is why watersports like

fishing, cruising and sailing have always been popular for a large percentage of the population. In such a market, annual outboard demand is around 10,000 units, with the average horsepower around 56.

Yamaha is the leading brand in New Zealand, appreciated for its refined and reliable technology. New Zealanders are traditionally very environmentally conscious and so it is not surprising that Yamaha four-stroke models are rapidly gaining in popularity along with the HPDI two-stroke models. Overall, the most popular models are the V6, V4 90 horsepower and the F100 and F115 4-strokes, along with smaller 8 and 2 hp 2-strokes and the F4.

One of Moller Yamaha's most successful outboard promotions recently was setting a Guinness World Record in 1999 with the Yamaha F4 for the distance an outboard can travel on 1 imperial gallon of petrol: 108.262 km! (67.27 miles).

The recent America's Cup races held off Auckland, New Zealand also proved an excellent showcase for Yamaha outboards. A total of 130 Yamaha outboards were used in the Louis Vuitton Challenger Series and the America's Cup Defender Series, making it virtually a single-brand event. The fifty-two units of 150 hp Yamahas used on patrol and umpire boats had their keys turned on over 2000 times during the series without one breakdown! This was yet another testament to Yamaha reliability and drew praise from both local and international personnel.

## Building our future on quality

In New Zealand we have always positioned Yamaha as a premium quality brand. While other brands may be intent on increasing market share by discounting, MYL has preferred to promote added value, which is far more positive in terms of brand image and resale values.

Our goals for the immediate future are to maintain our leadership in the marine market, and to translate our sales success in the competition arena into the all-important ATV market.

*From Peter Moller of MYL,  
New Zealand*



Yamaha powered Water Taxi at the America's Cup venue

# WORLD TOPICS

## GENERAL

### AUSTRALIA

## Top-10 Dealer Meeting

Over the two days of Feb. 12 and 13, the top ten Yamaha motorcycle dealers, the top ten outboard motor dealers and the top three Water Vehicle dealers gathered along with staff from Yamaha Motor Australia (YMA) at the Hayman Island Resort on the Great Barrier Reef coast of Queensland for a meeting to express gratitude for sales achievements during the 1999 season.

Active sales promotions in recent years have resulted in significant sales growth, to the extent that Yamaha motorcycles have approached market leadership, while in the outboard motor and Water Vehicle markets Yamaha continues to hold the top share. Viewed on the world scale as well, Australia has become the 4th largest market for ATVs and the 3rd largest for outboards and WVs among all countries where these Yamaha products are sold. All the dealers gathered at the meeting expressed their determination to keep sales growing.

*From Eiji Tada & Toru Kato of YMA, Australia*



People are full of confidence in making Yamaha the number one brand in the market!

## JAPAN

## Towards Streamlining Accounting

From November 1999 to January 2000, Accounting Managers in the Yamaha Group gathered from five regions around the world for a series of conferences to discuss streamlining Yamaha accounting procedures. Participants from Europe, Japan, Asia, North America and South America numbered approximately 2,000.

Issues covered in the conferences included internationalising Japan's accounting standards and introducing new management systems. The main theme was covered by a report on consolidating Yamaha Group management systems.

The conferences will continue next year. The aim is to provide a support role for the Group's management, provide proposals to Management and realize a corporate function that gets things moving.

*From Fumitsugu Kajiwara of YMMS, Japan*



South American attendees of the conference held in Brazil to discuss streamlining management systems within the Yamaha Group.

## MOTORCYCLES

### FRANCE

## French love our scooters!

Readers of French specialised magazines are behind Yamaha scooters all the way. And the readers of Scoot Look have elected Booster "Scooter of the Century" and the MBK Stunt "50cc of the Year".

This follows the excellent results from Scoot'n Scoot, which has been running



The MBK scooter Stunt is proving to be a real star in France.

its readers' contest for six years. They voted Stunt to be best scooter of the year, and put the Yamaha Aerox Max Biaggi in 2nd place, and the MBK Nitro F1 in 3rd place. For the 2000 contest, 11,000 readers responded, of which a hefty 41% voted for Stunt! Altogether, Yamaha and MBK received 68% of the votes, leaving competitors far behind. In fact, Yamaha and MBK accounted for five of the top six places, missing out on 4th place.

The good news continues. In an article on January 4, 2000 in the French newspaper Le Monde, which has a daily circulation of 300,000, Stunt and the Yamaha Slider were portrayed perfectly in terms of concept, design, technical assets and customization potential. There was not a single criticism.

*From MBK, France*

### U.S.A.

## WR400F Even Better

The press introduction for the new and improved Yamaha 2000 WR400F in Costa Rica in the week beginning January 10 was an all-round success thanks to the hard work by the bikes, the tour company, and all the Yamaha staff.

Journalists were treated to a Costa Rican tour on the 2000 WR400F over varying terrain including sand, clay, mud and dry roads, and varying altitudes from sea level to 7000 feet. Even through water crossings the machine performed to perfection with its suspension, power, new ergonomics and easy starting.

The tour was well executed, and Yamaha ensured that safety was of the utmost importance on the tour, with comprehensive insurance, an ambulance to tail

the tour on highways, radios for emergencies, and a box van with WR400F extra parts, gas, oils and cleaners. Fortunately, no emergency measures were required.

A number of US journalists attended the debut, and their praise was high for the versatility and dependability of Yamaha's off-road leader. The 2000 WR400F is a vastly improved motorcycle, and retains additional features including headlight, taillight, odometer, kickstand, Excel Rims, and a 3.2 gallon(12 liter) fuel tank.

*From Terry Beal of YMUS, U.S.A.*



US journalists kicked off the year 2000 with an unforgettable tour of Costa Rica on the greatly improved 2000 WR400F.

## MAURITANIA

### Order for New DT125P Police Bikes

The Yamaha motorcycle distributor for Mauritania, COMEQUIP, recently supplied 27 units of the new DT125P police bike to Mauritania's Ministry of Interior.

The DT125P is one of three new police



Mauritanian policemen with the newly delivered DT125P police bikes.

bike models developed by Yamaha's Overseas Market Development Operations (OMDO) from the offroad models DT127/175 and XT350 as part of its ongoing efforts to develop products to fit the needs of specific localities.

This recent order for 27 units of the DT125P came in recognition of its advantages of a reasonable price and the fact that its base is an offroad model

well suited to local conditions of use. Another factor contributing to the order was the reputation for quality and durability won by several Yamaha TW200s that had been donated three years earlier by the French government.

The new DT125Ps will be used for patrol duties in the nation's capital city, Nouakchott.

*From Mari Ijima of YMC, Japan*

## MOZAMBIQUE

### Outboards for flood relief

From February into March of the new year, the highest concentration of rainfall ever recorded in southern Africa brought devastating flooding to the country of Mozambique. By the time the waters began to recede some 800,000 people had lost their homes and at least 350 people were dead or missing.

Relief organizations from Europe and other parts of the world rushed in teams by airplane and helicopter to the stricken areas. Among those responding to the call for aid was Yamaha Motor Netherlands B.V.(YMNL), which answered a request from the Dutch government by immediately rushing 50 sets of Yamaha outboard motors and YAM inflatable boats by air to Mozambique.

The outboards included 30 units of 30 PS models and ten units each of 15 PS and 9.9 PS. The 50 units of 410 and 430 YAM inflatables are 8 and 9-passenger models. News of this aid package was broadcast on local Dutch television.

*From Toru Ohsugi of YMNL, Netherlands*



A total of 50 sets of Yamaha outboard motors and YAM inflatable boats were delivered to Mozambique by air.

## VENEZUELA

### Aid for Torrential Rains

In an effort to aid the stricken areas of Venezuela which were affected by torrential rains last December, Yamaha has donated bikes and other products. Through Yamaha importer Venemotos, Yamaha provided 10 bikes, 27 generators and three outboard motors to the state government of Miranda between December 23 and February 3.

Up to 200,000 people were made homeless, and as many as 30,000 people lost their lives in the disaster in Venezuela. We hope that life can be returned to normal as soon as possible for those still suffering in the area.

*From Hidefumi Kawai of YMC, Japan*



Container yard of the stricken port of La Gaira, Venezuela

# WORLD TOPICS

## AFRICA

### Yamaha Riding Schools Across Africa

Over the past three years, OMDO has organized Yamaha Riding Schools (YRS) in 17 African countries for participants totaling more than 1,000 people. As one of the most fundamental means of promoting Customer and Community Satisfaction (CCS), these schools have included advanced riding courses for police and safe-riding instruction for people like NGO staff, national agricultural instructors and health-welfare workers performing vital roles across the African continent. In Africa, where the number of private motorcycle users is limited, supplying vital means of transportation for people who work for organizations like the UN or government agencies in fields like agriculture and public health is one of OMDO's important jobs. And, to help guarantee the satisfaction of these large-account customers OMDO has devoted itself to an ongoing program of YRS activities, like the schools that were held just this February in Senegal, Mali, Benin and Tunisia for users including police and customs officials. Besides riding technique, the participants also learned about points for regular inspec-



YRS is a great program for both customer satisfaction and after-sale service.

tion to ensure full product life. The importance of keeping spare parts and proper maintenance were also stressed. In a market where after-service is not customarily a part of motorcycle sales, large-account users like these appreciate Yamaha's thorough after-sale follow-up. Now in its 4th year, YRS is rapidly establishing itself as an added-value program that sets Yamaha apart from the rest.

*From Mari Ijima of YMC, Japan*

## INDIA

### 2.5 million visitors for Auto Expo 2000!



EYML's hopes are high for the new 4-stroke models as well as 2-stroke models.

As motorcycle use continues to grow in India, total annual demand is pushing the 5-million mark. This dynamic growth was reflected in the turnout of some 2.5 million visitors for Auto Expo 2000, the 5th edition of the annual automotive industry show in New Delhi. Escorts Yamaha Motor Ltd. (EYML), the manufacturer and distributor of Yamaha motorcycles in India, was among the nine motorcycle and 11 automobile manufacturers that mounted booths in the show.

With new emissions regulations going into effect in April of this year, EYML and most of the other makers from countries like Korea centered their displays around new low-emission models. Big attention-getters in the Escorts Yamaha booth were the YBX, the first Yamaha 4-stroke for the Indian market, and the YD125, scheduled for release with a new exterior look in April, 2000. The regulation-compliant 2-stroke model RX135 also drew lots of attention from sports-minded users for its performance and new 5-speed transmission. The RX135 model that won Indi-

a's rally championship last year was displayed to accentuate the success of Yamaha's race activities.

EYML hopes to see this expanded line-up establish Yamaha as a 4-stroke brand as well as a 2-stroke leader in the booming Indian motorcycle market.

*From Tatsushi Kasai of YMC, Japan*

## MARINE

## U.S.A.

### Best Engine Display at Miami Boat Show

Over the six days from Feb. 17 to 22, the Miami Beach Convention Center was the venue for the 59th Miami International Boat Show & Strictly Sail. Traditionally one of the biggest boat shows in North America, an especially large number of visitors turned out this year perhaps as a reflection of the continuing strong economy, including many from the Latin American countries.

Amid the wide range of boats on display, from small runabouts to yachts of up to 80 ft. in length, more than one third of the outboard-mounted boats on display featured Yamaha outboards. As in years past, this fact created a clear impression of Yamaha as the dominant brand in the show. Visitor attention focused particularly on Yamaha's new HPDI-equipped 2-strokes and the expanded 4-stroke line.

In addition to the numerous awards already won by Yamaha's new products, the Yamaha booth also won the show's "Best Engine Display Award."

*From Todd Nozaki of YMUS, U.S.A.*

The beautifully displayed Yamaha Booth (below) and President of Yamaha Marine Group Phil Dyskow accepting the Award.





## CANADA

## Snowmobile Dealers Meeting Held



A speech by YMC General Manager Nagayasu stressing Yamaha's commitment to introducing new products that really please the customers was met with high expectations from the dealers

Amid continued strong sales in the snowmobile market this season, Yamaha Motor Canada (YMCA) is holding successful dealer meetings in the various regions of the country. On March 5, some 120 representatives from 60 dealerships in French-speaking Quebec Province's Maritime area gathered at Manoire Richelien for a meeting. And Mr. Nagayasu, General Manager of YMC, Mr. K. Yoshida, Director of RV Operations, and Mr. T. Yasuda, Vice President of Yamaha's North American Snowmobile Headquarters, Minnesota, U.S.A attended the meeting as guests. In addition to the introductions of the new 2001 season models, the dealers also heard presentations on Yamaha's marketing policies.

Further heightening the relevance of the meeting was a special seminar on dealership management by a guest management consultant.

*From Dave Yamagiwa of YMCA, Canada*

## U.S.A.

## Daytona "Weekend of Champions"

The Daytona Bike Week held the 2nd week of March at the Daytona International Speedway in Daytona Beach, Florida, annually attracts more than 500,000 motorcyclists for a week of riding and racing in every category from road and motocross to dirt track and off-road.

All the major motorcycle manufactures displayed their latest models for the fans, but it is Yamaha's class-leading lineup that is the main attraction for bike enthusiasts. Also, like last year, Yamaha stole the show with its three-day "Weekend of Champions" autograph signing with road racing stars Wayne Rainey, Kenny Roberts, Randy

Mamola, Don Emde, Thomas Stevens, Rich Oliver, Jamie James, Eddie Lawson and motocross racers Bob Hannah, Ernesto Fonseca, Mike Bell, Broc Glover, Doug Henry and Jeremy McGrath. The fans also got to meet Team Yamaha's road racing star Tommy Hayden and factory Motocross pilot David Vuillemin.

Prior to the start of the Daytona 200, the Yamaha champions did a parade lap around the famed Daytona banks and Randy Mamola and Eddie Lawson had the crowd on their feet as the rode Yamaha R1 and R6 out the back of a truck and raced around the track.

*From Terry Beal of YMUS, U.S.A.*



The Weekend of Champions brought out numerous legends to sign autographs for fans.

We are always looking for interesting stories.

Write to Chief Editor T. Sato of the PR Division.

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## U.S.A.

## Bright End to Hard Luck season

Team Yamaha USA's snocross racing program ended on a high note at the season final of the WSA 2000 Snocross Worldwide championship held at Lake Geneva, Wisconsin, on March 11 and 12. In the final of the Pro Open Class, Yamaha rider David Brown came back from a crash that left him in last place in the early running to blast the fastest lap of the race as he passed one machine after another, thrilling the crowd on his way to a 6th-place finish.

In the Semi Pro Open Class, U.S. fans got their first look at the newly crowned champ of the Japan Snowmobile Championships, Yuji Nakazawa, who won praises for his first performance on the U.S. circuit.

Meanwhile, at the season awards banquet following the competition, Team Yamaha ace Nathan Titus, who had to sit out the season due to a knee injury sustained in the first round, got the Hard Luck Award signifying everyone's expectations for next year.

*From Takashi Imamura of YMC, Japan*

Many fans gathered to meet the Japanese champ Nakazawa (right), and expectations are high for Yamaha ace Titus for next season.



## Japan's best-selling bike now a TV star

The Yamaha TW200 debuted in 1987 as a new-concept "Adventure Trail" bike. Since 1996, however, its impressive extra-fat tires accentuated by slim body lines has caught the imagination of particularly younger users, resulting in a sudden growth in sales.

In 1999, the TW200 sold a 125 to 249cc class record of almost 10,000 units, out of a total of 35,000 units sold in the 13 years since its release, 78% of which have been sold in the last four years.

Especially since 1996, a trend towards creative customizing of this model by owners has become the fashion, a factor that has contributed significantly to the sharp rise in demand. Additional factors like its easy-handling performance, individuality and afford-

able price have made the TW200 appealing to a wide spectrum of customers and helped boost it into the ranks of long-selling models. The fact that this model is popularly known by the abbreviated nickname "Tee-dub" among hip young motorcycle fans who make it a central part of their fashion statement, has even led some to refer to this particular group of fashionable young people as "Tee-dubbers."

As of this January, the TW started in a popular weekly television drama series (peak viewer rating 41.3%), where it makes frequent appearances in a customized blue finish as the beloved bike of the drama's main character played by Japan's

The TW 200, known also by the nickname "Tee-dub," has become the part of the fashion statement of many young people.



most popular young actor, Takuya Kimura. The choice of the TW200 as that bike of a trend leader like Kimura is surely bodes well for the continuing popularity of this model.

## "JW-II" Wins Health-care Industry Award

Since 1996, Yamaha's "JW-II" has been sold as the world's first wheelchair power unit that employs the electric power-assist technology developed for the Yamaha PAS electro-hybrid bicycles. These units have won high acclaim both at home and abroad and are now available not only in Japan but also on OEM products from three European wheelchair makers.

Now, this JW-II unit has been awarded the 1st Prize of the "7th Mellow Grand Prix" in the life and environment equipment category of the products and services field.

The Mellow Grand Prix, now in its seventh holding, is a prize established in 1991 by the Mellow Society Forum to recognize products that aid the participation of the elderly in society, under the concepts of the "Mellow Society" program of Japan's Ministry of International Trade and Industry's (MITI) aimed at creating a more receptive society where the elderly can live healthy and active lives.

The award ceremony was held on February 23 and an exhibition of examples of the awarded products was also held in conjunction with the symposium in Tokyo on February 25.



Mr. Sugano and Mr. Kanno of the New Business Development Div. received the award at the ceremony (left) and the JW-II C.

## 4,000 Production Mark for Yamaha Pools!

On Feb. 15, 2000, Yamaha Motor Co., Ltd. (YMC) shipped its 4,000th "School Pool," the swimming pools used by schools and sports facilities in Japan. This record comes in the 26th year since YMC began shipments of its early "Family Pools," the first all-FRP swimming pools manufactured in Japan. It was in 1992, after 18 years of Yamaha School Pool operations, that the 2,000th pool was shipped. Now the 4,000 production mark comes just eight years later.

Of the total domestic market for "school series" pools for schools and other sports facilities that runs in the range of about 700 pools annually, YMC now supplies about 250 pools a year. We also build "Water Amusement Series" pools for water parks and our "Amenity Series" pools for hotels, resorts, sports clubs and the like. A total of some 20,000 Yamaha pools have been supplied over the years in all these categories combined.

In 2001, Yamaha's unique FRP pool technology will be put to use for the first time in a world championship competition when we supply the specialized 50-meter main pool for the "9th World Swimming Championships Fukuoka 2001." What better proof of the reputation for excellence and reliability that Yamaha FRP pool technology has earned over the years.



The memorable record was celebrated at a ceremony with the factory staff.

## Strengthening ties with Toyota

On March 6, 2000, Yamaha Motor Co., Ltd. President Takehiko Hasegawa and Toyota Motor Corporation President Fujio Cho announced an agreement to strengthen the business tie-ups between the two companies in the three areas of manufacture and development of engines, motor sports business and marine business.

The cooperative business ventures of Yamaha Motor and Toyota go back a long way to the mid-1960s when Yamaha played a lead role in the development and manufacture of Toyota's first full-fledged grand touring car, the "Toyota 2000GT" released in 1967. Powered by a 1988 cc DOHC 150 hp engine jointly developed by Yamaha and Toyota, that model boasted a top speed of 220 km/h.

Since then, The two companies have cooperated closely in a number of business areas, including among others the development, manufacture and supply of a succession of high-performance engines by Yamaha Motor for Toyota automobiles.

The newly announced agreement arises from the desire of both companies to increase cooperation in business tie-ups, while at the same time maintaining the independence of each company's operations. As part of these efforts, a thorough re-examination of the specific contents of each business tie-up in the various areas will be conducted.

The agreement also includes cooperation on invest-

ment between the Yamaha Motor, Toyota and Yamaha Corporation. Under the terms of agreement, Toyota will acquire 12.5 million shares, or 5%, of the total outstanding shares of Yamaha Motor stock from Yamaha Corp., making Toyota the second largest shareholder in Yamaha Motor. Conversely, Yamaha Corp. and Yamaha Motor will each acquire 500,000 shares of Toyota stock from the market, thus giving the Yamaha group total holdings of one million shares of Toyota stock.



From left, Yamaha Corp. President Kazukiyo Ishimura, YMC President Hasegawa, and Toyota Motor Corp. President Cho.



YMC President Hasegawa answers questions from the press gathered for the announcement.

In Japan, Yamaha Motor Co., Ltd. (YMC) mounted a grand booth that was the largest of any maker at the Tokyo International Boat Show, held from Feb. 10 to 13 at the Tokyo Big Sight exhibition center. This year's show attracted over 140,000 visitors over the four days, indicative of the strong basic interest in marine leisure.

The Yamaha booth, staged under the



## Yamaha big presence at Tokyo Boat Show

theme "Life with the Sea' Yamaha - Navigator to Your Heart," displayed both hardware, including 16 motorboats, four sailboats, two jet boats, seven marine jets and 19 outboard motors, and an information corner introducing the software side of Yamaha's comprehensive marine activities, such as its boat licensing program, the Yamaha SRV Rental Club and a range of other school and event programs.

Among the highlight exhibits were new models like the fully outfitted family cruisers "24 Siesta" and "CR-28FB" with their focus on family leisure. Visitor attention also focused on the new environment-friendly Z series 2-stroke outboards with HPDI that achieve 4-stroke level emissions and fuel economy. And, Yamaha's



YMC had the largest number of boats on display of any maker in the show.

environmental activities were introduced by means of panels and videos, a feature not seen in other makers' booths

# Twin Wins for Yamaha in World GP Opener!

Road Racing World Championships



Garry McCoy and Carlos Checa finished first and second in the South African Grand Prix.

The 2000 season of the FIM Road Race World Grand Prix started off with two stunning victories for Yamaha riders in the 500cc and 250cc classes. On Mar. 19, the opening round of the 16-race series, the Gauloises Africa's Grand Prix, was run at the Phakisa Freeway circuit in Welkom, South Africa. In the premier 500cc class, Red Bull Yamaha WCM rider Garry McCoy surprised many with his victory, racing valiantly to hold off a determined challenge by Marlboro Yamaha Team's Carlos Checa, who finished an impressive second.

The 250cc race was less of a surprise as Shinya Nakano of the Chesterfield Yamaha Tech 3 team got away to a perfect start and



never looked back. Nakano was 2nd at Welkom last season as a rookie and this time he led from start to finish with a four-second gap for most of the race. Close behind, his teammate Olivier Jacque finished the race a strong fourth.

Unlike last season, Australian Garry McCoy said he had plenty of time to test his Yamaha YZR500 in the off-season, and the results were evident as he ran brilliantly from behind to grab the win. "I'm really confident with the bike especially now that I have it set-up the way I like it," said McCoy after the race.

McCoy's Red Bull teammate, Frenchman Regis Laconi, seemed fully recovered from a pre-season injury as he rode confidently to finish 9th.

Marlboro Yamaha Team's Carlos Checa was also in great form, battling for the win throughout and finally finishing second. After the race he commented that, "Second is good but we had some problems here, so we can do one better in Malaysia (round two)."

Checa's teammate Max Biaggi was struggling with a painful groin injury sustained three weeks earlier. He qualified tenth but eventually dropped out of the final.

Also, Norick Abe of the Antena 3 Yamaha Team D'antin finished seventh.



Shinya Nakano ran a perfect race and finished first.

# Rookie Bervoets Looks Like a Contender

Motocross World Championships

In the opening round of the Motocross 500 World Championship series held on Mar. 19 in Broadford, Australia, first-year rookie Marnicq Bervoets showed himself to be a serious contender for this season's title by finishing second overall. Meanwhile, Bervoets' Yamaha Motocross Team partner, 1999 champ Andrea Bartolini, managed to finish 4th overall despite being seriously hampered by a tendon injury in his right wrist.

In heat one Bervoets fought back brilliantly from a poor start in spite of the slippery track to finish in 2nd place. In heat two he

was in position to take on the leaders when his goggles filled up with mud and he had to remove them and keep his distance from the two lead machines. Still he managed his second podium finish of the day.

Bartolini took the hole shot and was in front in heat two when he hit a fallen backmarker and lost the lead.

Meanwhile, in the opening round of the Motocross 250 World Championship series held on the same day in Talavera, Spain, Yves Demaria of the Free Time Yamaha Racing Team came away with the runner-up position in the second heat.



Yves Demaria of the Free Time Yamaha Racing Team got second place in the second heat of the first round of the Motocross 250 World Championship.