

## INSIDE PAGES

A number of local summer festivals in Japan have made substantial contributions to the promotion of sound motorcycle sports by giving the maximum number of people a chance to become familiar with the motorcycle and its proper use. (see pages 3 to 5 for further particulars)



### '83 World Championship Motocross—500cc Class

## Swedish superstar

# Hakan Carlqvist captures the crown

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)

Hakan Carlqvist (YZM500) became the new world motocross champion when he added a vital 13 points to the tally in the Dutch GP, the final round of the close-fought 12-round series held at St. Anthonis in southern Holland on August 21.

With this victory Carlqvist went into the history books as the only man to share the glory of winning both the 250cc and 500cc motocross world championships with fellow-Scandinavian Heikki Mikkola.

### The Italian round is a turning point

He could not get off to an auspicious start in the title chase. In the first grand prix of the year in Switzerland (April), he was

struck by a severe cramp in his back. This forced him to ease the pace and drop back to 4th behind the Honda team and Andre

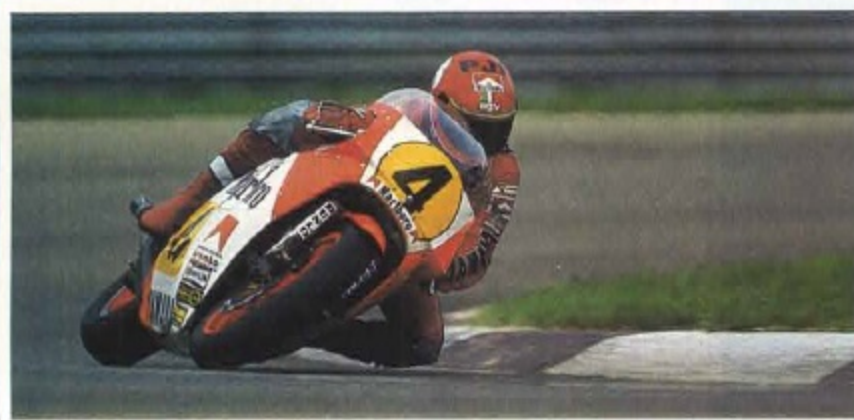


Vromans (Suzuki) in the first race and retire in the second race.

In Australia two weeks later he romped to an overall victory (first and second in the two legs). In West Germany (May 8) he continued putting together the right results (2nd and 6th). In the Swedish GP held at his home circuit on May 29 he showed an absolutely brilliant ride. In the first leg Carlqvist and his team-mate Jukka Sintonen were locked in battle until five laps from the finish. Then Carlqvist pulled ahead and Sintonen settled for a safe 2nd spot well ahead

of Harry Everts (Suzuki). In the second leg Everts made a good start to streak into the lead followed by Dave Thorpe (Honda), Graham Noyce (Honda) and the Yamaha ace. By half distance Carlqvist had shot past Thorpe and during the last stage of the race he pulled ahead of Noyce to finish second to Everts. He collected 22 championship points in this round but was still 11 points behind Noyce, the championship leader who was one point ahead of his team-mate Andre Malherbe.

(continued on page 2)



### '83 World Championship Road Racing—500cc Class

## “King” Kenny wins the final round

— San Marino GP —

“King” Kenny Roberts beat Freddie Spencer (Honda) by over 10 seconds in the San Marino GP, the final round of the 12-round series organized at Imola on September 4. Spencer, who led the title chase by five

points, did his best to ensure no one came between Kenny and him and finished in second place. Kenny secured a magnificent second spot in the '83 final championship positions.

(continued from page 1)

The situation of the 500cc title chase changed at the fifth round in Finland (June 5). Belgian Honda star Andre Malherbe (fifth and first) blasted his way back to the front of the title chase while his team-mate Noyce could only manage to finish third and sixth in the two legs. Malherbe led Noyce by five points. Carlqvist won the 4th and 2nd in these races tail-end Noyce by 6 points.

Venezuelan Carlos Lavado is the new champion

250cc road racing

As reported in the last issue, Venezuelan star Carlos Lavado took the crown when he placed fourth in the British GP at Silverstone on July 31, regardless of the results of the final round (Swedish GP).



Lavado with his Venemotos-entailed Yamaha TZ250 failed to get off to an impressive start in the 11-round title chase.

In the first two grands prix in South Africa and France, Lavado collected only four championship points because of machine problems. These races were won by J.F. Balde (Yamaha TZ250) and Carter (Yamaha TZ250) respectively. The 250cc title chase came up to one's expectations that it would be a confused fight among the cream of equally competitive TZ250 riders.

In each of the next two rounds (Spain and Austria) Lavado placed fourth adding 8 more cham-

the US GP held at Carlsbad in California. Malherbe was out of form and could only manage to place 6th and 5th. As a result, the Yamaha ace had a 12-point advantage over Malherbe for the first time in the '83 title chase. From then on, a two man battle became more intense. Malherbe was still a threat to the Yamaha ace. In the French GP (July 3) the Honda ace hit back by placing second and first. Carlqvist was out of luck. He led the first leg until he picked up a rear tire puncture and had to retire after 15 minutes. He had to ease the pace halfway through the second leg as a result of heavy practice crash and finished second to Malherbe. This meant the Honda ace bounced back to the front of the title chase by 3 points, with four more rounds to go. Keeping his first title in sight, Carlqvist thrilled the crowds by blasting to a pair of race wins in

the British GP held at Farleigh Castle on July 24. Malherbe was third and second. Carlqvist opened up a 5-point lead on his archrival! Carlqvist went on to widen his lead over the Honda ace in the Belgian GP (August 7) and the San Marino GP (August 14). In Belgium he was first and second against Malherbe's fifth and first. In San Marino he placed third and first. Malherbe won the first leg but dropped back to disappointing seventh. With only one more round remaining, Carlqvist enjoyed a massive 17-point lead over Malherbe. In the Dutch GP (August 21) overall victory went to the Honda ace who did all that could be asked of him but sixth and fourth placings were quite enough for Carlqvist. The Yamaha ace, in his fourth season with Yamaha, clinched the 500cc crown for the first time.

championship points to the tally while his nearest rival Radigues scored no points in these races. Lavado went on to win the Yugoslavian GP (June 12) and the Dutch TT (June 25), consolidating his lead over the others. Finishing third in the Belgian GP (July 3), he widened the lead over Radigues to 19 points with only two rounds remaining.

In the British GP Lavado finished fourth but Radigues only managed ninth place. This left the Venezuelan ace 25 points ahead in the table with only the final round remaining. Lavado has joined Johnny Cecotto in the list of Venezuelan world champions.

Sidecar World Championships

In the 8-round Sidecar Road Racing World Championship R. Biland and passenger K. Waltisparg on a Yamaha sidecar outfit made the Swedish GP (August 7) their fifth victory of the season and clinched the fourth world championship title with the San Marino GP remaining.

In the 10-round Sidecar Cross World Championship E. Bollhalder and K. Buesser (Yamaha) led R. Boehler and F. Burkhardt (Yamaha) by 17 points after the Swiss round (Sept. 4). The leading pair won the title by finishing second overall in the final Italian round (Sept. 11).

R. Biland and passenger K. Waltisparg



E. Bollhalder and K. Buesser

ROAD RACING RESULTS

11th round - Aug. 7 - Sweden 500cc class 1. F. Spencer Honda 144 pts.

250cc class 1. C. Lavado Yamaha 100 pts.

12th round - Sept. 4 - San Marino 500cc sidecar class 1. K. Roberts Yamaha 98 points.

12th round - Sept. 4 - San Marino 250cc class 1. C. Lavado Yamaha 100 pts.

Final championship positions 500cc class 1. F. Spencer Honda 144 pts.

500cc sidecar class 1. Biland/Waltisparg 98 points.

MOTOCROSS RESULTS

500cc class 10th round - Aug. 7 - Belgium 1st heat 1. H. Carlqvist Yamaha

2nd heat 1. H. Carlqvist Yamaha 283 pts.

11th round - Aug. 14 - San Marino 1st heat 1. A. Malherbe Honda

2nd heat 1. H. Carlqvist Yamaha 172 pts.

12th round - Aug. 21 - Holland 1st heat 1. G. Noyce Honda

250cc class 10th round - Aug. 7 - Switzerland

1st heat 1. R. Dieffenbach Honda

2nd heat 1. J. Whitley Suzuki

11th round - Aug. 14 - Sweden 1st heat 1. T. Hensen Yamaha

2nd heat 1. A. Dreschel Honda

12th round - Aug. 21 - Finland 1st heat 1. G. Jobe Suzuki

250cc class 12th round - Aug. 14 - Czechoslovakia 1st heat 1. E. Geboers Suzuki

Sidecar cross

Final round - Sept. 11 - Italy Overall 1. J. Brockhausen/H. Robeie Yamaha

Final championship positions 500cc class 1. H. Carlqvist Yamaha 280 pts.

250cc class 1. G. Jobe Suzuki 249 pts.

125cc class 1. E. Geboers Suzuki 283 pts.

Sidecar cross 1. E. Bollhalder/K. Buesser Yamaha 172 pts.

Yamaha works for the spread of sound motorcycle sport

Creating better communication with the customer

For the past several years Yamaha's SL Club has been the organizer of a Summer Festival at the Sportsland Sugo facility. This event was a true "Great Racing Festival" at which many top riders both from Japan and from abroad were invited to compete.

the 7 major regional clubs who approved of the goals of the new Summer Festival idea and wished to hold similar events in their own locality. In this way the number of participating groups began to grow gradually until eventually the number of large and small festivals being planned had reached quite a large number.

Better promotional activities

The change over from the Sugo Summer Festival to the local Summer Festivals came as a result of a nation-wide Summer Festival Re-evaluation Conference held in September '82 to evaluate the '82 Summer Festival and decide whether to hold it again the following year and if so, in what form.

showing their potential as activities to create demand in the market. The money involved in this year's events was put to much better use than that used in the previous year's event.

LOCAL SUMMER FESTIVALS

Also, because of the fact that several of our area dealers participated in the roles of officials and instructors and were involved from the planning stages to the final holding of the event, it gave them a sense of identification with the management level and a sense of pride in the fact that they were involved in the sponsorship of the event.

Yamaha bikes, in order to encourage riders of other bikes to try out a Yamaha, approximately 50 bikes were on hand for free test rides, including the new models RZ250R, RZ350R, XJ400ZS, XJ400Z, XJ750EII, and others.

First of all teach people the joys of motorcycling In the Osaka area, where race activities had flourished but very little was being done in the area of leisure sports promotion, the festival directors decided to set a different mood by use of the title "83 Yamaha Off-Road Paradise".

Continued from page 3  
 Kyushu" was held at one of Japan's most beautiful campsites, located in one of Kyushu's National parks. For 2 days participants enjoyed a schedule of Yamaha events while they camped and enjoyed the outdoor life. The sponsors took responsibility for all time spent in the campsite, while the local dealers, whose job it had been to assemble participants, took responsibility for the out-and-back touring events. Some dealers took this opportunity to invite their regular customers to the camp as a sign of their appreciation, while other dealers used the touring events as a chance to teach driving safety. A variety of ideas came out from the different dealers. The unanimous response from the participants was that they completely enjoyed this "first of its kind" event. Because this event was held in a national park the sponsor took to visit the local authorities concerned, like police, Red Cross Fire Department and local newspapers and explain the goals of the festival. As a result, all of these bodies proved to be extremely cooperative. In line with the festival's goal of encouraging the spread of sound healthy motorcycle sports, a charity bazaar for traffic accident orphans and a blood donation center were included in the festival's program. These events were especially well received, and two local newspapers wrote articles of praise for the festival as a result.

### Benefiting from indirect PR

The '83 Summer Festival in Central Japan took place with a motocross race, open to bikes of any make, as its central attraction. At this event, the fact that a number of the motorcycle shop owners brought their children to take part in the races lent a healthy sports atmosphere to the festival. Of course the children who participated in the races had a background of proper motocross training and had been chosen as ones who it was felt could race safely. For everyone to see these children, even though they lacked the speed of their adult counterparts, riding their PW's steadily in the qualifying heats was very satisfying. The spectators were especially pleased to see these same children riding smoothly past the adults who had tried to go to fast and ended up crashing and tangling up with other riders. The people who applauded these children were perhaps applauding their skill and their cuteness, but also we shouldn't forget that this applause can also be considered the first step toward a favorable acceptance of motorcycle sports. At this same Central Japan Summer Festival another interesting thing occurred of a completely different nature.

As we mentioned in our last issue, Thai motocross school champions Mr. Pit-sanuwat Pume (100cc class) and Mr. Narong Uthaitam (125cc class) were invited to Japan to participate in the races here. After being introduced to the festival participants by Yamaha's special instructor Mr. K. Iwao, the two riders went on to compete brilliantly in not only the production class, but also in the junior class, thus proving to everyone the quality and effectiveness of Yamaha's Motocross School activities.

Another thing that should be mentioned is the fact that a very successful event was held in the Shikoku and Chugoku region, called the Daisen Summer Festival. This event was managed completely by the local dealers with the help of participation fees from the loyal and ardent Yamaha fans among their regular customers. Here we have given a few examples of the ways that the new Summer Festivals proved to be successful and valuable. Of course these successes were not merely a result of the particular environment in which they were held, but rather we feel they could be duplicated with good results almost anywhere. We hope that when you hold an event in the future some of these examples we have mentioned here will be of help to you. We are also very anxious to hear about any unique new event that you have tried in your area. Let us hear from you whenever you have any news that might interest our readers.



Local entertainers provided one of the attractions at the Noto Island festival (Osaka area)



NOTO (Osaka area)



The Daisen Summer Festival was sponsored and managed completely by local dealers and their Yamaha customers. (Shikoku & Western Chugoku area)

## SHIMANE (Shikoku and Western Chugoku)

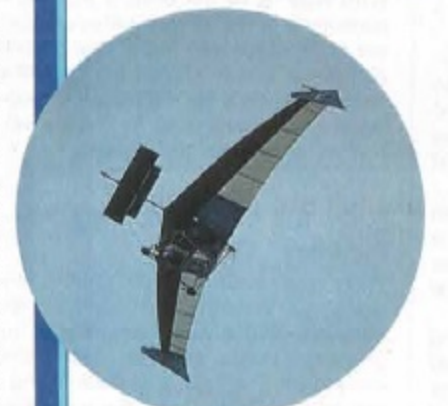


Touring to a beautiful camp ground. A moonlight festival was held at the Kyushu area festival. Many of the local dealers used out-and-back touring as an opportunity to teach riding safety.

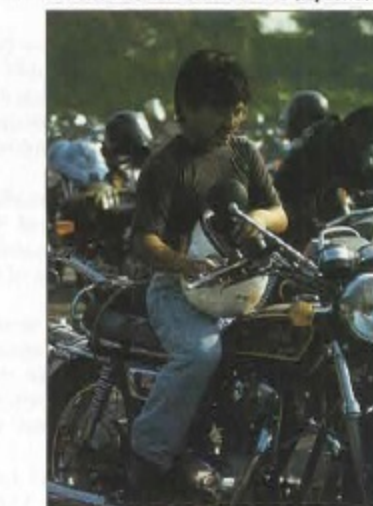
## KYUSHU



Some fans showed up on nostalgic old models like the XS1 and YDS (Kyushu).



One attraction was a motorized hang glider (Kyushu).



## NAGOYA

The '83 Summer Festival in Central Japan was held on a mountain top site, with the main event being the motocross race held on the course.

Many children here have received excellent training. (Central Japan)



Thai motocross school champions Mr. P. Pume (left) and Mr. N. Uthaitam.



The aim of the festival at Ikoma was to get as many people as possible to experience the joys of off-road riding. There were over 2000 participants.

## IKOMA (Osaka area)

The festival grounds were divided into a race zone, instruction zone, event zone and a relaxation zone (Ikoma).



# LOCAL SUMMER FESTIVALS

## TAZAWAKO (Sendai area)



A souvenir photograph is taken at beautiful Lake Tazawa (Sendai Area).

The Sendai area festival at Sugo had a full schedule including a barbecue party the night before, a motocross OB race, a North vs South team race, a riding contest, fashion contest, an autograph session by works riders, trial riders demonstration, etc., but the most popular events of all were the test run on the circuit and the new model test rides. People waiting for the new model test ride (left) and the test run on the circuit (right).



## SENDAI



The town was full of life as the Summer Festival fell on the same day as another annual local festival.



Motocross race (Sugo)

### Seven Main Regional Events

Area	Title	Date	Contents
Hokkaido	'83 Moto-Ring in Hokkaido	Sept. 24-25	•Touring rally •Open motocross course •Off-road LTR class Race •Motocross race •Trials competition •Motocross school •Trials school etc.
Sendai	'83 Lake Tazawa Moto-Ring	Jul. 2-3	•Touring •Camping •Pro riders' autograph session •Off-road riding school etc.
	'83 Towade Moto-Ring	Jul. 16-17	•Touring •Off-road riding school •Camping •New model TY250R demonstration
Tokyo	'83 "Tanabata" Moto-Ring in Sugo *	Aug. 6-7	•Circuit Run •Exchange party for clubs •TY250R demonstration •Pro autograph session •Camping •Test rides of new models •Motocross race •Trials competition
	'83 SL Kanto Motocross Meet	Aug. 7	•Individual race •Clubteam race •TY250R test ride event •Demonstration and autograph session by pro riders
Osaka	'83 Summer Festival of Central Japan	Jul. 24	•Motocross race •Game race •Off-road riding school •Motocross school •TY250R introduction •Closing party
	'83 Jamboree at Noto Island	Jul. 23	•Auto camping •Game festival •Campfire gathering •TY250R introduction and test rides
	'83 Yamaha Off-Road Paradise	Jul. 24	•Normal race •Off-road riding school •Ride games •Scrap bazaar •Pro rider autograph session •TY250R test rides
Shikoku & Western Chugoku	Ride with Kartaya at Nakayama Circuitland	Aug. 2-4	•Circuit running class •Cornering class •Autograph session
	'83 SL Summer Festival in Kagawa	Aug. 7	•Motocross race •Trials competition •TY250R demonstration run •New model test ride •Pro rider demonstration and autograph session
Kyushu	'83 Summer Festival in Kyushu	Aug. 6-7	•Exchange party for local clubs •Campfire •Test ride event for new TY250R •Charity event for traffic accident orphans •Autograph session by pro riders •Blood donation

\* Tanabata (The Star Festival)

An old legend says that the Altair and the Weaver, a pair of lovers living across the Milky Way, can meet once a year on the seventh day of the seventh month. The Star Festival is given on the same day, in celebration of their wished-for meeting.

# A high-efficiency new headquarters

**From Paraguay:** The new head office building of Paraguayan Yamaha importer Autoper Comercial has recently been completed in Asuncion. The new head office will function as a high-efficiency business center unifying all work divisions including service and marketing.

The new office building which is situated in the main quarters of the city is finished in a bright two-tone color scheme, attracting special attention from the public.

Flying on the front of the building are the national flags of Paraguay and Japan, together with a Yamaha flag. Assisted by an expert Brazilian designer, the whole interior of this modern 4-story building with the basement is designed specifically for higher work efficiency.

The first floor consists of a 350m<sup>2</sup> showroom and a 250m<sup>2</sup> workshop. Various deskwork sections are grouped together on the second floor. The whole basement is occupied by a 612m<sup>2</sup> parts center, a sales corner and a warehouse.

Autoper Comercial has an established reputation especially for its



Autoper's new head office building. Mr. "Venga" is also here. In the circle is Mr. Arietti, President of Autoper Comercial.

highly efficient parts supply system and the new head office is sure to bring the company a number of significant improvements in all the aspects of its business. Handling all Yamaha products in Paraguay for the past decade, Autoper Comercial has become one of the most important members of Yamaha's overseas family. In particular, the company sells 3,000 to 3,500 motorcycles per annum, thus making up approx. 40% of the total Paraguayan market.

The company will continue to grow under the excellent leadership of Mr. Miguelangel Arietti, President. He is a creative thinker with excellent management capabilities. Showing great foresight and unbending will he has



Showroom on the first floor.

brought the company to the present prosperity. His son Herminio, who was once a motocross rider and took part in motocross training in Japan, is very enthusiastic about promoting the spread of sound motorcycle sports in Paraguay. President Arietti expects much of his son who is to become the next president some day in the future.



From left to right: Mr. H. Nanda, President of Escorts, Mr. T. Arata, Director of Yamaha Motor, Mr. I. Singh and Mr. Y. Maruyama.

production of 100cc and 350cc bikes. Full-scale production of 350cc bikes has already begun in the New Delhi Plant as of March. According to plans, 10,000 machines will be produced this year and output will be increased to 25,000 machines by next year. An agreement concerning local production of 100cc bikes has also been signed by both companies. Approved by the Indian Government, construction of a new plant will start late in 1983 and production will begin about the middle of next year.

In addition, Escorts produced 70 RD350-based police bikes for delivery to the Calcutta Police. These police bikes featured Yamaha's high-level technology and were acclaimed for their quality and performance.

## Yamaha "Mini" Riding School

**From Iwata:** Yamaha has pushed ahead with the Yamaha Riding

School (YRS) program in Japan with the aim of promoting the safety of motorcycle riding. The program is arranged so that it is suitable for comparatively large-scale road racing and motocross tracks.

Therefore, it has been limited to areas where such facilities are available.

A scaled-down version of this program called Yamaha "Mini" Riding School has now been introduced in order to meet the demand of those enthusiasts living in the areas where such facilities are not available.

The program of the Yamaha "Mini" Riding School features five important subjects selected out of the regular YRS curricula, that is, slalom, pylon riding, tight bridge riding, braking and zigzag riding. Training usually takes the form of enjoyable games, through which participants are taught the correct manners and techniques of safe riding. Finally, each participant gets a rating of his skill (grade 1 to grade 6).

Training is given mostly on the grounds of a local automobile school, a parking zones or some vacant lot. As a rule, each participant is requested to use his own bike, which gives him an opportunity to inspect the machine itself carefully while learning how to ride.

The program of Yamaha "Mini" Riding School program has been very favorably received by those people who wish to improve their skills at safe, correct riding.



Pleasure boat navigation training

## Cooperation with S.I.S.



**From Iwata:** Domestic production of Yamaha motorcycles will begin shortly in Portugal under a tie-up agreement reached between Yamaha and S.I.S. Veiculos Motori Zados Ltda., Portugal's top manufacturer of motorcycles and motorcycle engines.

Both companies have agreed that:

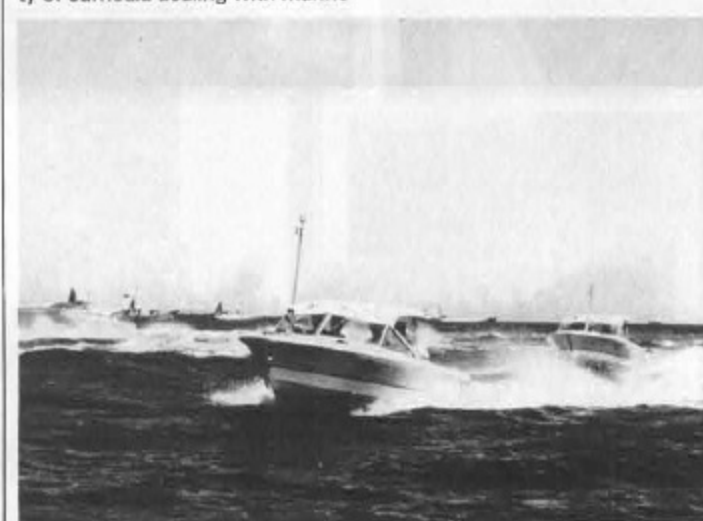
1. Yamaha will afford technical aids to S.I.S. for the domestic production of Yamaha motorcycles.
2. S.I.S. will manufacture 125cc bikes under the brandname of Yamaha. These bikes will be marketed through a sales company under joint management of S.I.S. and Portuguese Yamaha importer Motopecas.
3. For the time being Yamaha will supply S.I.S. with engines and specifically designated parts but these items will be shifted step by step to domestic production.
4. Domestic production will begin next spring and annual output will be approx. 9,000 units.

As mentioned above, S.I.S. is Portugal's number one motorcycle manufacturer and is under a business tie-up with West German Sachs which is the parent company of N.H.W., a current business partner of Yamaha. Last year about 66,500 bikes were marketed in Portugal. 50cc and 80cc classes are especially popular but larger bikes are also gaining popularity. Yamaha is the first Japanese motorcycle manufacturer to start local production in this country.

## Yamaha Marine Sports College

**From Iwata:** In Japan one who wishes to drive a motorboat must obtain licence. A Yamaha-original boat licence school has long provided useful lectures and training for those who are going to take a national licence test. This school is part of Yamaha's extensive boating education program that includes a yacht school and water ski school as well. The Yamaha Marine Sports College is an advanced form of boating education which began last year. The college provides a variety of curricula dealing with marine

meteorological observations, astromavigation, yacht racing, motorboat racing, pleasure boat navigation, marine engines, boat fishing, and amateur radiotelegraphy, all of which are considered essential to the full enjoyment of safe boating. Yamaha, which is the largest manufacturer and supplier of FRP boats and outboards in Japan, is making great contributions to the promotion of safe, pleasurable boating through its proven boating education program.



Pleasure boat navigation training

# 125 policebikes to Guam

**From Guam:** On September 7, 22 Yamaha XJ550-based police bikes were delivered to the Department of Public Safety of Guam. These bikes which were the first installment of an export contract combined between Yamaha and the said Department, spearheaded Yamaha's aggressive policy to open up a new motorcycle market in this part of the world.

The above contract was signed in accordance with a new public safety policy adopted by Hon. Ricardo J. Bordallo, Governor of Guam who attached specific importance to the use of economical and high-efficiency motorcycles in neighborhood patrol duties. In competitive bidding Yamaha was second to the lowest but the Governor did not hesitate to select "Yamaha" for the purpose because he put full confidence in the quality and performance of Yamaha police bikes as introduced in a full line catalog.



Guam police officers: rear row, from left to right, Sgt. I Anthony Ascura, Field Supervisor, POI Felix Mangiona, Neighborhood Officer and Sgt. I Joaquin Castro, Admin. Sgt.; front row, from left to right, Sgt. II Howard Blas, Operation Sgt., Capt. John Aguir, Bureau Chief and Lt. Benjamin Leon Guerrero, OINC Neighborhood.

The contract covers the delivery of 125 police bikes; 25 in December and the remaining later.

Upon delivery of the first installment, the staff from Yokosuka Yamaha in cooperation with the staff of Yamaha dealer Pacific Cycle Co. strengthened an after-sale service system including spare parts supply. In addition, Japan-



Mr. Albert Whitt of Pacific Cycle presenting a Yamaha XJ550PL to the Governor (right) with Dr. Judith P. Guthertz (middle).



Yamaha XJ550PL's in full array at the courtyard of Guam Police Headquarters.

ese mechanics from Yokosuka will be permanently stationed in Guam, assisting local mechanics in the perfect repair/service work of these police bikes.

The delivered 22 XJ550PL's which are being ridden by the in-service staff of the Neighborhood Patrol Command, will be delivered in due course of time to young policemen who have finished or will shortly finish the course of training at the police academy.

In token of their utmost gratitude to the Governor, Dr. Judith P. Guthertz (Director of DPS and Guam police officers for their full support to Yamaha, Yokosuka Yamaha and Pacific Cycle presented one XJ550PL to the Governor. The bike which was delivered on Sept. 8 will be used in a number of different official functions.

## Yamaha Turbo in 007 James Bond Movies

**From Iwata:** Sean Connery, the first 007 actor who retired from this world-renowned action series about 11 years ago, will come back to his extremely successful role in the latest 007 movie titled "Never Say Never Again" which is scheduled to be released within the year worldwide. As you know, until now the series has featured a number of fantastically novel weapons 007 uses in a life-or-death battles with his

enemies. Now we can look forward to seeing what new weapons will be featured in the forthcoming movies. But it is quite sure that turbocharged Yamaha XJ650T used as a 007 vehicle will add extra charm to the movies, together with the glamorous Bond girls.

## Army Searchlight Tatto '83



**From Sri Lanka:** The Army Searchlight Tatto is an annual campaign event promoted by the Sri Lanka Army. This year's event which was recently held in Colombo featured a thrilling demonstration by an army stunt team using Yamaha DT400-based patrol bikes. The team consisted of 8 selected riders including 4 women who were specially trained by the instructors from Yamaha importer Associated Motorways Ltd. Until now, apart from the DT400 bikes the company has sold the XS250, XS400 and DT175 by tender to the Army. These bikes have a good reputation among all army riders.

## Supercross enthusiasm



**From Venezuela:** Supercross which originated in the United States has recently grown to a tremendous popularity in other parts of the world as well. It has already gained firm popularity as a new type of spectators sports in Europe and Australia. In addition, the first supercross event that was organized in Japan last autumn appealed greatly to lots of people. Now Venezuela is also joining the list of supercross-enthusiast countries. Enthusiasm for this sport is rapidly growing especially around Caracas, the capital city of this country.

The course, unlike those in other countries, is laid out making use of natural terrain conditions as much as possible. This allows each participant to demonstrate his riding techniques in a more spectacular manner while negotiating tricky ups and downs. This may be called a Venezuelan version of supercross. Every other week a non-championship event takes place before a

crowd of spectators. Four different classes are run in each meeting: novice A and B (both 80cc), expert 125cc and veteran 250cc. Each event attracts a large number of entries from every part

of Venezuela. As reported in our last issue, Yamaha is the leading motorcycle brand in Venezuela. Reflecting this fact, Yamaha riders are setting the trends in this fast-growing sport.

## "Lavado" sensation

**From Venezuela:** Carlos Lavado who captured the 250cc road racing world championship title in the British GP at Silverstone on July 31, created a resounding sensation in his homeland Venezuela. All papers issued on the day subsequent to his winning the title were full of articles about him under such catching headlines as: "The whole of Caracas is excited over Venezuela's new hero", "Venezuela's great pride - New World Champion Carlos Lavado", "Carlos joins Johnny on the list of Venezuelan world champions", "His mother says - Carlos has been very enthusiastic about motorcycle sports", and so on. It was felt that the "Lavado" sen-

sation was almost equal to the tremendous sensation created in 1975 when 19-year old Johnny Cecotto on a Venemotos-entered Yamaha TZ350 became the first Venezuelan to win a world title. As you may notice, Lavado also rode a Venemotos-entered Yamaha machine in this year's championship and his victory is very significant in many respects. For example, Venemotos which is led by Mr. Vito Ippolito has been well rewarded for their ardent sports promotion efforts which they have continued since the days of the late Andrea Ippolito (former president). At the same time, Lavado's victory is sure to become a good incentive for young riders.

"Lavado" sensation in newspapers



## New Yamaha top management

Yamaha has announced its new top management in accordance with the appointment of the new president as follows:

Chairman	Seisuke Ueshima
President	Hideto Eguchi
Managing Director	Tomoji Shuin
Managing Director	Isao Komiya
Director	Gen-ichi Kawakami
Director	Hideo Koike (part-time service)
Director	Tadanori Arata
Director	Shunji Tanaka
Director	Hitoshi Nagayasu
Director	Kunihiko Morinaga
Director	Nobuo Shiohara
Director	Satoshi Watanabe
Standing Auditor	Kinpei Obayashi
Standing Auditor	Yoji Ishikawa
Auditor	Mitsuo Kasahara

The new leading staff of the overseas operations are also announced as follows:

Senior General Manager, Overseas Operations	J. Nakagawa
General Manager, 1st Sales Div.	T. Kimura
General Manager, 2nd Sales Div.	H. Deguchi
General Manager, 3rd Sales Div.	S. Arai
General Manager, Service Div.	T. Takahashi
General Manager, Business Div.	H. Ohara
General Manager, Overseas Production Div.	M. Yokoyama
General Manager, Marine Div.	H. Sawada
General Manager, Power Product Div.	Y. Sato



Parts center in the basement.

## A produce fair attracts one million people

**From Pakistan:** Yamaha motorcycles added an extra dimension to a produce fair which was recently held in Lahore, the capital city of Punjab State in northeastern Pakistan. The fair is held on a large scale every other year with the aim of making various local products known to as many people as possible.

The Yamaha motorcycles and motorcycle parts which were arranged by Dawood Yamaha, Ltd. attracted special public attention because Yamaha is contributing to the furtherance of local industrialization by having all parts except engines produced in Pakistan,

Yamaha bikes are used in different ways, for example....



# Marine version of the LOCAL SUMMER FESTIVALS

As you may notice, pages 3 to 5 in this issue are devoted to introducing the outline of Local Summer Festivals '83.

Yamaha's aggressive campaign effort was not confined to the land however. The marine version of this festival named "All Yamaha Fair '83" was also promoted nationwide under the unified theme — "Let's widen our circle of communication".

The primary aims of the All Yamaha Fair are:

1. To make the pleasure of marine activities known to as many people as possible.
2. To promote the spread of safety on the sea.
3. To strengthen the sense of unity between organizers and participants, and among fellow sea-lovers, thus increasing the number of Yamaha fans.

Each of the 8 regional marketing bases of Yamaha took the initiative in organizing a regional event supported by local marinas, sailboat clubs and fleets. Each event which was open to all Yamaha users featured a variety of functions



including boat racing, fishing contests, cruising rallies, etc. designed to fit the locality as much as possible.

Organizers made an endeavor to create a harmonious atmosphere in which all participants could strengthen the sense of unity as sea lovers while sharing the pleasure of various functions in a safe manner.

For example, the boat race program included a beginner class which gave a number of novice boatmen a chance to practice their techniques learned in a Yamaha yachting school or boating school. Barbecue parties given before and after racing turned out to be delightful get-together meetings at which all the participants had a chance to introduce themselves to each other.

The All Yamaha Fair was even more successful than had been expected as a whole. In particular, Lake Tazawa which was the site for the northeast fair event attracted a far greater number of participants than had been anticipated, suggesting that this lake would become a new regional center for various leisure-time water functions, thus spurring the growth of boating enthusiasm in this part of Japan.

One of the most

## HOKKAIDO

Teuri Island on the Japan Sea is a paradise for sea birds.



Ardent participants arriving at the start early in the morning (Hokkaido). Going out into the Japan Sea and sharing the pleasure of water skiing and fishing.

popular functions was a pleasure boat rally between the Tokyo Port and one of the small islands lying in the Bay of Tokyo. Participants in the rally were required to perform the following tasks:

1. To catch three fish on the way.
2. To land on the designated island (the turn).
3. To visit a shrine on the island.

4. To take pictures of two model girls as proof of his landing (two model girls and cameras prepared by organizers).
5. To stay on the island for 60 to 120 minutes.

# Let's widen our circle of communication

## ALL YAMAHA FAIR '83

# Let's widen our circle of communication

[www.legends-yamaha.com](http://www.legends-yamaha.com)

## TOKYO



The event organized in Tokyo is the largest of all. The program features motorboat racing, sailboat racing and a rally.

Posing with model girls for a camera, and visiting a shrine.



## KYUSHU

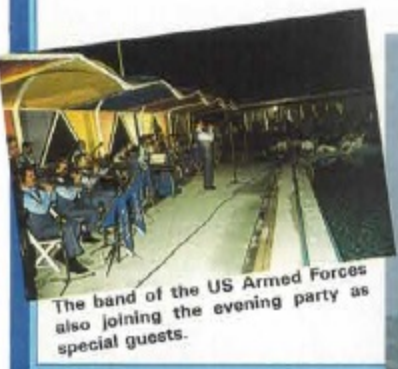
The event in Kyushu also features a variety of functions such as sailboat racing, fishing contest, water ski contest, beach barbecue party, etc.



A commemorative picture is taken with a Yamaha Passol offered as a special prize.

### All Yamaha Fair '83

Main base	No. of Meetings	Contents
Hokkaido	2	•Dinghy open race •Barbecue party •Cruising to off shore islands •Water skiing •Parachute sailing
Sendai	4	•Water skiing •Parachute sailing •Fleet-vs-fleet race •Dinghy race •Test sailing of dinghy boats for participants •Joint sailboat race
Tokyo	6	•Evening party •Pleasure boat rally •Sailboat race •Dinghy race for beginners •Attraction •Barbecue party
Nagoya	1	•All Yamaha Fair Cup Race (Dinghy/Cruiser)
Osaka	4	•2 team-vs-team TCF races •Dinghy race •Marine "Athletic meeting" •Water skiing •Paddling race •VTR for sailboat promotion •Attractions •Barbecue party
West-Chugoku	1	•Beginner class race and barbecue party for participants who don't belong to a fleet
Shikoku	2	•Cruising around off shore islands •Tennis game on an island •Rowboat game •Fishing contest (Catch are presented to an old-age home)
Kyushu	7	•Cruising •Fishing contest •Cruiser race •Dinghy point race •Water skiing



The band of the US Armed Forces also joining the evening party as special guests.

