

YAMAHA MOTOR CO., LTD.

Yamaha News

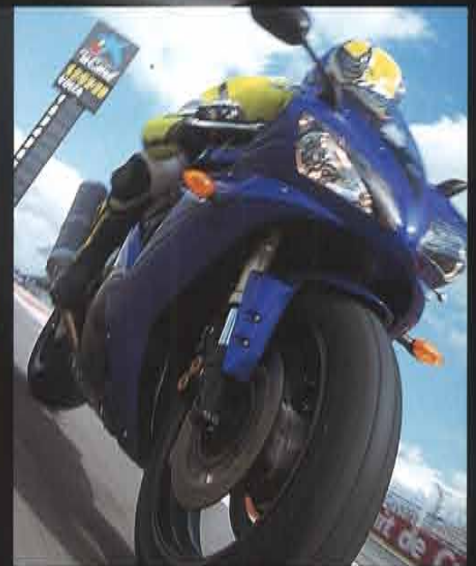
MAY 1, 2002 ENGLISH

No.2

BIMONTHLY

The Boss Is Back

Yamaha has rebuilt the YZF-R1 with fuel injection,
a new chassis and one simple aim:
To put the rider in complete control



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YZF-R1

This is what The smiles said it all at the press test - Over a hundred journalists from around the world

Abracing mid-February wind blew across the paddock of the Catalonia Circuit as crews worked unloading motorcycles and tires. It was the kind of scene that has been seen countless times in race weeks of the past, but with one difference. The couple dozen bikes being unloaded were pure stock models of the 2002 Yamaha YZF-R1, and the tires brought in by the Dunlop technical crew were special new-model Dunlop D208 production tires, 100 front and 150 rear. Today began the long-awaited international press test-rides for Yamaha's reborn

supersport flagship. In a few hours the first of six groups of motorcycle journalists would begin the second day of their three-day, two-night introduction to the second-generation R1. The first day had been dedicated to technical explanations, while today would be for circuit runs and tomorrow riding on winding roads along the nearby coast. Excitement was in the air as the journalists gathered on the paddock.

The new YZF-R1 takes on tough course

In 1992, this same Catalonia Circuit on the outskirts of Spain's second largest city,

Barcelona, was the starting point for the Olympic cycling events. The circuit opened in 1991 and has since been the site of annual World GP motorcycle racing, where GP500 machines hit top speeds of over 300 km/h. The circuit itself is a "double apex" type with two long straights connected by numerous curves. Among GP circuits it classifies as a long, high-speed course, but it is also characterized by the tight, low-speed turns that come in succession at the end of the high-speed straights, flat or negative-bank curves and bumpy road surface in places that make it techni-

Over a hundred journalists from around the world participated in the press tests



* Suction piston fuel injection system = This technology, adopted by Yamaha for the first time ever on a motorcycle, is essentially a fuel injection system with the exception of the fact that it uses the same type of suction piston used with a carburetor system to control the amount of air sucked into the combustion chamber. The result is high power output and lower emissions along with the natural operating feeling of a carburetor. In short, it is a system that combines the digital precision of FI with the analog quality of a carburetor.

I call fun! ride event for the new YZF-R1 in Catalonia experience the unity of rider and machine

cally demanding for the rider. Also, factors like the region's changeable weather and big fluctuations in track surface temperature, make machine set-up a real challenge for race teams here. This is the kind of tough course the new YZF-R1 would be tested on.

Aggressive riding brings out excitement of YZF-R1

By 10:00 a.m. on this day, February 18, the R1s began rolling out onto the track, and a new page was about to be opened in the history of supersport motorcycles. This first group of journalists are from France and Italy. The test-ride schedule calls for two 30-minute sessions on the 4,727m Catalonia track in the morning and two in the afternoon. That would give them plenty of time to go out and really see what the 2002 R1 could do, with its new fuel-injection engine and re-designed chassis.

Here are the types of comments that were heard when the journalists returned from their first 30 minutes on the track, "This new fuel injection has a fuzzy quality that is good. It gives the engine predictable response like a carburetor from idling up to about 3,000 rpm. Then, as you enter the higher speed range the fuel injection gives it plenty of torque and it builds speed like you hope an FI engine will. But, it is very smooth and doesn't have the jerky re-

acceleration you often get just after opening up to full throttle with conventional FI systems." There were other positive opinions like "there is less vibration and more even power development." "There is less over-revving" and "there is a good feeling to in the shifting operation."

But, there was also a journalist who came back with this comment. "This suction-piston fuel injection system* is fabulous. It feels so natural, like a carburetor. But, though the bike seems to be better all around compared to the present R1, I couldn't really put my finger on what the fundamental difference is." Hearing this indecision, the Yamaha staff offered a simple suggestion: "Try moving your body around more and really imposing your will on the bike. That may give you a better idea of what is truly exciting about this new machine." He nodded to indicate that he would try it. And when he got off the bike after his second session on the track, he was all smiles.

Real riding fun, the joy of controlled slippage

"That is what I call fun! When you shift your body around on the bike aggressively and show the machine what you want it to do, you really feel the difference. It lets you feel the real joy of being in complete



Project Leader Koike (left) briefed the journalists on the new R1





The 2nd day of test-riding was spent on public roads

control of the machine," he said with excitement.

There were positive comments about the feeling of the chassis performance too. "Because of the good chassis rigidity, especially the solid front end, you can brake with a great sense of security. Has the weight distribution been shifted to the front somewhat?" Another journalist observed that, "With the existing YZF-R1 you could enjoy using the front-rear roll motion to some degree when making sharp changes of direction, but with the new R1 you can make quick directional changes without using the stroke of the front and rear suspensions. It must be that the designers were successful in concentrating the center of mass right at the roll axis." Other comments heard included things like "It's reassuring to feel so in control coming out of a curve" and "There is even greater freedom to choose what line you want to take through a turn."

There were also exchanges like this. To a journalist who commented that there was a lack of tire grip when he tried to ride the course aggressively, the test staff replied that there would always be times when the

rear tire might slip some when coming out of a curve, but being able to control the slippage when accelerating out of a turn is part of the fun of supersport motorcycle riding. They explained that Yamaha didn't try to design a machine that would always have absolute grip and never slip. What Yamaha sought to develop was a machine with consummate "controllability." And that is how we want people to enjoy it. The journalist admitted the truth of that logic and got on the bike again for another go at the course.

At some new model press-test events there may be cases where a journalist will get off the bike after a few laps and say he has got the gist of the machine and is ready to move on to the photo shoot. But, at this event not a machine was left idle during the allotted track time. Maybe it was a natural reflection of the fact that this is a bike that you want to ride and ride, a bike that tempts you to test it to the limits.

More accolades for the "super cornering machine"

On the third day it was out onto the open roads. And here again, the R1's press-test

defied convention. That morning, waiting outside the Mas Tapiolas hotel where the journalists had spent the night were two helicopters sporting the Yamaha tuning fork mark. The distance to the circuit where the R1s waited was just under 100 km, a flight time of about 25 minutes. But the helicopters were not there just to save transit time. The plan was to give the journalists a bird's eye view of the roads they would be riding that day with their beautiful ocean view and build anticipation for the ride ahead.

It would be a course where the journalists could enjoy the sea breeze. And of course, it was chosen to provide the right mix of tight, low-speed turns and successive high-speed curves on roads with little traffic. It would be a full-day schedule with time for breaks and lunch. The aim was to give the journalists a chance to find another side of this new evolution of Yamaha's "super cornering machine" from what they saw on the racetrack. It would prove to be a course that brought out the pure joy of touring, as well as comments like, "This motorcycle enters the realm of art, in both its ride and its design."

**Our engineers' goal:
the joy of machine control**

With the 18 days of tests finished and most of the tires Dunlop had prepared well worn by the tireless journalists, the Yamaha staff members were at the airport on their way home when they got one more word of encouragement from a journalist who happened to be on the same transit. "We see new bikes that may be very fast, but when you are done with the test run there is no real impression of the bike's character that stays with you. And there are some that seem to have an artificial riding ease to them. But with this YZF-R1 I really understood what your engineers meant when they said they tried to design a machine that you could really enjoy being in control of."

In fact, the new R1's development project leader Koike, had commented as the test sessions were nearing their end: "There are different types of motorcycle journalists. Some are former GP riders while others are much closer in perspective to their magazines' readers. And I'm glad that almost all of them, regardless of their level of riding skills, were able to really enjoy this machine. The joy of being in control. This, I think, is proof that we succeeded in our development goal. But the event would not have been such a success if it were not for people from each country's importer who served as our intermediaries with the press and the PR staff who were always supporting us. It was a true Pan-Yamaha effort.

Feature articles about the new YZF-R1 have already started to appear in the world's top motorcycle magazines with lines like "I've never experienced a test-ride event where the day went by as fast as this," or, "Once again Yamaha has raised the bar in the competition for the title of the world's best sport bike."

Certainly one thing is clear: a new standard has been set in the supersport category. As the technical staff at the Catalonia press-test event said, the new YZF-R1 is not a machine designed to meet any specific user needs or performance spec goals. It is a product of Yamaha's unique product development philosophy that aims for a less tangible quality called *Kando*, that simultaneous feeling of excitement and satisfaction that comes from quality and performance that exceeds your wildest dreams.



The test roads offered exciting variation

Comment by Shunji Yatsushiro

I was amazed at the high level of maturity achieved in this new engine. It has no hint of new-engine immaturity at all. It's also very smooth; it doesn't have the over-sensitive response you often get in fuel injection engines when accelerating again after throttling-down once. During cornering, you seem to get more stable performance the more you open up the throttle. During successive curves you can always get just the line you are aiming for. The increased rigidity of the frame and the more restrained suspension stroke do a lot to give this bike lighter, sharper handling. And, nothing says more about the character of the new R1 than the black mark your rear tire leaves when you're coming out of a turn fast on the track. It is not just a slip mark, it makes a beautiful, even curve.



What is "Jinba Ittai"?

At the technical-explanation seminars for the journalists, Yamaha's technical staff used the Japanese expression "Jinba Ittai" (horse and rider moving as one) to help explain the concept that guided their engineering-design efforts. According to this explanation, a machine that embodies the "Jinba Ittai" concept is one that (1) displays good chassis stability during the braking as one enters a turn, (2) allows the rider to take the line he wants through the curve and (3) enables earlier throttle opening as you exit the curve; the combined effect of which is the capability to open up the throttle and accelerate more strongly as you leave the curve. The cornering process is broken down into the (1) braking, (2) steering and

(3) exit stages. Of these, the third stage, the exit, is the most fun and exciting for the rider. This is the stage of the cornering performance that the Yamaha engineers say they spent the most time and effort perfecting.

What gives you 人馬一体?

All behavior should be exactly the same as your imagination through a cornering process





SPAIN

New Models Open New Vistas

■ Yamaha Motor España S.A. ■ Location: Aiguaders 10-16, Pol. Ind. Riera de Caldes, 08184 Palau-solitá i Plegamans, Barcelona, Spain
 ■ Employees: 365 ■ President: Jorge Lasheras Allue

Yamaha Motor España S.A. (YMES) was founded in October 1981 to engage in the import sales of Yamaha motorcycles and the manufacture of motorcycles for the Spanish market. Since then, the products it handles have expanded from motorcycles and scooters to include outboard motors, personal watercraft, recreational vehicles (ATVs, golf cars), as well as related parts and accessories.

When Barcelona hosted the Summer Olympic Games in 1992, YMES became one of the major supporters of the Games and put Yamaha products in the spotlight by providing a total of 209 vehicles for official use, including scooters, motorcycles and ATVs as an official and exclusive vehicle supplier. Since then, Yamaha has become a familiar brand throughout the country.

A strong market with challenges ahead

As of the end of 2001, YMES employs 365 people, and although the company had continued to display strong business performance through 2000, a slight downturn was recorded in 2001.

The adoption of the euro in January 2002 has had no negative effect on Spain's economy thus far, and the nation's GDP, which had continued to grow at a rate of over 4% annually from 1997 to 2000, settled to 2.8% in 2001 and is expected to come in at about 2% this year.

Despite the slowing of the economy, 2001 actually saw an increase in durable-goods sales as consumers reached into their reserves to buy real estate, luxury cars, yachts and the like. However, since the end of last year automobile sales are down compared to the previous year and, with the contracting of

the Spanish and Italian economies, YMES has had to reduce production.

Our manufacturing history

With the opening of its new factory facility in 1988, YMES expanded production from just domestic-market bikes to new export scooter models. Today, YMES manufactures about 100,000 units annually of a proud line of seven models ranging from 50cc to 250cc that we export throughout Europe.

Of the approximately 170 employees working at the YMES factory, most are people from the local area who take great pride in being part of the Yamaha family, including Mr. Baltasar Gomez. He says, "It gives us a lot of satisfaction to be building Yamaha products. And we work hard to keep building products that will always bring satisfaction to the customers. So, we all work with a strong sense of responsibility."

Our contributor,
Mr. Nobuhiro Komada



The YMES headquarters and factory



New Jog-R, Jog-RR fuel big expectations

The hottest things to hit the Spanish motorcycle market recently are the Yamaha New Jog-R and New Jog-RR. These 50cc sport scooter models developed by YMES around the concept of optimized simplicity and compactness are aimed primarily at entry users between the ages of 16 and 20. As a young development Project Leader to pursue this product concept, Mr. Katsumitsu Wakamatsu was chosen.

What his team produced was a design adopting a mono-tube concept for an asymmetrical frame with an under-floor radiator. The styling was also revolutionary, introducing elements such as an under-floor air intake and a headlight with built-in turn signal flashers to give it an entirely new look.

What made this project a challenge for the engineering team was not only the simultaneous development of an air-cooled model (Jog-R) and a liquid-cooled model (Jog-RR) but also achieving the right balance of com-



Completed in 1988, the YMES factory presently manufactures about 100,000 motorcycles a year



Mr. Gomez takes pride in his work at the YMES factory

These offices provide a bright working environment for employees who take pride in being part of the Yamaha family



Scoters are a popular way to get around in Barcelona



pactness and riding comfort, and the ideal balance of lightness and rigidity in the frame. The New Jog-R went into production at the YMES factory in February 2002 and the New Jog-RR in April, and already the reviews coming in from the market give these models high total marks for the styling, price and performance.

Meanwhile, the YMES-manufactured standard model "NEO'S 50" and the luxury models "YP125/150", NEO'S100, TZR50 and SR250 are maintaining strong popularity despite a slight drop in sales compared to the industry's peak period.

Racing: The Ultimate Promotional Stage

Spaniards love their racing—a fact reflected in the racer population, too. Some 300 competitors take part in the national championships, while the World GP has always been well represented by Spanish stars, like last year's 6th ranked Carlos Checa (competing again for the Marlboro Yamaha Team in this season's MotoGP) and perennial star Juan Garriga. YMES keeps itself in the minds and hearts of race-loving Spaniards by organizing two local race programs, the CHALLENGE YAMAHA CEPESA road race series for supersport models and the YAMAHA CHALLENGE ENDURO for offroad models. The CHALLENGE YAMAHA CEPESA is a 13-race

national series competed mainly by YZF-R1 and R6 riders. It has established itself as a familiar event for local riders from various age groups, about 400 of whom compete in rounds at the Cheste course and Cartagena course in Levante, the Calafat course and Montmeló course in Catalonia, and the Jarama course outside Madrid. During these events YMES presents participants with technical kits and even provides breakfasts and lunches.

As for the YAMAHA CHALLENGE ENDURO, this is a 16-round series competed on 16 different courses around the country by about 120 participants.

YMES also helps build the sport of motorcycle riding at the grassroots level through the riding school program it has promoted intensely for the last two years. Its 50cc riding school is now being held at a pace of 75 times a year, with some 9,000 participants learning proper motorcycle riding techniques annually at 75 locations nationwide. The bikes used for these classes are the NEO'S 50 and the AEROX50, JOG50 YMES. For offroad riders, 30 "Offroad Test Ride" courses are held annually using all the WR and YZ series models and the TT250.

Pamphlets for the popular Yamaha models (From right: Jog-RR, Neo's 50, Majesty)



Considering the fact that Spain did not have a 50cc motorcycle riding school program before this, YMES's schools are proving to be just as big a promotional tool as the CHALLENGE YAMAHA CEPESA and YAMAHA CHALLENGE ENDURO programs.

From Nobuhiro Komada, YMES, Spain

The CHALLENGE YAMAHA CEPESA is a local race program catering to racing fans from a wide range of age groups



Europeans flock to the beautiful sun-drenched coasts of Spain for summer holidays



These 50cc riding schools not only teach proper riding skills but also serve a sales promotion role



YMES' Off-road Test Ride events are held at 30 locations a year

This Is My Country



SPAIN

- Country name: Spain ■ Capital city: Madrid
- Area: 505,992 sq. km. ■ Population: 40.2 million (1999)
- GDP: US\$555.6 billion (2000) ■ Currency: Euro

The world is a fascinating mix of countries and peoples living different kinds of lives with different languages and rich traditions of unique culture. To the visitor, these differences can sometimes be baffling at first, but in the end we usually find that we are all the same human beings. Yamaha products are manufactured today in 45 countries around the world. Sharing knowledge about these countries can contribute to more global networking within the Yamaha group.

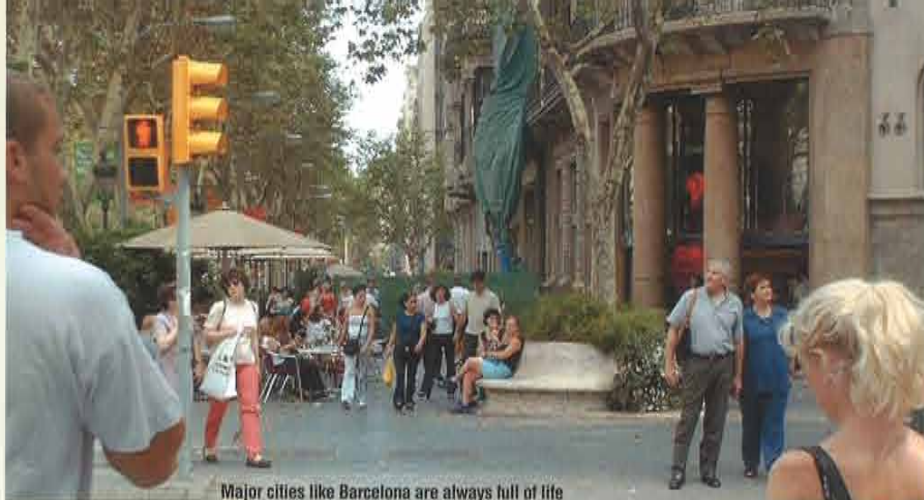
Introduction

Spain covers the large part of the Iberian Peninsula. It is a mountainous country where flatlands and pastureland make up just 13% of the total area. About 32% of the land is wooded. The Balearic Islands in the Mediterranean, famous as a resort area, and the Canary Islands in the Atlantic are also part of Spain. The peninsula's three main rivers are the Ebro, which flows into the Mediterranean, the Tago that flows through Portugal to the Atlantic and the Guadalquivir in the south, up which Spanish galleons of old carried riches from the New World to Seville.

Since ancient times, the Iberian Peninsula has been a crossroads of civilizations. The Phoenicians, Greeks, Carthaginians, Romans, West Goths and Moors all left their cultural mark on Spain in ways that are still visible today. With this rich cultural background, Spain has also produced many great artists. In the 20th century alone, influential musicians like Manuel de Falla and Pablo Casals, painters like Pablo Picasso, Salvador Dali and Juan Miro and the architect Antonio Gaudi have all made great contributions to the world of the arts.

Food and Cuisine

Among the traditional foods of Spain are the paella of the rice country of Valencia, and the butifarra sausage of Catalonia. Paella is made in dozens of variations using not only fish but mixes including meat and vegetables or only vegetables. Other food products that Spain is world famous for are olives, olive oil and



Major cities like Barcelona are always full of life

Source: Various facts for this article come from the home page of the Economic and Commerce Office, Embassy of Spain in Japan

González of Real Madrid, will go against Slovenia, Paraguay and South Africa in group B for a spot in the final championship tournament.

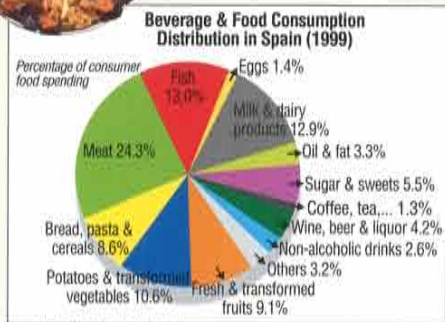
Of course, car and motorcycle racing are also big spectator sports. Many international race events are held at long-established courses like Madrid's Jarama and the relatively new Jerez de la Frontera circuit in Sevilla.

The increasing popularity of golf and yachting have led to a boom in the construction of golf courses and marinas recently as well.

Proud culture and products

Spain is well known as the home of flamenco. Each regional locality has its own traditional folk costume, perhaps the most famous of which is that of Andalucia, which we see on flamenco dancers and whenever Andalucians come out for a festival. One of the best known of these is the spring festival of Seville.

Spanish craftsmen are known for their skill in working with leather and the shoes and bags they make are popular internationally. Spain also produces world-famous dishware and pottery, made at traditional kilns.



Source: Ministry of Agriculture, Fishing & Food

jamón de Jabugo (a kind of ham). In the interior, famous Spanish cuisine also uses veal, lamb and rabbit, while in the coastal areas there is an abundance of seafood dishes.

One of the most common meals in Spain is beefsteak and fried potatoes. Spanish omlette, or tortilla Española, is a popular egg and potato dish that can be prepared easily with available ingredients. A traditional Spanish fast food is a type of sandwich called bocadillo, though young people today will often grab a hamburger for a quick meal.

Wherever the traveler goes in Spain, you are sure to find many bars, where people gather to drink and eat. In these stand-up bars you can enjoy beer, wine and soft drinks along with an appetizing menu of hors d'oeuvre-like foods including pickled sardines and octopus, grilled shrimp and mussels, along with salads and olives that will be dished out for you from large plates that line the counter. You might be surprised at first when you see the floor in one of these establishments, for it is the custom here to drop your shrimp and mussel shells right on the floor. So, a dirty floor is simply proof of how popular the bar is!

Sports

Two popular spectator sports in Spain are surely football and bullfighting. Spain's two most popular football teams are Real Madrid and FC Barcelona. All of Spain will be rooting for its national team in the World Cup that kicks off in May in Japan and South Korea this year. The Spanish team, with its ace forward Raúl

Cost of Living	
Average lunch	8-10 euro
Cup of coffee	0.9-1 euro
Bus fare	1 euro
Gasoline (1 liter)	0.75-0.8 euro

Traffic laws	
Minimum age for driver's license	18
Minimum age for motorcycle license	50cc: 14 Motorcycle: 16
Motorcycle license classes	50cc, 125cc: A1, 125cc and over: A
Minimum age for boat license	PWC: 16, Powerboat: 18

National heroes	
Football	Raúl González (Real Madrid)
Motorcycle racer	Alex Crivillé (1999 GP500 Champion)
Movie director	Pedro Almodóvar (His <i>All About My Mother</i> won a foreign-film Oscar, in 2000)
Singer	Aljandro Sanz (Pops)

Common image of Yamaha products in Spain:	
Sporty, race-oriented, high quality	
Products that come to mind with the name YAMAHA	
Scooters, motorcycles	

Photos: 1 A fish market. Spain has abundant varieties of seafood 2 Dancing the "sevillanas" in flamenco costume in Seville's spring festival 3 Bars like this are popular gathering spots for the people 4 Marine leisure is also popular in Spain (Photos 2 & 3 and Paella: Courtesy of Tourist Office of Spain in Japan)



Aussie Rookie Chad Reed Aces AMA Supercross Title with YZ250F

Eastern Regional 125cc Class



"I always dreamed of competing in the USA and expected the riders here to be fast. But after the opening round, I've got a feeling for the level of racing I'm up against and I am confident now that I can win," said Australian Chad Reed after his AMA Supercross debut in the 250cc class at round one of the 2002 series.

In that race at Anaheim California in early January, Chad had come through the first lap in 5th position before passing another competitor and eventually moving into 2nd place after two riders ahead of him crashed. He held that position until he took a fall of his own that dropped him back to 5th place. And, although that is where he eventually finished, by running for a good part of the race in 2nd place against America's best, Chad showed everyone that he was no ordinary rookie.

Proof of that came in round six of the SX series at Indianapolis, which was also the first round of the Eastern Regional 125cc series. Riding the Yamaha 4-stroke YZ250F in that class, Chad scored the first AMA win ever by an Aussie. After that, there was no stopping Reed and his YZ250F, as he won an amazing six straight rounds to clinch the Eastern Regional 125cc title in St. Louis on April 6.

This isn't the first time that Chad has proved himself to be a rookie to contend with. Last year (2001) he took 2nd place in the season ranking in the World Motocross GP as a rookie. And this year he joined the Yamaha of Troy team to take on the challenge of AMA Supercross, competing in the Eastern Regional 125cc class on the 4-stroke YZ250F and in the 250cc class on the 2-stroke YZ250 on weekends with no Eastern Regional round.

Many international stars have tried to make the switch from World Motocross GP to AMA Supercross racing in the past. But with the big differences in course layout and skills needed for Supercross racing, few have made their presence felt right a way. Here again, Chad Reed has proved himself an exception to the rule. Now, everyone is wondering what Chad will do next.



Reed won six straight rounds to clinch the title

WORLD TOPICS

We always welcome your contributions. Write to Chief Editor Shigeharu Maruhashi of the PR Division, Yamaha Motor Co., Ltd. 2500 Shingai, Iwata, Shizuoka 438-8501 Japan, <maruhashis@yamaha-motor.co.jp>

USA

YMUS celebrates 25 years!

It was in the late 1950's that Yamaha products first entered the U.S., but January 2002 marks the 25th Anniversary of the founding of Yamaha Motor Corporation USA (YMUS). In anticipation of this occasion, the company held a celebration on December 13th with over 300 employees in attendance.

The celebration began with a specially prepared video titled "YMUS 25 Years". It traced the company history with testimonials from employees and vintage advertisements and TV commercials. The story began with images of the construction of the YMUS headquarters amid huge strawberry fields, now long gone. The video then highlighted the exciting Yamaha products developed and introduced in the U.S. through the last quarter century. The audience reacted enthusiastically to watching the company's exciting history and memories, as everyone felt great pride in being part of creating these 25 success-

ful years of performance and innovation.

In conclusion, YMUS's President Kato rose to address the group with a speech that touched on past accomplishments as well as the future for YMUS. In reinforcing the company's future direction, Mr. Kato explained and expressed YMUS's renewed Corporate Vision, which is; *Be the Leader in Creating a Lifetime of Exciting and Memorable Experiences.*

This vision supported by our heritage, sums up YMUS's challenge as it reaches for success in the next 25 years!

From Rob Trester, Corporate Planning, YMUS, USA



The first building prior to the construction of the company headquarters



The celebration venue

France

YMF Celebrates 10th Anniversary



YMC's President Hasegawa (left) congratulates President Olivier on YMF's achievements

Employees of Yamaha Motor France (YMF) had plenty to celebrate about at their company's 10th anniversary. It was ten years ago in 1992 that the new company became independent from Sonauto and absorbed Yamaha Marine France to form YMF. Led by President Jean-Claude Olivier, the staff of YMF have many proud achievements to look back on over these ten years, having strengthened the Yamaha brand in France and made it No. 1 in motorcycle sales for six straight years while also achieving market shares of around 40% for the main products of the Yamaha marine and power product lines.

This January, President Olivier and all his employees gathered to celebrate their tenth anniversary, and in February YMC's President Toru Hasegawa visited with a message of congratulations from Japan on this momentous occasion.

From Communication and Events Department, YMF, France

Japan

Moric Wins ISO Certification

The Yamaha Group company Moric, which manufactures electrical components, was recently the proud recipient of certification under the international ISO14001 standard for environmental management systems. The certification, officially granted in December 2001 by the Registration Body of Japan Automobile Research Institute, covered the areas of Design, Development and Manufacture of Motor Application Instruments and Vehicle and Boat Electric Instruments and Electronic Control Instruments for industrial-use and applied to the company



From left: Engineer Akira Harada, Moric President Kazuhiko Nomura and Director & General Manager, TPM Propulsive Div., Kiyoshi Akuzawa

headquarters site, headquarters factory site and its Osaka factory site. Taking this certification as an occasion to set new goals, Moric is determined to redouble its efforts to develop environment-friendly products and pursue activities for environmental preservation.

From Akira Harada, TPM Propulsive Div., Moric Co., Ltd., Japan

Philippines

Norkis Enters New Era at 40

The under-construction new motorcycle factory of Yamaha's Philippine partner, Norkis Trading Co., Inc., was the sight of a gala 40th anniversary celebration for the company on Jan. 26. Founded in 1962, Norkis is one of Yamaha's oldest partners, and over the years the company has sold well over a million Yamaha motorcycles in the Philippines, along with its other product lines including automobiles, parts and air-conditioners. And soon the new factory on a 10 hectar site in Compostera, Cebu will be manufacturing the Yamaha motorcycles of the future, for the Philippine market

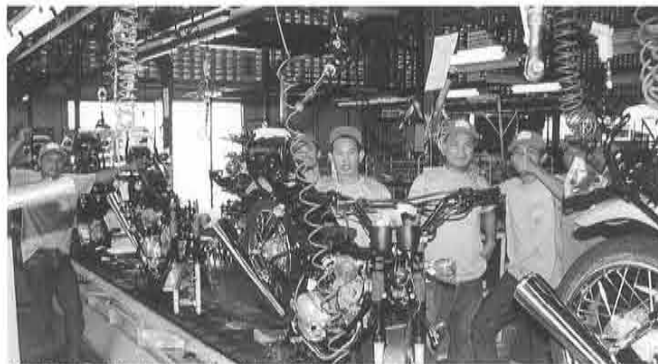
and beyond. The ceremony was attended by a long list of VIPs including the eldest son of President Gloria Macapagal Arroyo, and many senators. In his speech, Norkis Chairman Norberto B. Quisumbing Jr. spoke with pride of the work of his "Norkisians," the 5,000 employees of the Norkis group, many of whom are second-generation Norkis people. Also among the speakers was YMC's Director Mabuchi and Yamaha Motor India's CEO Shibuya, who presented a commemorative gift.

Earlier in the day of the 40th anniversary celebration, Director Mabuchi and CEO Shibuya and Chairman Quisumbing's son Mr. Luis B. Quisumbing had joined



From left: YMC Director Mabuchi and YMI CEO Shibuya join together Mr. Luis B. Quisumbing at the STX125 line-off

in the tape-cut commemorating the line-off of the first model of the new "STX125" at the company's Mandaue factory. This is a new model that mounts the "super gas saver" fuel-efficient, high-performance 4-stroke single-cylinder engine made in India by YMI and is expected to be well received in the Philippines' vigorous motorcycle taxi market, where durability and fuel economy are a must. The press conference held in conjunction with the line-off was well attended and the next day's papers carried prominent coverage.



Employees at the factory were in a celebrating mood

Vietnam

YMVN named No. 1 in community contribution

The People's Committee of Hanoi, which oversees some 400 foreign-affiliated companies, recently chose five of these companies as the ones who made the greatest contribution to the region in 2001. And, among the five, Yamaha Motor Vietnam (YMVN) was chosen for the top award (Most Outstanding Contribution Award). While in second place was South Korea's Daewoo Motors. The award was received by YMVN in the form of a certificate and a prize of one million Vietnamese dong at the awards ceremony held by the People's Committee of Hanoi on Feb. 25. The reasons for YMVN's selection included the rate of growth in business, employment and taxes paid for 2001 compared to 2000, as well as the satisfaction rate among the Vietnamese employees in the company's labor union.

From Keitaro Horikoshi, YMVN, Vietnam



YMVN's President Takeda receives the certificate at the awards ceremony in Hanoi from Mr. Hoang Van Nghien of the People's Committee of Hanoi (right)

India

New Start with Solid Trust for YMI



A commemorative photo after awards were made to outstanding dealership owners

For the first time since the start of the company's restructuring under 100% YMC ownership, Yamaha Motor India held a vander meeting on Dec. 18. Befitting this important turning point in the company's history, some 264 representatives of 202 dealerships around the country—virtually the entire dealer network—gathered at the meeting venue in New Delhi, where they were joined by a full contingent of Yamaha representatives, bringing the total attendance to about 350 people. Addressing the vendors,

YMI's CEO, M. Shibuya and Executive Vice President, S. K. Taneja spoke about the company's mid-term vision, including a plan to double sales in three years, and introduced a reorganized ordering system. The vendors had been informed prior to the meeting that the former joint venture company had made a new start as a 100% YMC-owned subsidiary and amid a congenial and spirited exchange of questions and opinions, the dealers expressed their high expectations for future. From N. Miyaji, West Asia Business Division, YMC, Japan

Australia/New Zealand

Yamaha Exclusive Supplier to America's Cup

Yamaha Motor Australia (YMA) through Yamaha Motor New Zealand (YMNZ) has entered a sponsorship agreement with the organizers of the America's Cup 2003 New Zealand that makes Yamaha the exclusive supplier of outboard motors to this pinnacle event of yacht racing. YMA has been joined by Yamaha Motor New Zealand, which will serve as exclusive supplier to Team New Zealand for the 2003 America's Cup races. The YMA agreement entitles Yamaha Motor companies around the world the right to state "Yamaha the Exclusive Supplier to America's Cup 2003" and to use the Exclusive Supplier logo on company stationary, brochures, catalogues, staff uniforms and company vehicles as well as on all point-of-sale materials and on the baseline of press and magazine advertising. Being associated with this most prestigious event is a great way to emphasize Yamaha quality, and in fact Yamaha outboards are the overwhelming choice of all official organizational boats, syndicates, police and coastguard directly involved in the event. Of just over 200 Outboards, nearly all are Yamahas—making this a real showcase in front of the world media.

For further details about the logos, please contact Steven Cotterell (S_Cotterell@yamaha-motor.com.au) or Tony Kato (T_Kato@yamaha-motor.com.au), YMA

From Steven Cotterell, Sales, Marketing & Service Division, YMA, Australia



Support boats mounting Yamaha outboards also played a big role in the 2000 America's Cup (Louis Vuitton Cup)

WORLD TOPICS

India

YMI shows new color at Auto Expo



YMI's Executive Vice President S. K. Taneja shows off the exhibited motorcycles

For the first time since its new corporate start as a 100% YMC-owned subsidiary, Yamaha Motor India (YMI) joined in India's Auto Expo 2002 in New Delhi from January 15 to 22. Using the Auto Expo as a high-exposure platform, YMI put together a 3-part pavilion based on the theme of "Touching Your Heart" and dis-

playing the company's strengthened domestic lineup, a select line of the hottest overseas Yamaha motorcycles and a section introducing the company itself. The three sections were laid out in the shape of a motorcycle with a display of international models including the big American-style XV1700, the new TDM900, FZS1000 and PW80 sport bike forming the rear wheel. Domestic Indian market models including the CRUX-R / CRUX, the YBX125, RX135 and the RXZ formed the front wheel, while the corporate display at the center of the booth was the engine that drives it all. At the show's press conference, YMI's CEO M. Shibuya spoke before a gathering of some 100 journalists about the company's new communications network that will link the headquarters to all its tier-1 vendors to enable real-time business action and information exchange. This will combine with the strengthened product line to make YMI product and services competitive like never before.

Bahrain

100 bikers ride for Down syndrome charity

Kooheji Marine Centre, Yamaha importer for the Persian Gulf island country of Bahrain organized a charity event that attracted about 100 motorcyclists from Bahrain and neighboring Saudi Arabia eager to raise money for the Bahrain Down Syndrome Society. Named the "Ride For Charity 2001" the event was held on December 21 at the Al Bander Hotel & Resort where the bikers enjoyed a barbecue and games with children from the Bahrain Down Syndrome Society after their ride around the island.

Kooheji Marine's purpose in organizing this event was to raise public consciousness of two misunderstood groups, people with Down syndrome and bikers. The event was well covered

by local newspapers, which helped communicate the image of bikers as responsible members of society anxious to contribute to charity and social causes.

From Khalid Al Khan, Kooheji Marine Centre, Bahrain



The bikers with Down syndrome people, society members and police

Malaysia

PWC Endurance Record for the Guinness Book

In an amazing feat of human and machine endurance, three Malaysian personal watercraft (PWC) riders raced a Yamaha WaveRunner XL1200 Limited into the record books! The team of Abdul Rahmat, Chai Yee Siang and Mahadhevan Nadeson took turns on the XL1200 LTD to complete a non-stop run of 1000 km in a time of 21 hours 11 min. 42 sec. Starting at 10:00 a.m. on Nov. 10 last year, the trio rode around a 4km course in the sea off the resort town of Port Dickson, Malaysia, stopping every 100 km to change riders and refuel. Racing through the day and night with numerous journalists and a local TV station recording the action, they completed the 1000km distance shortly after 7:00 a.m. on the 11th. Now, an official from the Malaysian Book of Records has submitted the achievement to the Guinness Book of Records as the "fastest 1000km watercraft ride in the open sea."

"I am amazed at the performance and reliability of the WaveRunner. It didn't suffer any drop in performance at all after more than 21 hours of non-stop running!" exclaimed a jubilant Abdul Rahmat. What's more, the XL1200 LTD was completely stock trim with only the addition of an auxiliary light and a GPS tracking system.

The successful record attempt was sponsored by Malaysia's Hong Leong Yamaha Distributor and commenting about the proven durability of the XL1200, company executive Tan Keng Boon says, "It is this confidence-inspiring element that makes the WaveRunner so special."

From Melvin Tan, Hong Leong Yamaha Distributor Sdn., Bhd., Malaysia



A local newspaper reports the record feat

Australia

WaveRunners join the action at F1 Opener

The autumn sports season Down Under got off to a roaring start with the opening round of the 2002 F1 Grand Prix series on March 3. Labeled as the biggest and most prestigious motoring event in Australia, the Melbourne F1 GP,

A water show with Yamaha WaveRunners delighted spectators at the F1 season opener



as it has over the last number of years, provided race fans with four days of exciting on and off track entertainment. There were classic car parades, supercar races and spectacular air shows, but this year for the first time, a water show featuring Yamaha WaveRunner personal watercraft was included in the festivities. Utilizing Albert Park Lake, which covers a large part of the F1 circuit grounds, 13 water shows were held over the four days with some 3,000 race fans thrilling to the nimble aquatic maneuvers, speed and high horsepower action of the Superjet and the Yamaha GP1200R.

From Toru Kato, YMA, Australia

Malaysia

Chia to go for third straight Asian GP title

Malaysia's road racing ace, Chia Tuck Cheong of the Yamaha Racing Team Malaysia, will ride with the No. 1 plate again this year in the Supersport class of the 2002 FIM Asia Road Racing Championships (Asian GP) on his YZF-R6. In the 2001 series, Chia clinched the title with one round remaining, making him champ for the second straight year.

Riders from 14 Asia-Pacific countries participate in the Asian GP before crowds of over 8,000 at the race tracks and many more watching TV broadcasts on local stations and the region-wide STAR TV and ESPN stations. Yamaha machines are the racing bikes of choice, with 8 out of every 10 competitors choosing Yamahas in the YZF-R6 dominated 600cc class and the Underbone class. In the 2001 season, 1st and 2nd places in the Underbone class went to teammates

Chia dominated last season's Asian GP race scene



Mazlan Khamis and Faisal Yahya, both riding the Yamaha Y125ZR.

Meanwhile, in the popular local Malaysian Cub Prix Championship competed on underbone bikes of up to 125cc, Yamaha riders swept both the Expert and Novice classes again in 2001. Chia was crowned champion in the Expert class and Abdul Rahim took the Novice crown. This popular grass-roots competition uses regulated courses and attracts about 100 riders and 20,000 spectators at a typical championship round.

From Melvin Tan, Hong Leong Yamaha Distributor Sdn., Bhd., Malaysia

USA

America's Cup Weather Team Chooses Yamaha

When the battle for sailing's most coveted trophy, the America's Cup, resumes in 2003 in the waters off Auckland, New Zealand, the U.S. hopes of winning back the Cup it lost in 1995 may be resting on the San Francisco-based Oracle Racing team. It is a team of more than 100 professionals, including some of the world's most accomplished sailors, engineers, designers and shore crew. One of these professionals is the world-renown meteorologist Bob Rice. This is the important job of providing the team with its weather information and he has a weather fleet of five inflatable chase boats powered by Yamaha outboard motors; three 150hp HPDI 2-strokes and two 115hp 4-strokes. One of the weather

Oracle Racing's inflatable boats powered by Yamaha engines on Auckland's Hauraki Gulf (Photo courtesy: Oracle Racing)



boat captains is three-time Mistral world champion Aaron McIntosh, who says, "We chose Yamaha engines because we wanted to provide the best on-the-water support for our team. The engines have performed faultlessly and our weather program is on schedule." The team is also finding out that the fuel economy of the four-strokes and the high pressure direct-injected two strokes is significantly reducing day-to-day running costs.

AWARD WATCH

France

MBK wins "Mineur Award" for promo film

MBK Industrie, Yamaha's French manufacturing base has found an effective new way to get their corporate message to captive audiences all over France. In a highly successful campaign to build brand image and recognition, MBK began running a short promotional film in the advertisement time before the start of the main feature film at movie theaters. Not only are movies a popular and affordable form of weekend entertainment that gathers large numbers of people, advertising at movie theaters has a number of unique advantages. For one thing, industry research shows that movie theater advertisements achieve an especially high recall rate among viewers.



From the MBK promotional film

Theater advertising is both efficient and economical because it enables strategic choices in terms of regional placement and timing. And, in fact, results of a customer survey after the campaign period showed that 60% of potential customers included MBK among the brands they were thinking of purchasing. Meanwhile, the MBK promo film itself was also a hit. At a ceremony in Paris on Jan. 29, this year, MBK became the proud recipient of the "Mineur Award" for new promotional films, joining such top corporations as the SFR cell phone company and sports maker Nike.

From Mutsuhito Kojima, MBK Industrie, France



The Mineur trophy



YZ125, truly the "Bike of the Decade"

USA

YZ125 Simply the Best

Over the past ten years, surely no motocrosser has won more "Bike of the Year" awards than Yamaha's YZ125. And it looks like the story will remain the same in 2002. In its January 2002 issue, the U.S. motocross magazine *Transworld Motocross* named the YZ125 its "125cc Motocrosser of the Year." In two days of tests by a team of expert riders, the YZ125 easily outperformed the 125cc bikes of the other four top makers. *Transworld Motocross* editor Don Maeda tells his readers in the Jan. '02 issue, "the Yamaha YZ125 is a potent motocross weapon that is ready to win right off the showroom floor." The testers rated the YZ125's low end pick up as "impressive" and mid-range pull "incredible." As for the YZ's suspension and handling characteristics, the testers unanimously gave it rave reviews.

Last year, another U.S. magazine, *Motocross Action* named the YZ125 its "125 Motocrosser of the Year" for the fifth year in a row! And, that is after having named it "Bike of the Decade" back in 1997. To make a good thing even better, the new 2002 model YZ125 has been given a new carburetor, airbox, cylinder, expansion chamber and a new larger capacity radiator, while the chassis spec has been upgraded with a new twin-spar high tensile steel frame and lighter, stronger hydroformed aluminum swingarm and new 250cc-style five-speed gear box.



USA

Two Major US Magazine Awards for FX140

Yamaha's revolutionary new 4-stroke engine powered personal watercraft (PWC), the WaveRunner FX140, has won one of America's most prestigious awards, *Popular Mechanics* magazine's 2002 Design & Engineering Award. This annual award is given to products that excel in "design, engineering and innovation" chosen from among thousands reviewed by the editors of *Popular Mechanics* in fields ranging from the automotive industry, new technologies and science to home improvement and outdoor products. By mounting a lightweight, compact 4-stroke engine on a redesigned body, Yamaha has succeeded in creating an exciting

machine with lower emissions than any other PWC on the market last year, more than 80% cleaner than conventional 2-

strokes. Being also more fuel efficient, the average user will get big savings on fuel and oil. For this, another prestigious U.S. magazine, *Popular Science*,



The FX140 draws attention at the Tokyo Boat Show held in February this year, too

also gave the FX140 its "Best of What's New" award in the recreational products category.

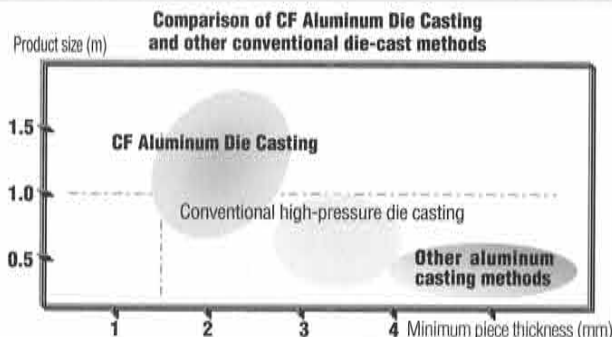
A complete review of the FX140 appeared in *Popular Mechanics'* October 2001 issue.

New Aluminum Die Casting Method for Next-generation Manufacturing

Yamaha engineers recently succeeded in the development of a breakthrough technology that enables the mass production of thinner, stronger die-cast aluminum parts than were ever possible with conventional die casting methods. Manufacturers today are faced with the challenge of introducing next-generation products that are both environment-friendly and cost-efficient. For a company like Yamaha Motor that means building vehicles and engines that are lighter and composed of fewer parts. The newly developed "Yamaha CF (Controlled Filling) Aluminum Die Casting Technology" is an environment-friendly, low-cost mass production method that makes it possible to form large, complex-shaped

aluminum die cast parts that are both thinner and stronger than conventional aluminum die-cast parts. This in itself can translate into a 30% weight reduction in most parts. And, because parts produced by this method are strong enough to be welded—unlike aluminum die-cast parts of the past—the number of parts necessary for a given assembly can be reduced by up to 80%. As the percentage of aluminum parts steadily increases in state-of-the-art motorcycle and marine

engines, this technology can contribute significantly to next-generation product creation, making possible new design standards never before possible.

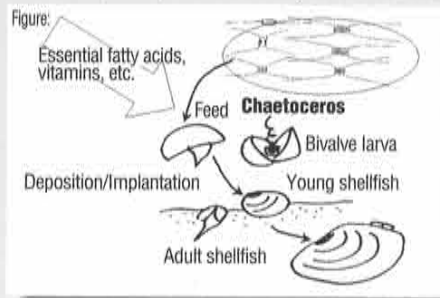


Environment-friendly Technology for CO₂ Fixation

Global warming is one of the biggest environmental problems facing humankind today, and the carbon dioxide (CO₂) released by the burning of fossil fuels is by far the predominant "greenhouse gas" believed to cause global warming. In addition to its ongoing R&D efforts to produce more fuel-efficient, cleaner running engines that give off less CO₂, Yamaha Motor has also been involved in research into ways to absorb CO₂ from the air and "fix" it in stable, environment-friendly forms that turn it into a usable resource through the natural process of photosynthesis.

Focusing on the highly efficient photosyn-

thetic performance of microscopic algae in controlled aquatic environments, Yamaha researchers, working in cooperation with researchers from the food company Nisshin Oil Mills, Ltd., have recently succeeded in



developing techniques for the high-density culture of the alga *Chaetoceros calcitrans*. And, to provide the necessary light and water-quality environment for such culture, YMC has developed a device called the "Yamaha Bio Reactor." In addition to having a CO₂ fixation rate about 20 times higher than a tropical rain forest when cultured in high concentration, this alga is also an important food for shellfish and crustaceans in the larvae stage. This fact makes it a resource with significant commercial potential in the aquaculture industry that Yamaha Motor and Nisshin Oil Mills, Ltd. intend to pursue this potential.

41st Tokyo Boat Show

Yamaha shows its breadth as marine maker

Japan's major annual marine industry splash, the Tokyo International Boat Show, opened for a four-day run from February 8 to 11 at the Tokyo Big Sight. In its 41st holding this year, the show took as its theme "Ocean Dreams."

Yamaha Motor was among the 142 domestic and international companies showing a total of 160 boats and a vast array of other marine products that were viewed by some 117,000 visitors during the show's run.

With the theme "Touching Your Heart - The sea is great. Good times with Yamaha" the Yamaha booth was designed to give as many people as possible a sense of the joy and accessibility of marine sports.

The central display of the booth featured two concept models proposing new types of marine leisure: The "roadable" boat "Free &



The new "Belfino" provides both enjoyable running performance and greater stability at rest



The 4-stroke watercraft "MJ-FX140" and the motorcycle "YZF-R1" feature the same lightweight and compact engine



"BBB" is a new type of sport craft with a "Light & Easy" concept

Wheel" with a built-in trailer function, and the "BBB," a surf board driven by a jet impeller. Other highlighted products included the new family boat "Belfino" and the world's first 4-stroke personal watercraft, the much talked-about "MJ-FX140." In all,

Yamaha displayed 15 pleasure-use boats and 10 outboard motors. In addition to these products, features like an information corner introducing our boat license courses and the various Yamaha marine schools and a corner displaying Y's Gear marine apparel and accessories, rounded out the image of Yamaha as a comprehensive marine maker with a full range of products and services.

MBK to start production of F2.5A, a little bundle of big quality

For some, the image of a 72cc, 2.5 horsepower outboard motor might be one of a minimum-performance, no-frills product. Think again. The Yamaha F2.5A is the very embodiment of the product-building policy that has made the Yamaha name synonymous with quality in every category. Say the Yamaha engineers at Sanshin Industries Co., Ltd. who developed F2.5A, "In this small-horsepower outboard class it is difficult to differentiate from the competition in terms of performance. But we have used state-of-the-art technologies throughout to make this a clean-running little bundle of big quality."

The quality features the F2.5A shares with Yamaha's larger-class outboards range (1) a large twist-throttle grip, (2) a convenient neutral-forward shift mechanism, (3) a pilot water blocking device to prevent engine pilot water from entering the boat, (4) a decompression function for easier starts and (5) a tilt-up engine fixing device to prevent head oil build-up.

The 4-stroke OHV, 2-valve engine adopts an extremely short stroke of 31.5mm vs. a bore of 54mm and a unique design with a 10mm offset between the piston center and the crankshaft to create a very compact design. Another feature is a fuel tank cooling system that uses a specially designed fin to circulate outside air through the gap between the fuel tank and the cowl. By thus minimizing the rise in the temperature of the fuel in the tank, the effect of heat from the engine on the fuel is reduced, which contributes to excellent combustion efficiency by helping maintain

a constant fuel temperature slightly above the ambient air temperature while cruising. This same airflow is also directed at the TCI (Transistor Controlled Ignition) unit for a cooling effect there, too, before being sent into the engine air intake, all in one highly efficient design. This kind of design attention is seen throughout the F2.5A.

Also included on this engine in a compact design is a two-step blow-by gas and oil scavenging system to reclaim blow-by gas and oil. In conjunction with the efficient intake/exhaust system, this creates even cleaner exhaust that meets the stringent EPA2006 emissions standard set by the U.S. Environmental Protection Agency for the year 2006. And, despite all these added features, the F2.5A is still 10mm slimmer and shorter than the representative competitor's model.

Yamaha's French manufacturing base, MBK Industrie S.A., will begin production of the F2.5A in April of this year. And, although MBK has been manufacturing Yamaha outboards since 1988, this will be the first new model to be built there from the very first lot. Plans call for about 10,000 units of this model to be shipped annually throughout Europe, the U.S., Canada, Australia, New Zealand and Japan, where they will be used for a wide range of uses from fishing to family boating. The addition of this new model brings the lineup of Yamaha 4-stroke outboards to a total of 16 models, ranging from 2.5 hp to 225 hp.

