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Yamaha technology gets into the international limelight

The '81 Range Arouses A Greater Sensation



The YICS-equipped XJ550 — Cologne



The popular off-road corner — Paris

Cologne & Paris Motor Shows

The new models in the '81 line, which were first introduced during the YMUS Dealer Meeting held in Las Vegas early in September, aroused an even greater sensation when they made their debut during the Cologne Motor Show, West Germany late in September and the Paris Motor Show early in October, getting the '81 season off to a great start in Europe as it did in the United States.



Cologne Motor Show

(See pages 2 & 3 for more details)

Yamaha Outboard Motor Service Contest

Prize winners enjoy a one-week tour of Japan

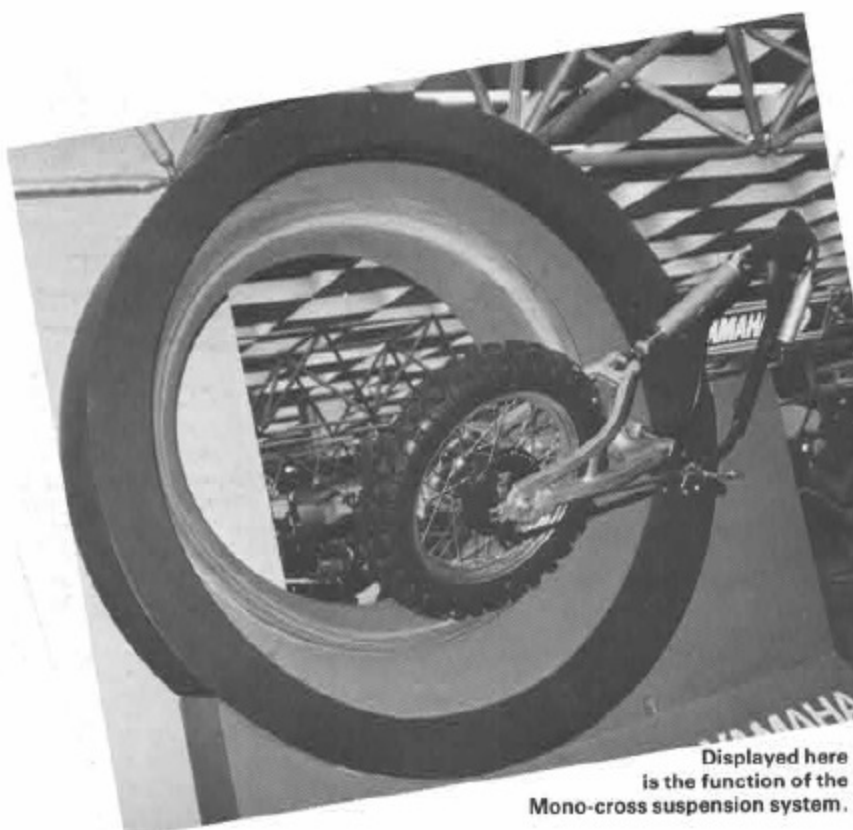
As reported in our last issue, the Yamaha Outboard Motor Service Contest was brought to a successful conclusion, and contest winners were awarded grand prizes including a wonderful one-week tour of Japan.

(See pages 14 & 15 for more details)



'80 Cologne Motor Show (IFMA '80) Sept. 19 to Sept. 23

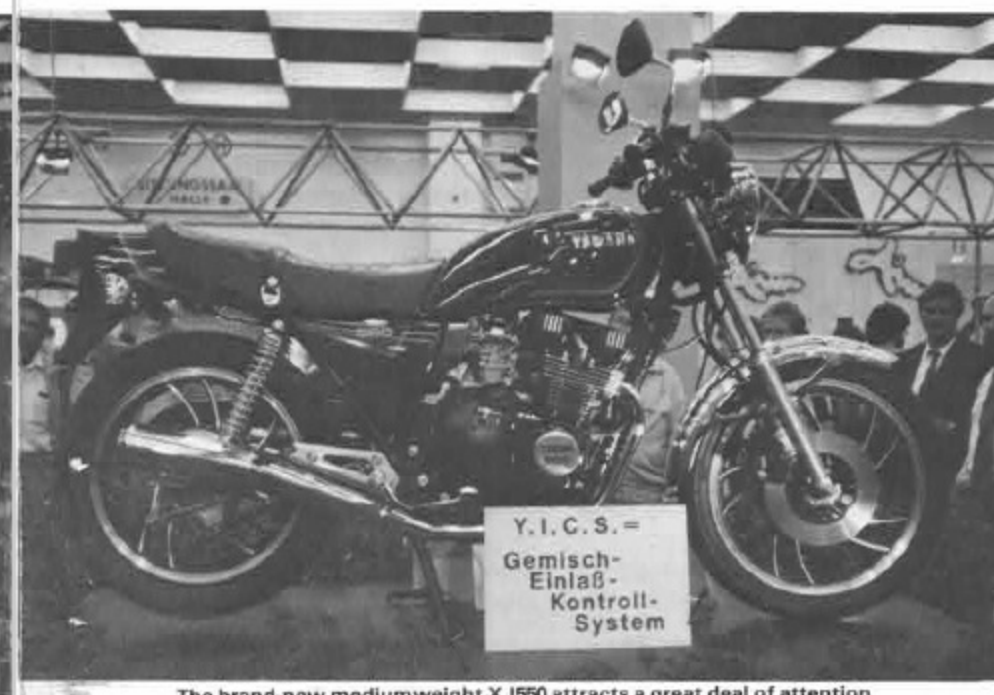
'80 Cologne Motor Show (IFMA '80) Sept. 19 to Sept. 23



Displayed here is the function of the Mono-cross suspension system.



The TR1 (XV1000) features a very slim V-twin layout.



The brand-new mediumweight XJ550 attracts a great deal of attention.



The new RD250LC has a racer-type cowling.

The '81 Yamaha line-up was truly the sensation of the Cologne Motor Show (IFMA - international bicycle and motorcycle exhibition), the world's number one 2-wheeler show which was held in Cologne, West Germany for five days from Sept. 19 to Sept. 23. The show attracted a record number of visitors estimated at 150,000 on the first day. There was no doubt that the glamour of the Yamaha corner accounted greatly for this fact.

Meeting held in Las Vegas early in September, made a very successful European debut at the Cologne Motor Show. It fully manifested Yamaha's engineering excellence that is sure to lead the motorcycle world by meeting diverse customer preferences and social needs in the coming decade.

The Yamaha corner was arranged by the Yamaha Division, Mitsui Machinen GMBH of Düsseldorf in a very attractive and effective manner. The corner occupied a generous space of 1,000m² in pavilion, No. 13 exhibiting the grandest array ever of new motorcycle models in history.

On top on a Yamaha stand was the entirely-new 75 degree in-line V-twin 981cc TR1 (XV1000) tailored in a fresh sense, to be an appealing superbike featuring much of Yamaha's leading motorcycle technology, including the Mono-cross rear suspension system and an enclosed chain drive system, to meet the surge of demand for

Yamaha's engineering excellence manifests itself fully at the world's number one 2-wheeler show

greater personal expression in the eighties. Visitors' excitement was doubled by another brand-new V-twin shaft drive road model, the XV750 Special which adopts a 75 degree in-line layout as well. The new medium-weight XJ550 with the Y.I.C.S. also made its European debut. Apart from the overall appeal of its configuration and exciting performance data, the new XJ550 undoubtedly created one of the big topics of conversation at the show because of

Yamaha's revolutionary fuel-saving system (Y.I.C.S.). The new off-road range which included both YZ and IT models, also attracted a large number of visitors each day. Their interest was naturally focussed on the liquid-cooled YZ125, YEIS-equipped YZ250 and IT250 while Yamaha's unique mini-motocrosser, the PW50 was accepted as a new trendsetter in children's motocross.

In addition, the new trio of single-cylinder 2-stroke bikes was displayed to appeal to an increasing number of lightweight road bike fans in many European countries. The Mono-cross fitted DT80, which is intended for use both on and off the road, is reputed to have the largest dimensions in its class so that riding comfort and handling stability are increased to a maximum under many different riding conditions.

The RD250LC and the RD350LC, which have a newly designed Mono-cross frame, cast wheels, a single front disc brake and nose cone fairing, provide new excitement for 2-stroke speed enthusiasts.

The road sport RD80 is designed and built after its bigger brother, the RD250LC, though it features an air-cooling system. The new FS80 has an innovative chopper styling.



The new YEIS-equipped IT250



The off-road and enduro corner also appeals to European enthusiasts.



The information corner is brisk with a lot of Yamaha fans.



The YA1 125cc model, Yamaha's first production bike is also exhibited.



The popular DT80. Yamaha's new 80cc range consists of the DT80, the RD80 and the FS80.

Successful PR activities

PR activities were also very successful. RTL (Radio Luxembourg), the most influential radio station in Europe, broadcast a direct report from the Yamaha corner for one hour. A Yamaha-RTL disco also took place to give another stir of Yamaha enthusiasm. In addition,

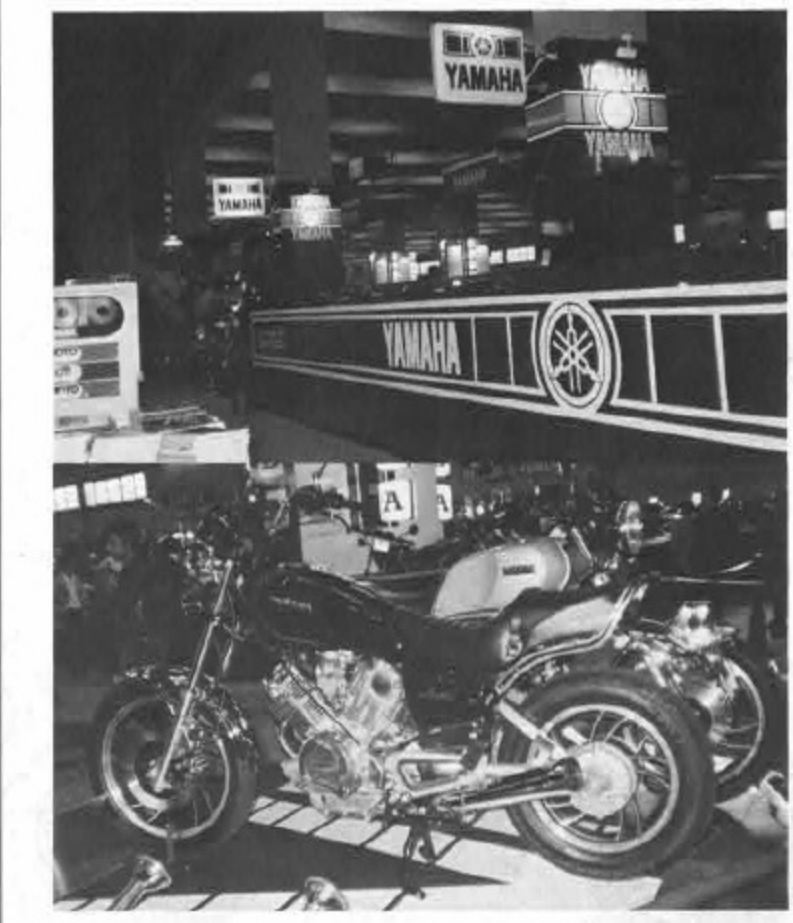
the German TV presented a special program to televise the Yamaha XV750 Special as the most impressive model introduced at the '80 Cologne Motor Show.

Mr. Gscheidle, Minister of Transportation who visited the Yamaha corner on the opening day, was highly interested in the new V-twin models as well as in the 80cc range.

A repeated sensation! Paris Motor Show

The '81 Yamaha line-up created a repeated sensation among bike fans during the Paris Motor Show which took place early in October. Sonauto Yamaha displayed a variety of new models in a very

impressive manner while making the best of its limited space. The new V-Twins, liquid-cooled YZ125, mini-motocrosser PW50, new DT80, etc. attracted a good deal of public attention throughout the show.



Economical but exciting

Yamaha's engineering excellence to meet diverse customer preferences and social needs in the eighties

New designs, new concepts and new technical features are fully incorporated in the '81 Yamaha line-up which consists of a variety of high quality models, economical but exciting, and innovative yet simple to meet diverse customer preferences and social needs in the coming decade. This shows off Yamaha's unmatched engineering excellence in an even more striking manner than ever. Let's take a closer look at the brilliant achievements of Yamaha's engineering excellence seen in the '81 line-up.

XV1000

- V-twin engine
- Mono-cross suspension
- Enclosed chain drive



Both the XV1000 and the XV750 feature the entirely-new 75°, overhead camshaft, in-line V-twin engine. This layout provides the optimum combination of engine height and length considerations. It allows the ideal amount of space for carburetors and intake components. The V-twin engine needs only one crank pin and can be quite narrow. In addition, a great deal of attention has been paid to reducing mechanical engine noise. Special no-chatter gears are used to drive the lower cam-chain sprockets. These gears have a built-in preload feature which quiets the lash

between the gear teeth. The engine serves as an integral frame member, allowing a stable, rigid link between the front and rear wheels. This greatly increases handling stability. The combustion chamber shape is also the result of a great deal of research. It is designed to maximize combustion efficiency, thereby reducing exhaust emissions to a minimum. The exhaust port is shortened to aid in heat dissipation. The Mono-cross rear suspension system is also a noteworthy feature common to these big V-twin models.

XV750

- V-twin engine
- Mono-cross suspension
- Shaft drive



The system is mounted to the triangulated swing arm and the frame just beneath the seat. To provide remote adjustment from the outside of the motorcycle, a pair of cables links the damping adjustment wheel on the shock to a knob located below the seat on the right side of the machine. With this knob, the rider can select from six damping settings at any time. There is, however, a total of 20 damping settings available on the shock by refitting the cables to different positions on the damping adjustment wheel. The air spring used in conjunction with a conventional coil spring is an all-new feature of the Mono-cross system for these street bikes. The XV1000 has the newly designed enclosed chain drive while the

XV750 is equipped with a proven shaft drive system. Yamaha's enclosed chain drive goes a long way toward minimizing the disadvantages and annoyances of conventional chain drive, such as need of constant adjustment, frequent lubrication, etc., while maintaining its efficiency.

The new system is rather simple in construction. An aluminum case surrounds the engine drive sprocket, and another aluminum case encloses the rear sprocket. The cases are connected by a pair of rubber tubes which surround the upper and lower runs of the 630 drive chain. Approximately one liter of grease contained in the system does the job of lubricating the chain.

SPECIFICATIONS

XV1000
 Type SOHC, 4-stroke, V-twin
 Displacement 981 cc
 Maximum horse power 70 PS/6,500 rpm
 Maximum torque 8.28 kg-m/5,500 rpm
 Ignition Transistor-controlled
 Starter Electric
 Seat height 770 mm
 Dry weight 220 kg
 Suspension: Front Air-adjustable
 Rear Adjustable monoshock
 Brakes: Front Dual disc
 Rear Drum
 Tires: Front 3.25H19-4PR
 Rear 120/90-18 65H

XV750
 Type SOHC, 4-stroke, V-twin
 Displacement 748 cc
 Maximum torque 6.4 kg-m/6,000 rpm
 Ignition Transistor-controlled
 Starter Electric
 Seat height 750 mm
 Dry weight 212 kg
 Suspension: Front Air-adjustable
 Rear Adjustable monoshock
 Brakes: Front Disc
 Rear Drum
 Tires: Front 3.50H19-4PR
 Rear 130/90-16 67H

XJ750

- YICS
- Computerized monitor system
- Anti-dive suspension



The new DOHC 4-cylinder series including the XJ750 and the brand-new XJ550 features Yamaha's revolutionary fuel saving system, the Y.I.C.S. (Yamaha Induction Control System) which is designed to reduce the fuel consumption of any 4-stroke engine. The system is simple in construction and virtually maintenance free. It has a narrow sub-intake passage near the opening of the intake passage. The velocity of the air/fuel mixture is greatly increased when it passes into the cylinder through the narrow sub-intake passage. This causes a natural swirling action around the inner wall of the cylinder. This added movement allows quicker, more efficient combustion of air/fuel mixture while it decreases fuel consumption and enables the YICS engine to attain the same high performance as conventional engines. The computerized monitor system on the XJ750 automatically monitors those conditions of a motorcycle which are most essential to trouble-free riding. The system consists of several sensors placed around the motorcycle, a micro-computer, an integrated circuit board, and a liquid crystal diode

(LCD) display panel. In operation, the sensors provide the raw information to the microcomputer. The computer analyzes the information and determines the area of the problem. The computer then "posts" the information on the LCD display panel and triggers the main warning lamp to alert the rider. At all times during the operation of the machine, the system is monitoring all of its several areas of coverage, such as the sidestand, brake fluid level, engine oil level, battery fluid level, headlight, taillight and stoplight, and fuel consumption. The anti-dive suspension system on the XJ750 works automatically to help prevent excessive fork compression during braking, thereby maintaining adequate travel and preventing bottoming. Weight transfer is limited, enhancing rear wheel traction. If bumps or holes are encountered in the road, the system is overridden so the fork can respond to them. If braking continues after the rough spots, the system resumes its stabilizing function. The system is simple in construction but reliable and effective in function. At the heart of the system is a brake-actuated valving mecha-

Innovative but simple

XJ550

- YICS



nism attached near the bottom of each fork leg. The valve in these mechanisms is placed in the hydraulic damping circuit through which fork oil flows as the fork is compressed. When the brake lever is squeezed a certain amount, brake fluid pressure pushes the valve's piston into its seat, closing the valve; the flow of

fork oil through the compression damping circuit is restricted substantially. The fork therefore resists compression during braking, maintaining the stable attitude of the motorcycle. During normal riding, all the advantages of telescopic fork suspension are retained.

SPECIFICATIONS

XJ550
 Type DOHC, 4-stroke, Four
 Displacement 748 cc
 Maximum torque Not available
 Ignition Transistor-controlled
 Starter Electric
 Seat height 770 mm
 Dry weight 215 kg
 Suspension: Front Air-adjustable
 Rear Adjustable damping
 Brakes: Front Dual slotted disc
 Rear Drum
 Tires: Front 3.25H19-4PR
 Rear 120/90-18 65H

XJ550
 Type DOHC, 4-stroke, Four
 Displacement 528 cc
 Maximum horse power 56 PS/9,500 rpm
 Maximum torque 4.6 kg-m/8,500 rpm
 Ignition Transistor-controlled
 Starter Electric
 Seat height 790 mm
 Dry weight 186 kg
 Suspension: Front Telescopic forks
 Rear Swing arm
 Brakes: Front Dual disc
 Rear Drum
 Tires: Front 3.00H19-4PR
 Rear 110/90-18 61H

YZ250

- YEIS



The new YZ250, which is a true replica of the highly successful Yamaha works machine, has a number of very significant improvements to both engine and chassis. Dealing first with the power unit, the obvious important item is the Y.E.I.S. (Yamaha Energy Induction System) which improves power development over the low-to-medium speed range. The system keeps the velocity of air/fuel mixture stream as flat as possible over the entire range of speeds. This both increases power output and saves precious fuel. The system is virtually maintenance free, being integral to the engine so no extra running cost is incurred. On the new YZ250, the system is tuned for maximum effect in the low-to-medium

speed range, a very important factor for a competitive motocrosser. Other improvements include altered port timing, newly designed air cleaner, expansion chamber type muffler, etc.

SPECIFICATIONS

YZ250
 Type 2-stroke single
 Displacement 246 cc
 Maximum horse power 41 hp (10,500/rpm)
 Maximum torque 3.8 kg-m (37.3 Nm) @7,000 rpm
 Dry weight 99 kg
 Suspension: Front Telescopic forks
 Wheel travel 300 mm
 Rear Monocross suspension
 Wheel travel 310 mm
 Tires: Front 3.00-21
 Rear 5.10-18

YZ125

- Liquid-cooling



After five years of extensive race testing, Yamaha has perfected an effective and efficient liquid-cooling system for the YZ125 motocrosser. The system allows higher peak-horsepower tuning, maintains more of that high power after warm up, and has a minimal effect on the excellent handling of the motorcycle. Aside from the small radiator and the special cowling mounted to the front of the triple clamps, the only external components of the system are two hoses that bear liquid between the engine and the frame. Since the cooling liquid is routed through the steering head to the

radiator and back, the hoses are not subject to wear from twisting and chafing between the frame and the steering system. Unlike the works machines from other factories, Yamaha's radiator is placed on the front of the triple clamps, allowing the best airflow and providing the most ideal protection from rocks and crashes. Overheating is no longer a major factor and the main emphasis of tuning can be toward power, thus resulting in higher peak horsepower output than that of an air-cooled engine.

PW50

- A bike to develop a youngster's skill



This is a unique motocrosser-type bike that is simple enough even for a three-year old child to ride. Power comes from a newly designed 2-stroke single Autolube engine. The PW50 is totally designed to introduce a child to motorcycling in a safe and enjoyable manner. It weighs only 36.5 kg and, with its little 2.50 x 10 inch wheels, is slung low to the ground. Seat height, in fact, is only 480 mm. Drum brakes are well-matched to the size and

speed capabilities of this little bike. An enclosed drive shaft is another important safety feature. The fully automatic transmission means easy riding at bicycle-type speeds. Other safety features include:
 • Exhaust pipe protector
 • Muffler side covers
 • Starter safety switch
 • Kid-size handlebar grips and brake levers

	YZ250	YZ125LC	PW50
Type	2-stroke single	2-stroke single	2-stroke single
Displacement	246 cc	123 cc	49 cc
Maximum horse power	41 hp (10,500/rpm)	30.0 hp (10,500/rpm)	2.7 hp (5,500/rpm)
Maximum torque	3.8 kg-m (37.3 Nm) @7,000 rpm	2.04 kg-m (20.0 Nm) @10,000 rpm	0.39 kg-m (3.8 Nm) @4,500 rpm
Dry weight	99 kg	89 kg	37 kg
Suspension: Front	Telescopic forks	Telescopic forks	Telescopic forks
Wheel travel	300 mm	300 mm	60 mm
Rear	Monocross suspension	Monocross suspension	Swing arm
Wheel travel	310 mm	300 mm	50 mm
Tires: Front	3.00-21	3.00-21	2.50-10
Rear	5.10-18	4.00-18	2.50-10

Educational training aid

From Thailand: Yamaha Motor Co., Ltd. and Siam Yamaha Co., Ltd. are jointly providing educational training materials. These materials mentioned are aimed for the Thai Army Vocational Training, Adult Education and Vocational Education Department respectively. The first two donations have been

presented through Mr. Pangputhi-pong, General of Vocational Education Department. The 200 units of wall charts valued at 100,000 bahts will be of great help in enhancing knowledge and bettering understanding of Thai vocational students.



Mr. Prapat, General Marketing Manager of Siam Yamaha is presenting the educational training materials to the General of Vocational Education Department.

Thailand's Youngest Khunying



Khunying Phornthip Narrongdej. From Thailand: Recently, a Thai woman was decorated with the Fourth Class of the Most Illustrious Order of Chula Chom Klao, for which she is honored with the title of "Khunying". Her name is Mrs. Phornthip Narrongdej and she is Vice President of Siam Yamaha and also wife of Mr. Kasem Narongdej, President of Siam Yamaha. She is the youngest

woman to be honored with this title of "Khunying" which is bestowed upon those who have done something highly commendable for the country or have contributed something significant to society. At 34, happily married with three children, she holds prominent roles in some of this country's well-known corporations — from the motor business to a music school. Moreover, she devotes herself to charity work so far as time permits. Her success today is borne out of devotion, first to her family, second to her work, and third to the people of her country. Asked how she felt about this, she smiles broadly, saying, "It came to me as a surprise. I never thought that I would receive this title but I am very happy to have received it. In fact, I was a bit over-excited at first. Anyway, I like to be active rather than sitting at my desk doing routine work."

One man expedition on the Amazon

From Austria: Recently, Mr. Tibor Zlocha explored the Amazon River in South America. Yamaha Motor N.V. placed a 20HP Yamaha outboard motor free of charge at his disposal. For about two months he explored with a rubber dinghy equipped with the Yamaha 20AS over a distance of 3,000Km on the

Amazon overcoming dangerous obstacles. The reliability of the Yamaha 20AS was proven, there were't any problems and no spare parts or propellers were needed. Mr. Zlocha has decided to start his next expedition in Peru with outboard motor of 8 — 10HP in the near future. He will fly to Pucallpa,



A Yamaha signboard on the bank.



Mr. Zlocha is examining his boat.

Lima from Venna and then sail up along the Rio Ucayali and Rio Amazonas to Iquitos. His purpose in this expedition is exploration of rivers going to the Rio Ucayali and also the unexplored jungle areas of Peru. Research and visits to Indio tribes and also investigation of precolombian culture in the area of Ucayali will be conducted. It will take him about 3 months to complete the forthcoming adventurous expedition. We are looking forward to the fruits of his research.



This small boat has completed a big exploration!

Yamaha Fun Day

From Australia: Milledge Yamaha in Melbourne recently promoted a novel PR show which was called "Yamaha Fun Day", attracting over 2,000 visitors, though weather conditions on the day were not so good. Radio, local press and motorcycle magazines were used to advertise the event, publicizing far and wide that everybody would be invited to come along and test ride the full range of Yamaha motorcycles free of charge on the occasion of announcing the opening of a local Yamaha dealer Rod Cipstone's new store. At 10 a.m. on the day the staff were briefed with the gates due to open at 11 a.m. but by 10:30 a.m. a large crowd of people had already surrounded the gates and the show started earlier. Movies were shown, showbags handed out, barbecue facilities provided and a display area set up

including Yamaha motorcycles, karts, tennis rackets, skis, portable generators and promotional gimmicks. Among these the YT125 3 wheeler and the tiny promotional Yamaha Pocket Bike created lots of interest. There were 30 staff helping out who did everything from instructing riders, cooking lunch, fixing bikes, demonstrating, providing sales information and generally promoting Yamaha and making sure everything went well. Team Milledge motocross riders Grant Cramer, Rub Urquhart and Derrim Porter proved to be almost as big an attraction as the minibikes, with people young and old lining up for hours to join in the fun. They had to keep strict control, as every now and then a few eager young motocross fans would let loose and create havoc on the track.

SPORTS NEWS

8th TBC BIG ROAD RACE

All Yamaha Stars!

The 8th TBC Big Road Race, which was organized at Sugo on Oct. 19, was a grand finale to the 1980 sport season in Japan. It was a truly big race with all Yamaha road race stars, such as 500 cc world champion Kenny Roberts, British star Barry Sheene, up-and-coming Dutch rider Boet van Dulmen, '80 TT Formula II winner Charlie Williams and Swiss star Michel Frutsch, as well as Hideo Kanaya, Sadao Asami, Ikujiro Takai, Masaru Mizutani, Ryoichi Mori, etc. The 2.65-km Sugo circuit is located near Sendai about 250 miles northeast of Tokyo. It is reputed to be one of the best road race tracks in Japan.

Weather conditions on the day were unfortunately bad but the number of enthusiastic spectators was in excess of 30,000. All Yamaha stars riding fantastically fast TZ500 production racers fought two 30-lap races, giving tremendous thrill and fun to these spectators. Takai and Kanaya, both Sugo-favorite riders, finished first and second in the first race. Sheene placed third but Kenny failed to finish because of some machine trouble. In the second race Sheene showed his superb skill to pull ahead of both Japanese stars soon after the start. Holding the lead until the last lap, he was seemingly winning this race. But he crashed halfway through the hairpin curve leading to the last stretch to the finish. With Sheene out, takai won the race again, with Kanaya second. Kenny was again unlucky. A similar trouble hit his machine.



Mizutani leading Kanaya and Kenny.



Barry Sheene finishes fifth overall.

Wonderful Sugo!

Looi Eng Par (Fabian Looi), an up-and-coming rider from Singapore, took part in the Sugo event for the first time. "I read "Yamaha News" with great interest each month. Especially, new model information and sports news are very good", said he after the race was over, "The Sugo is one of the best circuits I have ever raced on. Today I finished 19th and 14th in both races. I am quite satisfied with these results. But apart from these result, I had a very good chance to improve my techniques in these races, which I hope will be of great use for my future".



Up-and-coming Fabian Looi from Singapore.

Glover finishes second

'80 Trans USA MX

Bloc Glover riding a Yamaha motocrosser placed second in the '80 4-round Trans USA Motocross Series which was over on Oct. 16. Glover collected 151 points in

the four races he contested, only two points behind K. Howerton's 153 points. Another Yamaha rider Bob Hannah, who had remained inactive for most of the '80 sport season because of leg injuries sustained early this year, also took part in all the rounds of the series. He placed third by collecting 131 points. Now he looks quite good for the next season.



First three finishers of the first race.



Kenny is unlucky!

'80 Japan Kart Grand Prix counting toward Asian Open Championship Yamaha sets a trend of kart sport in Japan

Kart racing is becoming one of the most popular spectators sports in Japan. It is Yamaha that sets a trend by offering a lot of high quality, high performance machines for sale as the sole manufacturer of complete racing karts in Japan. The 1980 Japan Kart Grand Prix, which was held at Sugo on Oct. 11, was the first international title event ever organized in Japan. The event was contested by 45 top class kart drivers including this year's world champion Peter De Bruijn (Parilla/Hutless), LAME works driver Michel Wilson (Parilla/Birel), Austrian superstar Toni Zoserl (Yamaha KT100AX/Birel), French lady driver Cathy Muller (KT100AX/Hutless), etc. together with many of the Japanese stars, such as Sugaya, Suzuki, Mochizuki and Sugiyama. Much to spectators' surprise, it was Mochizuki that clocked the fastest trial time at 53' 59", obtaining the pole position on the starting grid for the first qualifying heat. It was even more spectacular that Sugiyama won all of the three qualifying heats. Watanabe (BW Shining Bird) was second overall followed by Wilson, Hirano and Paul Guedel (Petry/Speed Inter). In the first final heat Sugiyama took the early lead but soon had to retire because his engine stalled. Then it was Wilson that pulled ahead of the others.



Wilson (No.52) leading Forsman(No.48)

He went on to lead the others and brought his machine to an easy win. Watanabe finished second. The second final heat was also in the hand of Wilson. He dashed into the lead right after the start and continued to increase his margins over the others lap by lap. He took the checkered flag first again. Two consecutive wins earned him an overall championship victory, regardless of the development of the third final heat. Wilson upheld the early lead in the third final heat but soon allowed his team-mate Lars Forsman to pull ahead. Wilson lost second spot to none, with Forsman leading the entire field, for the rest of this race. Forsman finished first with Wilson second. As a result, Forsman secured second spot overall in this championship event. Watanabe placed third overall. By finishing 10th overall, Sugiyama became the highest placed Yamaha driver. Apart from these race results, it is very important to note here that Yamaha KT100AX engines proved much more raceworthy than before, and that Japanese drivers showed their greatly improved techniques, which will help to accelerate the growth of kart sport in Japan.



Opening ceremony



XJ 750R

- YICS for Efficient Combustion and Improved Fuel Consumption
- Master Cylinder Located underneath Fuel Tank
- Computerized Monitoring System Checks Major Components
- Fog Lamp
- Shaft Drive
- Anti-Dive System for Front Suspension Performance
- TCI with Electronic Advance
- New Handlebar Design
- Quartz-Halogen Headlight

Eager to compete on the value of their products

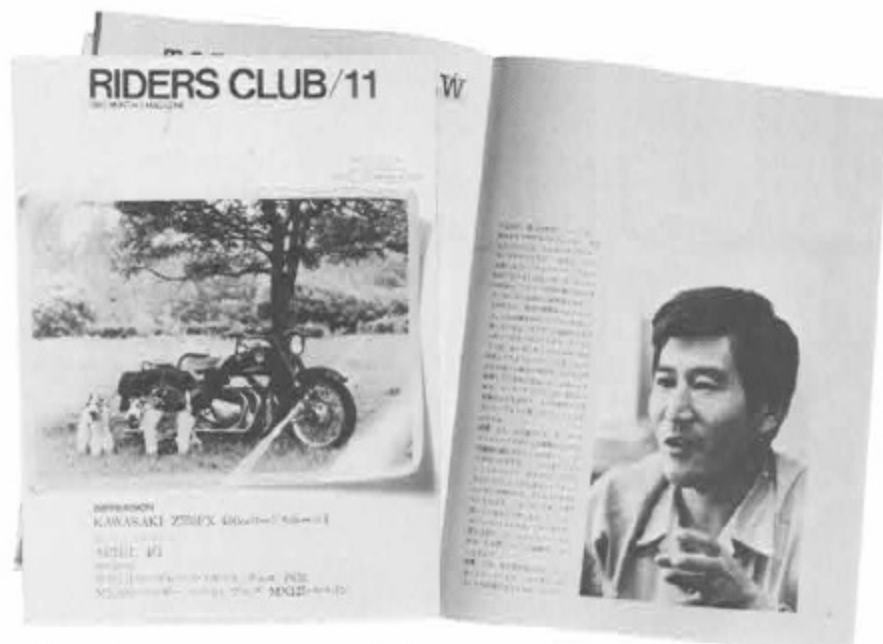
YAMAHA MOTOR'S AMBITIOUS ONSLAUGHT

One by one Yamaha's new 1981 products have been introduced both in the United States and Europe, causing great enthusiasm among many motorcyclists. Setting aside the appraisal of these new products, an interview report published in the November issue of "Riders Club", one of Japan's motorcycle magazines, on Yamaha's production methods and philosophy attracted much attention in Japan. The following are extracts from the interview.

(There are more than ten motorcycle-related magazines and newspapers in Japan, but "Riders Club", edited by a well-known road-race rider Mr. Ken Nemoto, is noted for its superior contents and has many followers.)

Preface from the "Riders Club"

Yamaha Motor Co., which has just passed a quarter of a century since its foundation, has made remarkable advances in recent years. "Riders Club" interviewed with Mr. Kenjiro Emi, deputy chief of the Technology Control Department of Yamaha, and inquired about his views on motorcycles, especially views on projects concepts. Mr. Emi has been stationed in the United States for a long time, including the period of the offroad motorcycle boom there. He has a strong affection for motorcycle sports.



R/C:

Yamaha celebrated its 25th anniversary of its birth last July. About the same time it introduced a number of new model products one after another, which all look quite ambitious to the eyes of motorcycle journalists. We perceive your company's determination to make further advances in the future.

Mr. Emi:

The 25th anniversary has great significance for Yamaha Motor Co., but I doubt that it has any special meaning for motorcycle users. Yamaha Motor Co., which started its venture with big expectations 25 years ago, has now built a firm base both technologically and financially. And now we are in a new rapidly changing era because of energy uncertain-

ties. At this point, 25-year-old Yamaha believes it appropriate to review its past history and make a new commitment not only to meet forthcoming challenges of the 1980s and 1990s but also to make advances in the field of motorcycles.

From defense to challenge

R/C:

You say that the significance of the 25th anniversary can be found only inside Yamaha itself, but we feel its new products line-up, recently unveiled to potential users, have been intended to em-

phasize Yamaha's original characteristics as strongly as ever. Its products are diverse but each model has stark 'Yamaha colour'. I suppose this fact reflects your company's belief that Yamaha is now at a turning point and facing a new era.

Mr. Emi:

We are not keenly conscious about that. Some time ago you did not have many kinds of motorcycles, their only difference being their engine size. Moreover, you had nothing but streetbikes then. Since then motorcycles have been developed according to their usage. And now you have a number of variations within each of these types. But if you examine the genre (category) of streetbikes, for example, you will find that sufficient diversification has not been achieved yet. Recently we have received suggestions that in each genre of motorcycle we should proceed with further diversification to make products better suited to users needs and their desired image. And I believe now is the time to introduce these new machines to meet users' demands. The fact that these new machines were introduced about the same time may have had a strong impact on the market and produced such an impression as you referred to.

R/C:

Other manufacturers also seem to have similar views

on the future of the two-wheel-vehicle market and on the future course manufacturers are going to take. On the other hand, we had some worries that as demand for two-wheel-vehicles grew, motorcycles would be mass-produced and thus lose originality and individuality. But after examining those models introduced by manufacturers in the past two years, I can't help feeling that they are truly products of human creativity and ingenuity.

Above all Yamaha machines' originality clearly stands out. For example, the machines have sensitive features as well as persevering their aggressive characteristics. Several years ago a lot of new regulations on air pollution and noise suddenly jolted the motorization boom and its related industries, as you know. It became the most important top-priority project for motorcycle engineers to make products which could pass these strict regulations. Of course we will have to pursue this project even more. But now that we are on the verge of reaching the stage where we can satisfy these requirements, we have found that we can't be complacent about it at all.

From the beginning, motorcycles are essentially leisure-oriented, you know. Users are always seeking a bike that is superior to the others. Therefore, if we devote ourselves to making colourless machines which can only pass this bundle of regulations, we shall be unable to meet riders' fundamental needs. So we reviewed the original and essential characteristics and attributes of the motorcycle once more. The originality of



Computerized analysis of frame strength.

R/C:

our machines reflect this fact, I suppose. You believe that motorcycles are a means by which people liberate themselves from daily life restraints.

Mr. Emi:

That's right. Any kind of motorcycle will prove to be unsatisfactory if it only meets all the functional requirements. Certainly users have so some basic demands concerning motorcycles. For example, they are interested in how much it will cost and how long it will take to go a certain distance by a certain motorcycle. But they also seek aesthetic satisfaction from their motorcycles. In other words, they want a bike that will satisfy their dream. This is especially true about big machines. Therefore we often say we must cater to the users' dreams.

R/C:

Do you frequently discuss these dreams?

Mr. Emi:

Yes. We try to clarify the different "worlds" of motorcycles. Each kind of motorcycle has its own "world". Utility, sports and style are three main elements which any motorcycle can not be without. And all motorcycles have a common feature in being two-wheel-vehicles.

R/C:

But still many differences exist among motorcycles and their "worlds". We, who are used to living routine and ordinary everyday lives, should sometimes try to live in different worlds and explore the various values of motorcycles there. For example, before we developed the DT-1 model, our development staff went to the "West" of the United States and joined cowboys there to actually live their life. By doing so they got ideas on how motorcycles were used in this market and what important parts those motorcycles played in the daily life. After digesting their experience in the "West" they developed the DT-1 model. We think highly of these efforts.

Mr. Emi:

It is of great interest to us to know what kind of discussions will be held before an idea of a new machine is conceived and then developed on a drawing board. Performance data contained in a catalogue show us the outline of the machine but its actual characteristics must have been determined at its planning stage, I believe. Therefore we pay a lot of attention to what philosophy manufacturers have about

Mr. Emi:

Users cherish various dreams and expectations about motorcycles. But we cannot make machines only by satisfying their expectations. We inject our philosophy into our products, so to speak, and want to compete on the basis of actual value. Certainly publicity and sales efforts contribute very much to our business, but we would like to make thoroughly-thought-out and well tested products and then stake our success on their actual value. We do not want to make cheap goods. We would like to emphasize Yamaha's originality and we would like to be faithful to our vision of the motorcycle. We would like to make products which win the users' hearts. The originality and individuality of Yamaha's products is supported by this determination of ours I suppose. At any rate we would like to introduce machines worthy of the name "Yamaha." On the occasion of Yamaha's 25th Anniversary, we made a slogan for the Technology

motorcycles. And we find that Yamaha gives top-priority to originality. For example, Yamaha created entirely new markets by introducing surprisingly novel machines like the DT-1. Yamaha also brought to the market machines which could not be expected to attract a large number of potential users and which other domestic manufacturers would never try to make. Besides, Yamaha made these products big successes beyond everyone's expectation. We are very glad to see these success stories. At the same time we can't help but speculate on this subject, we wonder if Yamaha sometimes gambles on its new products.

This is the Soul of Yamaha A 1959 model still in use

The '81 Yamaha range which has been introduced in the United States, Europe and other main markets is arousing a great sensation among motorcycle enthusiasts and journalists as well. But this topic is not about any new model but about an 20-year old Yamaha bike still in use.

From Australia: Mr. Bob Ramsay, who lives in Melbourne, Australia, owns Yamaha Sports YDS-1 (250 cc) of 1959. He bought it about 20 years ago, when three units of this model were imported to Australia. Since he bought it as a new one, he has been using it as a commuter bike and he also enjoys touring on Sundays. The bike has already covered

80,000 miles (128,000 km) and he is still using it everyday!

It is quite a surprise that a 20 year-old bike is still in use, but more surprising is that it is still in perfect conditions just like a brand new one. There is no part or component missing, or there has been no modification made to it. It is in the same and perfect conditions as it was 20 years ago.

Mr. Ramsay, who is 58 years old, works as a professional model maker for Australian Museums.



Mr. B. Ramsay and his '59 YDS-1 (250 cc). He is often asked by young motorcycle fans, whether this bike is a latest model of Yamaha.

Futurebike !

What the future itself has to offer the road-user and what role the motorcycle would be playing in future society



Mr. Ferdinand Alexander Porsche, who is a well-known Austrian designer as well as the Yamaha importer for Austria, has recently designed his own machine of the future.

His vision of the future is not a pleasant one for the speed enthusiasts. Even more crowded roads, terribly expensive petrol, less disposable income for even comparatively affluent families things that we are watching develop

right now and which certainly seem likely to get worse rather than better.

People in ten years time will probably find it extremely difficult to afford two cars. The 'little runabout for the wife' may well be as scarce as a string of polo ponies or a private plane is for today's 'Mr Average'.

In fact, 1990 might well turn out to be '1950 Revisited'. Rocketing petrol prices and general inflation to match might well mean that even one car per family will be a luxury. The motorcycle could well be the only alternative to the bus for the average citizen.

Yamaha SR500, an ideal base model

The primary needs for the future, felt the Porsche team, was a motorcycle that needed virtually no owner-maintenance, was as simple as possible to ride, provided maximum safety (and visibly gave that impression to a nervous first-time buyer) and which needed no special clothing to ride it. Porsche's vision of tomorrow's motorcyclist is a worker coming out of his office, stepping straight on to his motorcycle in his pin-striped suit and after a brief pause to replace his bowler hat with a crash helmet two-wheeling smoothly out into the traffic.

The machine that Porsche chose as the basis for his 'futurebike' was the Yamaha SR500. It's light weight, small bulk and reasonably powerful but economical single-cylinder engine fulfilled exactly what he thought a motorcycle's basic specification would be a decade away. Using the SR500 simply as the starting point for his design exercise, Porsche began to radically change the concept of the motorcycle as we know it today. First thing to go was the drive chain. A shaft drive is a 'must' on tomorrow's motorcycle, felt Porsche. It is clean, reliable and needs no adjustment or maintenance by the owner. Other revolutionary features include:

- Hydraulic electric gearchange & automatic torque converter.

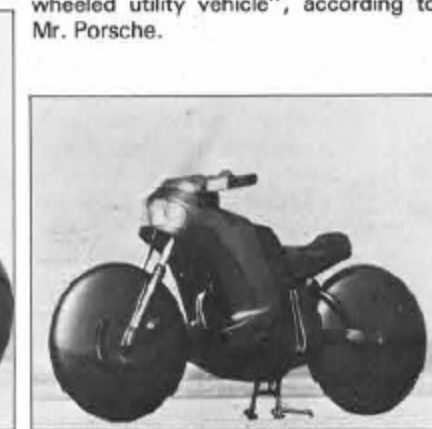
- Ingenious 'piano' stool mechanism to carry the seat.
- Adjustable handlebars ... both vertically and horizontally.
- Moulded plastic sheathing to cover the entire machine.
- Toolbox integral with the plastic moulding.

Safety is, of course, a prime consideration and the Porsche-Yamaha includes padded knee-protectors in the fairing. They serve two purposes. In the event of a minor collision, they protect the knees against impact. In a major accident, such as a head-on collision with a car, they are designed to act as 'catapult pads' to actually launch the rider up and hopefully over, the other vehicle or obstacle! The total sheathing

itself is, of course, a great safety factor in protecting the rider. By means of the fairing, with its integral running boards, he is well-guarded against minor impact.

About the only conventional things on the Porsche-Yamaha are the engine and front forks. "The engine is perfectly satisfactory" says Porsche, "and though people are always coming up with 'better' front suspension for motorcycles, none of the ideas so far has proved any better than the normal hydraulic front fork for all practical purposes." Well, how do you like the Porsche-Yamaha futurebike?

You don't even have to call this a motorcycle if you don't feel like it. It's a two-wheeled roadster, or a two-wheeled utility vehicle", according to Mr. Porsche.



With its small fairing, this YDS-1 is still as it was when it was sold 20 years ago. He keeps it so well that nobody believes that this is a 20 year-old bike.

Specifications of the YDS-1 are: 2 stroke, 2 cylinders made of cast iron, bore and stroke 56 x 50 mm, displacement 246 cc, maximum power output 18ps/7,500 rpm, 5-speed gearbox first used in Japanese bike, a standard equipped tachometer, weight 151 kg. It gained a firm position in the Japanese market.

There were also Road Racer-kit and Motocrosser-kit for this YDS-1 and it acted as a multi-purpose sports bike. It was also this YDS-1 that helped Japanese racing go up to the world level. YDS-2 and YDS-3 followed this YDS-1 and the maximum power output of the latest model has reached 24 ps/7,500 rpm.

Control Department which says "from Defence to Challenge". Until recently we had to give priority to meeting various requirements and demands on motorcycles. Our slogan means that now we should change our posture from a defensive one to a increasingly more challenging one.

Motorcycles as means of transportation

R/C: Yamaha has grown surprisingly large, far exceeding the expectations of those people who knew the company of a generation ago. But the larger a company grows, the more intensively the company has to concentrate on those models which will unquestionably sell well in the market. Nevertheless Yamaha makes products of strong individuality, that is, the big bikes. I wonder how many big bikes are sold by Yamaha and what place the big bikes occupy among your company's products.

Mr. Emi: If such machines sell well in the market, we are very glad.

But even if only a small number of people buy these products, the fact that these machines are going to create a new world of motorcycling is more important than the mere number of machines sold, we think. It is worth the effort to make machines of strong individuality suited to particular markets.

R/C: The latest models of small engine capacity seem to have advanced one step toward realization of the big-bike-oriented riders' dream. They offer riding which takes riders from their first motorcycles to the next more advanced one. Some people expect that Yamaha will gradually make a line-up of machines which will take riders to more and more advanced stages.

Mr. Emi: We can't be so dexterous. To proceed to advanced stages smoothly, it is more important for potential riders to be in close touch with motorcycles from childhood. On that point, the United States has an enviable situation, because there are many places where young people can enjoy offroad runs in that country. We are sometimes astonished by the speed of American riders who participate in Motocross GP. I suppose, that speed has been fostered in this environment. But recently the offroad spree there has already passed its peak because of rising fuel cost, I hear.

By the way we have experienced a third "oil shock" this year. In this new "crisis", the market of two-wheel-vehicles has been expanding both in developed and developing countries. Probably people have learned that they must make



Exhaust emission test.

some adjustments to a new age of oil shortage.

R/C: Certainly many American drivers who were stubbornly attached to standard sized cars in the past, have increasingly shifted their preference to smaller ones recently. They have been buying small cars even if their practices threaten to cause severe damage to the business of the "Big three".

Mr. Emi: In California you can see signs by the State Administration on side of freeways telling "Motorcycles are fuel efficient vehicles". This is really an unprecedented and unexpected phenomenon, because until recently it has been widely said that motorcycles are very dangerous. Now the motorcycle's social position and its role have changed dramatically. When motorcycling was a hobby before everything else, the motorcycle world was limited accordingly. But now the importance of the motorcycle as a means of transportation has grown and motorcycles have secured a meaningful place in the world of transportation.

R/C: In that sense too, domestic makers have been producing very superior machines, I think. Finishing, performance and aesthetic elements of domestically made machines have already advanced to a very high level. Now, when the next new revolutionary technology is developed and the motorcycle advances by adopting it, what shape will the change take?

Mr. Emi: It is not clear how much progress can be called "revolutionary", and we can not expect revolutionary technical breakthroughs so often. As to the direction in which we are going to concentrate our efforts, our main attention will be focused on refining the design priorities for particular parts of our motorcycles. Fuel-efficiency, safety and quietness are our main goals and keeping these goals in mind we will proceed with reducing the weight of the machines. But the most

important point I believe is to establish a fundamental policy objectives concerning what kind of motorcycle "worlds" we should create. After all, fuel-efficiency, reducing the weight and other problems can be solved at an engineering level, not at policy level.

R/C: Certainly some superior engineering features or the high engineering level as a whole of various machines have become less noticeable now than before. And we sometimes find that some features which are regarded as ordinary and standard devices or equipment are in reality valuable results of intensive and difficult development efforts.

Mr. Emi: Yes. In the past we emphasized more or less new devices as "new features" and made them sales points. For example, we succeeded in cutting out the process of mixing gasoline and oil by developing the 2-stroke separate lubrication device, and thereby created a new perspective of motorcycles. But now the device is commonly used. Today, even if revolutionary components are in use in motorcycles, they have become such ordinary and essential parts that few people notice the innovation. After all, this is an intrinsic attribute of technology. Anyway, I think a pressing problem we are facing now is to improve many components of the machines.

R/C: As you say, innovative components are inconspicuously and adroitly in use in recent Yamaha models, and those components are closely related with each other. Then I would like to ask you how you are going to raise the engineering or technological level. For example, Yamaha decided to use a water-cooled engine system in its RD250/350. The water-cooled system itself is not so difficult to make. But strains on two-wheel-vehicle engines are far severer than those on four-wheel-vehicle engines. The experiences you went through in the dif-

icult process of making water-cooled engines have rarely been explained or understood as of yet.

Mr. Emi: The origin of motorcycles was in sports-bikes and the origin of sports-bikes is in racing-machines. Therefore, it can be said, Yamaha develops highly efficient know-how on the race tracks and then feeds it back into its production machines. Of course, all innovations tried in races are not put to practical use, but we set a high value on the stockpile of know-how gained from racing. This kind of know-how seems to have had important effects on machines of other makers.

R/C: Now you have come to a conclusion that racing is the most important. It is very like your company which is the only motorcycle manufacturer that has not suspended racing activities.

Mr. Emi: Well. There was a time when among Japanese makers only Yamaha continuously participated in racing events. We are very proud of the fact that we have never stopped our racing activities.

Why is the piston-valve in use in the YZR500?

R/C: Now other manufacturers devote a lot of their energy to racing activities. With their activities escalating in recent years, Yamaha no longer stands out among Japanese makers as the race-minded manufacturer, I feel. But Yamaha not only sent many factory teams to racing events, but also brought to the market a lot of racing motorcycles for sale. I think its contribution to racing sports has been very great. Therefore Yamaha has many users in racing circles and it is no exaggeration to say that it is in a position to exercise powerful influence in the racing circles, I think.

Mr. Emi: I believe that motorcycle racing should first of all be for those who have bought racing machines to enjoy. Competition among manufacturers itself should have secondary significance and if we can pay no heed to this aspect of competition, that may be preferable. But as it is, competition among makers should still exist because it is important for manufacturers to try their machines in the heat of racing. We cannot entirely ignore the results of makers' competitions.

In World Championship GP the most advanced factory machines can participate and compete furiously with each other. So we would like to play an active part in these races with our best machines in the future as in the past. At the same time we do not want to disrupt the balance and order of the motorcycle races. If many people use

Yamaha machines in racing sports, we are truly gratified.

As to racing machines, we do not think it right to participate in racing events without any particular aim behind the machines used. I believe our entry should be a challenge with some specific aim concerning machine improvement. In the case of the YZR500, we fought in the races with a clear objective of determining how effectively machines which have piston-valves similar to ones in use in production utility bikes, can compete with other racing machines.

R/C: Are you sometimes tempted to make some adjustments on your machines after seeing other makers' experiments in racing? I mean, will Yamaha want to do something next year to meet

what other makers did this year?

Mr. Emi: We usually have many discussions about such developments. But I believe they do not affect our products very much. As to large 4-stroke machines, that is racing machines designed after production motorcycles, we think this kind of machine should above all be used for leisure purposes. So we do not think it right to produce such machines as ones suited only for racing and not for any other purposes.

R/C: Recently increasingly more computers have been in use in the process of producing motorcycles as means to develop new engineering technology. But some people are critical about this tendency saying motorcycle makers should be concerned

with the aesthetics of machines and too much computerization might injure their important characteristics.

Mr. Emi: We use computers purely as tools. We will continue to use them as means to do better work in a shorter time. Computers will do what machines can do satisfactorily and that do not need human ingenuity. We have no intention of letting computers design our products.

R/C: Input data is essential for computers. But in the case of motorcycles, it is difficult to change necessary data into numerical data.

Mr. Emi: For that reason, we have set a standard design and when we want to know certain numerical data for standard designs, computers demonstrate their splendid capabilities. That is the way we use

computers. Thank you very much.

A copy of the November issue of "Riders Club" and the pages which contain the interview report concerning Yamaha motor-cycle making.

"Riders Club" is published by Ei Publishing Co., (Niwa Bldg. 3F Shibuya 2-12-11, Shibuya-ku, Tokyo 150, Japan) Price ¥700 a copy

"Rent-a-motorcycle" becoming popular in Santo Domingo (Dominican R.)

It also helps expand the market of new models

As reported in our previous issue, in the Dominican R. where newly introduced Passola SA50 and Carrot QT50 are finding new markets, a rent-a-motorcycle business using these two models has recently started to gain popularity.

From Dominican R: Saga (Centro Yamaha), which started selling Yamaha motorcycles from January 1980, in Santo Domingo, the capital of the Dominican R. has started a rent-a-motorcycle business in cooperation with major hotels in the city. This is gaining popularity among tourists and hotel users. As the news of this business have come to spread throughout the city, ordinary citizens have also begun to use it. This is producing a good effect on sales of new machines. There already have been rent-a-cycle service besides rent-a-car business in Santo Domingo. Never the less since rent-a-motorcycle service was introduced, it has gained surprisingly wide popularity. There are some reasons for it. The models used for rent-a-motorcycle service are Passola and Carrot and these are easy to ride and as light as a bicycle. They are speedy and also fashionable. Both men and women can ride them without minding their wear. Fuel consumption is amazingly low. Especially Passola, with its familiar and elegant looking attracts many women users.

Centro Yamaha prepared 10 Passolas and 10 Carrots for rent-a-motorcycle business to meet the demands of hotel guests. And during four months, since it started, average of 200 people used them monthly.

At first the users were only tourists in Santo Domingo from abroad. But as this news have come to spread, those who live in the city have begun to use them. And now they are in the ratio of 5 : 5.

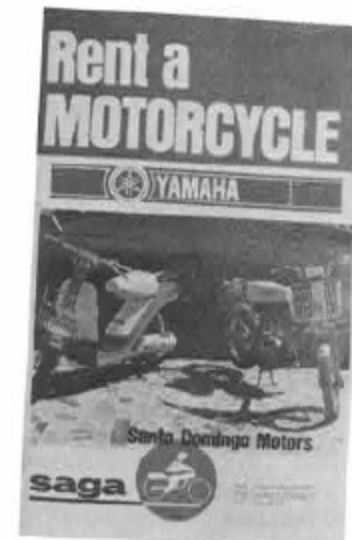
It is important to note that many of those people who once avail themselves of this service, want to buy new bikes as they are deeply impressed by the superb handling ease of Passola and Carrot.

When Centro Yamaha started this rent-a-motorcycle service, they carefully discussed the plan with Moto Rambar S.A., Yamaha impor-

ter. But what they did for promotion of this business was only to make pamphlets and leave them on the front of major hotels. When a hotel introduces a user, they bring a Passola or Carrot to him or her.

The rental fee is 10 peso (US\$10) a day including insurance. There is no limit to the mileage.

The staff of Centro Yamaha, encouraged by this success, have already laid plans to widen their business. An increasing number of people are coming to find a new merit in the use of motorcycles at a time when the cost fuel is rising. This tendency is being accelerated by Moto Rambar's effective advertisement — "A bike covers 300km per gallon".



Pamphlets of rent-a-motorcycle are distributed to the major hotels. The pamphlet has a nice cover, and it contains traffic signs, a sightseeing map of the city, the places to see, etc.



Passola in the city.



Show room of Saga, Centro Yamaha. As Passola SA50 and Carrot QT50 were added to the line-up, sales are growing.



This is a rent-a-motorcycle, Carrot.

YAMAHA
outboard motor
SERVICE
CONTEST

Prize winners have a one-week tour of Japan

As reported earlier, the Yamaha Outboard Motor Service Contest which lasted one year from June '79 through May '80, was brought to a very successful conclusion, and final results were decided at the end of July and announced in our No. 10 issue. The aim of this unique large-scale contest was to help improve the quality of overseas after-sale service and parts supply at all levels by offering timely and adequate guidance to all distributors concerned, based on a clearer appraisal of their individual operations.

The contest covered all aspects of after-sale service and parts supply operations, which were grouped into the following seven main categories:

- * Servicemen
- * Workshop
- * Servicemobile and/or service boat
- * Service equipment & facilities
- * Exchange of information
- * Spare parts
- * Sales promotion

As reported from time to time in our previous issues, all participating distributors continued to show a positive attitude toward the contest throughout the one year period. Their periodic reports concerning the above seven categories were carefully evaluated by Yamaha judges, who offered in return good suggestions and recommendations essential to the improvement of their after-sale service and parts supply operations. This proved to be one of the best means of cooperation between Yamaha and overseas distributors.

As stated above, the contest was brought to a successful finale and more than 25 distributors were nominated grand prize winners for their excellent contest results. The best 11 of them recently had a wonderful one-week tour of Japan as guests of Yamaha.

The beauty of nature at its height

15 guests from 11 distributors reached Narita Airport on October 13 and, after seeing the sights of Tokyo, visited the head office of



A study tour of the Yamaha Main Plant.

Yamaha at Iwata, Shizuoka-ken, in the central part of Japan. The next day but one and participated in the conference held at the Yamaha Training Center. These prize winners gave an interesting account of the effect of the contest in their 10-minute speeches. On October 16 the awards ceremony and the celebration party were held at Tsumagoi, with Mr. Hisao Koike, President of Yamaha Motor accompanied by Mrs. Koike, attending.

They made a study tour of the Yamaha main plant, Nakaze boat plant, Yamaha marina and Sanshin Kogyo (outboard motor plant), to get a clear picture of the always-growing Yamaha group. Sightseeing in Kyoto was also included in the schedule.

Autumn was reaching its peak in Japan. It was likely that the guests from the South felt some morning and evening chill but their tour was conducted during the most lively

and refreshing time of a year. In the clear autumn air the scarlet tinged leaves were a beautiful sight. Everyone enjoyed the beauty of nature at its height during their stay in Japan.

Extracts from prize winners' speeches

Three years ago our Service department was occupying a space of 100m² for Yamaha products. Early this year the outboard motors service station was covering an area of 180m². That means an expansion of 80%.

At the same time we have replaced almost all our equipment and facilities with new genuine Yamaha tools. The layout has also been redesigned according to a Yamaha model. During the same period our own staff has arithmetically increased from 2 to 3

technicians and assistant technicians. All our staff as well as most of our dealers technicians have been participating in yearly training programs conducted by YAMAHA service people.

Mr. Dimitrios Tsigeridis, Service Manager, Eliopoulos Brothers Ltd. (Greece)

The organisation of MOTOMAR in Portugal is surely a source of pride for YAMAHA. It's also a source of pride for all the employers of YAMAHA who acknowledged the MOTOMAR team as being the most well-balanced, we are sure that we could represent your factory well.

It is also a source of pride for us, MOTOMAR, because we are conscious that we are fulfilling our role and so we think we deserve the confidence you have shown in us.

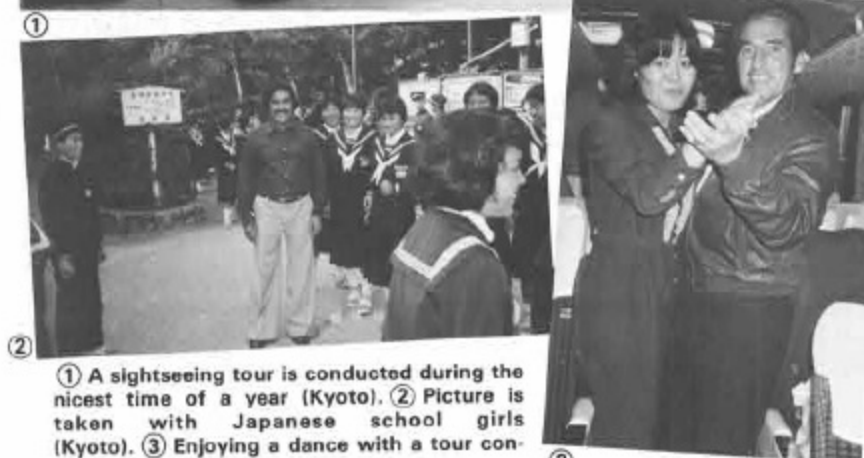
Mr. Alberto Saraiva, Service Manager, Motomar (Portugal)



Mr. Hisao Koike, President of Yamaha Motor, congratulates them for their excellent results.



10-minute speech by a prize winner.



① A sightseeing tour is conducted during the nicest time of a year (Kyoto). ② Picture is taken with Japanese school girls (Kyoto). ③ Enjoying a dance with a tour conductor.

During the period of the service contest, we sped up the construction of our new service shop, which we intended to make as convenient as possible for carrying out our technical services, including a new water tank in our layout. As for spare parts, we shared a very large space in our main shop for spare parts sales and stock with sufficient stock of moving spare parts to satisfy the customers.

Mr. G. Thelamon, Distributor & Service Manager, Continental Marine Center Inc. (Martinique)

As in our Sales Policy, our Spare Parts and Maintenance Policy are based upon friendly relations with the customer. Take what you need now and pay when you can. The fisherman would bring in his motor in the evening and beg us to

give it back in the morning in time to catch the morning tide. Many a sleepless night has been spent to fulfill such requests, because we understand the need. To back these efforts up we have increased the number of our trained engineers and mechanics. A modern and up-to-date workshop able to cope with 15 engines at one time has been established. All the modern tools and equipment have been provided. Some of the fishermen spend their leisure time in the workshop learning from the mechanics.

Mr. Daoud Suleiman Daoud, General Manager, Yamaha Division, Oman Holding & International (Oman)

As mentioned before, we are new in the business, nevertheless the contest has given us the impetus to improve our



Every assembled motor is tested for its performance.



Taking out a barrel head (Tsumagoi).

programs for the promotion of YAMAHA outboards through a good service policy. Beginning, with the concept of proportions of parts sales and engines sales, as pointed out in the suggestions provided during the contest, we have obtained a good response from our agents. We intend to improve our service even more and we are confident that very special targets are going to be obtained applying these systems and different hints provided during the contest. As mentioned before and explained from time to time, the YAMAHA motors have not given us any trouble and we are sure that this situation is going to last, even though our service policy is intended to reach the top level in our area.

Sr. Juan Antonio Pistarini, Sales & Service Manager, Astilleros Vaguecraft (Argentina)

The Service Contest, gave us an excellent opportunity not mainly aiming at winning the Contest, to check our own workshop facilities, tools etc. And add improvement whenever necessary.

We would like to extend our compliments to all Yamaha Technical Department Staff for their efforts in this contest. The questions prepared were excellent and indeed they did a good job. The contest was an excellent guide for the improvement of our own service system, and should be carried out more often in future.

Secondly, with the attractive prizes offered, this service contest gives a great incentive for us (the staff) to up grade and improve ourselves in the field of technical knowledge. And most of all gives us the opportunity to meet people various countries who share similar interest in this field.

Mr. Alvin Lo, Service Manager, Syarikat Associated Marine Industries (Malaysia)

As you know and according to our Last Report, we have four work shops considered to be inside of the companies' Service Departments of the organization that is marketing Yamaha Outboard Motors. During the Contest period we were obligated to hold periodic in-

spection and revisions to these workshops, as well as to improve their tools and equipment; because the questions formulated in the Periodical Report 1 and Periodical Report 2 have shown us our needs in this aspect. Also this contest has obligated us to complete the technical information of each one of these workshops and to give training to the mechanics, in order to satisfy the requirements of Yamaha on this subject.

We have not yet established a Service boat for giving service in the Amazon rivers and a vehicle exclusively dedicated for giving service in the coast. In our Last Report we explained our reasons; but in view of the fact that we can not get adequate dealers to do sales and service activities all over the coast and considering the sales requirements of introducing Yamaha diesel motors, the marketing of which we have assumed, we will obtain a vehicle that at the same time will be used for going to the different bays with our diesel motors and Yamaha outboard motors, and also will carry tools and spare parts in order to give service to Yamaha motors that are operating in these bays.

Sr. Jorge Oamino Rasso, Service Manager, Mavila Hnos S.A. (Peru)

A Yamaha outboard motor service van is now employed to back up every service campaign.

A Yamaha fibreglass boat is now frequently used for demonstrations of both Yamaha boats and outboards especially in conjunction with the service campaigns. Proper records systems of spare parts were instituted covering aspects such as the TSI and the PSI for ease of reference in training and servicing. We ensure a widespread availability of Yamaha outboard motors spare parts in the market by requiring each of our distributors to carry a minimum amount of essential recommended outboard parts.

And most important of all, there has been a closer communication and sharing of mutual problems between our company and Yamaha Motor Co., Ltd. (Japan) in our mutual quest towards a greater market share for Yamaha outboards in our territory in the future.

Mr. Herry Tanasir, Service Manager, Suprathechnic Pty., Ltd. (Singapore)

As our idea caught on, the sales of Yamaha 25HP continued to increase. Today the Yamaha outboard engines rank No. 1 in the Brunei market. Our sales account for about 60% of the entire market.

We are not altogether happy with a 60% market share. Our future plan is to improve our workshop facilities, upgrade our mechanics skills and create an opportunity for the introduction of bigger horsepower engines. Yamaha, one of the earliest Japanese products to enter the Brunei market only about a decade ago, has already captured 50% of the total market — a remarkable performance.

Mr. Cheong Soon Lee, Branch Manager, Borneo Carriage & Trading Co., Ltd. (Brunei)

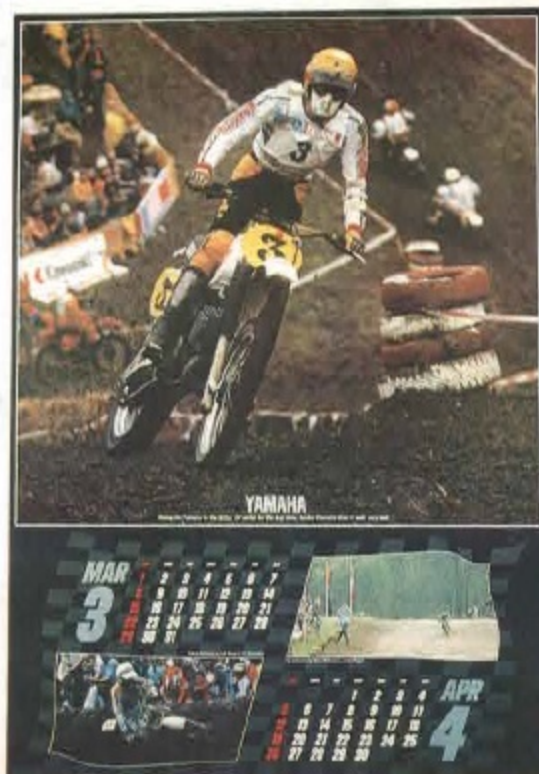
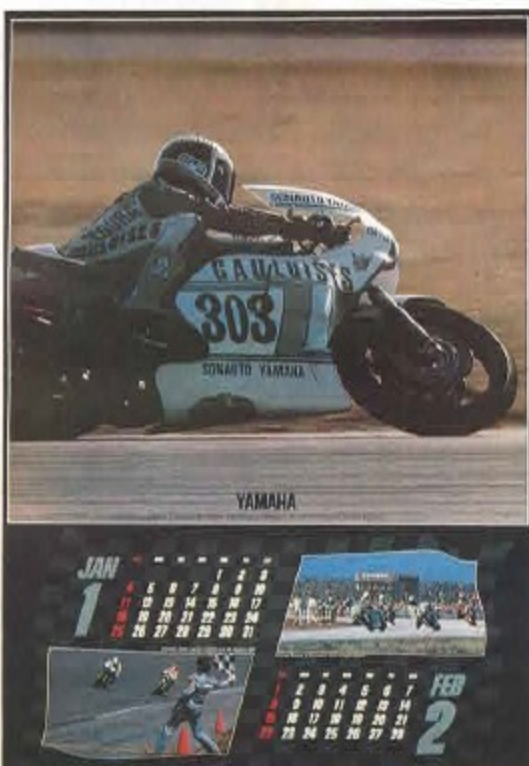
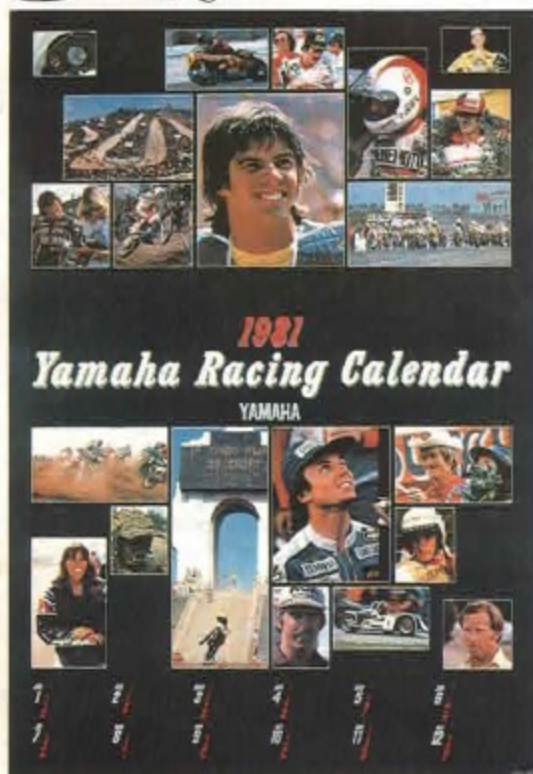


At Sanshin Kogyo (Yamaha outboard motor plant).



1981

Yamaha Racing Calendar



An effective sales aid

Now the 1981 Yamaha Racing Calendar is available for extensive use by Yamaha distributors and dealers.

The calendar contains 7 pages including the front cover, each of which vividly recreates exciting highlight scenes of the '80 GP road racing and motocross with Yamaha stars in the heat of competition.

The calendar will serve as a very effective tool in your approach to would-be customers and it will help to strengthen already-existing brand loyalty, if it is used in direct or indirect connection with your sales promotion activities.

SPECIFICATIONS

- Size: 515(W) x 728(L) mm, multicolored, English
- Front cover: Action shots and portraits of Yamaha stars
- Jan. & Feb.: Daytona-200 excitement, the late Patrick Pons
- Mar. & Apr.: World championship motocross highlights by Andre Vromans, Hakan Carlqvist and Marc Velkeneers.
- May & Jun.: "King" Kenny's brilliant 500cc hat trick.
- Jul. & Aug.: New Supercross champion, Mike Bell.
- Sept. & Oct.: Action shots of Barry Sheene, Johnny Cecotto and Sadao Asami.
- Nov. & Dec.: Jock Taylor/Benga Johansson win the sidecar title.

Please contact your nearest Yamaha distributor for more details.

