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# Sales activities are in full swing backed up with successful shows

As introduced in our previous issues, Yamaha Motor Canada and Oceanian Yamaha importers (Australia and New Zealand) achieved very significant results in their respective sales promotion and demand-creating campaigns for Yamaha motorcycles. These campaigns which were launched in the form of a consumers show or open house featured lots of new ideas based on actual market trends. In Canada Yamaha's 1982 model line-up was promoted directly to some 150,000 people while in Oceania a preview of new Yamahas was given for customers and prospective customers alike. These campaigns set good examples of successful sales promotion.

Yamaha importers in Europe are also very enthusiastic about increasing the share of Yamaha motorcycles in their respective markets by carrying out their positive sales promotion programs.

Here is the latest example of success in Europe.

British importer Mitsui Yamaha which is launching a 1982 nationwide sales promotion program, has recently organized a big-scale road show at the Donington Park, in an impressively successful manner.

(See pages 2 and 3 for more details and also pages 4 and 5 for pictures)



## BELUGA, the Caviar of the scooters!

— French dealers meeting —



New Yamaha scooter model Beluga 80 cc has made its debut in France, one of the largest potential scooter markets in Europe. Beluga which was unveiled during a recent dealers meeting organized by Sonauto Yamaha in Paris, was introduced as a unique high-quality personal vehicle.

(See page 8 for more details and pictures)



**BELUGA : LE CAVIAR DES SCOOTERS.**

Yamaha Yamaha et Sonauto Cédano vous prient de leur rendre visite au stand de services Yamaha BELUGA.

Invitation card for BELUGA show



## '82 World Championships

Road racing and motocross world championships of this year are reaching the peak.

Riding a new V-4 works machine "King Kenny" leads the 500cc title battle. British star Barry Sheene (square four machine) places high in each GP.

Yamaha motocross riders are also in full swing. Belgian star Marc Velkeners is consolidating the lead in the 125cc title chase against E. Geboers (Suzuki) and M. Rinaldi (Gilera). In the 250cc class American star Danny LaPorte is fighting his way on.

Neil Hudson who has switched to 500cc class from 250cc class this year proves himself to be a strong threat to reigning champion A. Malherbe (Honda).

(See page 6 for more details)

# The Yamaha Trailer Drives Around Packed Full of Good Ideas

Good ideas can really be confounding at times. When you really are in need of one, usually you cannot think of it. Yet, sometimes when in completely unrelated situations, you get a sudden flash of inspiration. In either case one thing is for certain, those who do not make an effort will never come up with a good idea. A great many ideas have been raised to this date to get as many people as possible to ride Yamaha motorcycles, and a number of these ideas were selected, reshaped and implemented. One of the most interesting sales promotion activities is the consumers show, but even consumers shows vary according to the country or the region, as well as by the importer and dealer. The "Open House" featured in the No. 3 issue of Yamaha News was one prominent example.

The consumers show featured in this issue is another good example - ROADSHOWS. How does a roadshow work? The importer prepares the motorcycles for display and test riding, and travels from one regional market to another, organizing a show in cooperation with the dealers in the area concerned. The greatest difference between this type of consumers show and others is that it is a more active and direct approach to customers. The dealer rather than just waiting for customers, aggressively expands the market by arousing interest in everybody, not only those who already ride bikes and have an interest, but also those who had no interest before.

Even the single word "roadshow" becomes an exciting word with many wonderful implications once we fill it full with Yamaha ideas. Now, let's consult a dictionary for this word. "Roadshow" is used in two different meanings, namely; "A provincial tour of performances, shows or exhibitions" and "Special presentation of movies, performances, etc. prior to public release". In the case of Yamaha Roadshow, both different meanings are mixed in a very convincing manner. Many approaches have been tried so far including traveling to each region and holding shows, using the railways to hold shows, having shows of shiny new Yamaha models, right on the street. Such roadshows were held in England in the past few years, and those of previous years will be introduced followed by the most recent roadshow.

## A great inspiration

The first Yamaha roadshow in England was held in 1980, and the five cities of Glasgow, Manchester, Birmingham, Bristol and London were covered in 15 days. This was a dramatic new event which could be called a "train show", since many new models were put on trains and displayed in route to the next show location. Upon arriving at the destination, test rides and riding classes were conducted in the station square. These displays and test rides were so effectively conducted each time that no time was wasted and big results could be counted on. The sales staff of Mitsui Yamaha before that time had been trying day in and day out to come up with a new way to show their new models. When this idea was presented, everyone became convinced that this idea was it.

Test rides were conducted and race films were shown in the station square of each show location, and as an additional attraction, the "Train Show Queen Contest" was held. In addition, everyone attending the show was given a free lottery card for winning a RD200, and these cards were retrieved with their names and addresses. Of course a mailing list was compiled from this and thank-you notes were sent to every participant.

The Passolas were the bikes offered for test rides in this roadshow. The female beginners were the main target and specially ap-



Riding class in station square

pointed competent female instructors gave kind & thorough instruction so most people gained confidence and learned how to ride in no time at all. Also, because the show was held in front of a train station, the idea was readily implanted that the Passola could be used for transportation between one's home and the station, or the working place if close enough. The number of prospective customers participating in these shows was around 20,000 and many of these became real customers. The display of bikes on the train and test rides in the station square was truly a great inspiration.



Display of motorcycles on a train

## Timely and very much to the purpose

In the same year a roadshow was held in the Isle of Man. The TT Race in the Isle of Man is not a World GP, but like the Daytona Race in the United States, it is a race which attracts great attention from enthusiasts all over the world. Mitsui-Yamaha set their sights for this roadshow right on the TT week of the Isle of Man. A variety of large and small events are held during TT week all over the Isle of Man and the whole place becomes packed with motorcycle enthusiasts, so it is an ideal time. All the bikes for display and necessary tools were shipped to the Isle of Man and several big hotels in Douglas were decorated with



Yamaha decorations during TT week on the Isle of Man

Yamaha banners and advertising boards. All during the time Yamaha bikes entering the TT races were chalking up good records, the "Yamaha Lounge" or the display areas set up in hotels and other places were showing bikes and films and were providing free service checks. Since



New bikes being displayed on the street

## Even better improvement through experience

The roadshow in 1980 was somewhat of an experiment, but the results were so much greater than what was expected that it was decided right away to increase the size of this event in 1981. A large bus was chartered last year and this was loaded with new Yamaha models, and over 40 cities were covered. The roadshows were held every Saturday and Sunday. Apart from each dealer displaying bikes in their storefront, permission was obtained from the local authorities to use public roads for a certain period of time to display a large variety of bikes and this attracted a great deal of interest. Of course, PR films were shown and literature was distributed and surveys were taken in addition. This roadshow was welcomed with great approval from all the dealers. This is evident by the many letters of thanks and praise sent to the importer afterward.

Below are a few typical lines from these letters:

- This roadshow was the best of all sales promotion plans yet conducted.
- The Yamaha Roadshow was super!
- I sold 16 motorcycles in one day.
- I received 30 inquiries over the phone

most of the crowd there consisted of young people, a Disco Festival was held as an added attraction. Needless to say, this was most effective in making a deep impression of the Yamaha brand image on everyone who came to the Isle of Man.

about the RS200 and two sales were decided right over the phone.

The great success of this '81 roadshow was partly due to the more complete coverage of various regions by chartering a large bus, in contrast to the use of the railways in the previous year.

Aside from the roadshow, the TT week show was conducted on the Isle of Man in '81. Just as in '80, Yamaha bikes were displayed, race films were shown and free service checks were provided. What was different from the previous year was that test rides were offered on DT125's and 175's in the Trail Park. This was next in popularity only to the race itself. Another great difference was that this year the TT race course was lined with 4000 straw bales by Yamaha and these were all covered with protective plastic covers with the Yamaha logo. Having the famous Yamaha logo showing on 4000 bales had a powerful promotional impact in itself. Furthermore, it was well received because unlike simple billboards and posters, it was functional and well placed.

Also, during the TT week the 007 movie featuring the Yamaha XT500 was shown, so a point was made to display the XT500 prominently.



Some of the 4,000 Yamaha bales that lined the 38 mile TT Circuit



Newspaper ad showing the full Roadshow schedule

## Roadshows serve their purpose effectively

For the '82 roadshow program being conducted presently, Steve Hackett of Mitsui-Yamaha made two plans, in view of the fact that in Great Britain everyone at the age of 16 is permitted to drive a 50cc moped without taking a driving test, if he or she is granted a provisional licence on application, and that at the age of 17 a person was allowed to ride a motorcycle of 51cc to 250cc on a provisional licence but since March 29 of this year it has become mandatory for every provisional licence holder to pass a two-part test for a learner's licence, and from October 1, maximum engine capacity will be reduced from 250cc to 125cc, one was named the "Yamaha Learner's Roadshow" and the other is the "Yamaha Roadshow." Bikes are being put on display this year just as in previous years, but the special feature of this year's roadshow is that the main emphasis is being placed on the riding class. The Yamaha Learner's Roadshow is conducted for

those who are beginners or who are purchasing a motorcycle for the first time. The following bikes are used for this class.

SA50	(3 units)
CV80	(2 units)
XT125	(2 units)
SR125	(1 unit)
BOP II	(1 unit)
RD80LC	(1 unit)
DT80MX	(1 unit)
RD125LC	(2 units)

The learner's roadshow has already been conducted by the nine dealers listed below, and 27 more of these are scheduled before October 3.

- H. Dugdale Motors
- Baldet Motorcycles
- Harborough Bike Centre
- Hartwells of Banbury
- Wheeled Machines
- Fleming Motors
- Shirlaws
- Alan Duffus
- Better Bikes

On the other hand, in the ROAD SHOW for the full licence holder, the following bikes are being used.

XS1100S	(1 unit)
TR1	(1 unit)
XJ750	(2 units)
XZ550	(1 unit)
XT250	(1 unit)
XJ550	(2 units)
RD350LC	(1 unit)
DT125LC	(2 units)



The office and service section of Mitsui-Yamaha

XJ650	(1 unit)
XV750	(1 unit)
XT550	(1 unit)
XJ650 TURBO	(1 unit)
XS400	(1 unit)

58 Yamaha Roadshows are scheduled to be held by October 10, and so far the 14 dealers listed below have finished it.

- YEOVIL M/C Services
- Motorcycle City (Gosport)
- Donington Park Circuit
- H. Dugdale
- Derek Watson M/Cs
- Mott M/Cs
- Horswill Motors
- C.N. Chequer and Son.
- B.M.F. Rally
- Alan Duffus
- Wheeled Machines Ltd.
- Shirlaws M/Cs
- Buchan M/Cs
- Ernie Page M/Cs

The learner's show and the roadshow are each conducted separately according to their purpose and they are conducted at the same time when it is convenient. Basically, these shows are held every weekend in two locations. This means that about eight locations are covered every month in England, Wales and Scotland.

Another special feature of this year's roadshow is that the contracted promotion company does most of the actual preparation instead of the importer, Mitsui-Yamaha laid careful basic plan and supplies the bikes for display and test riding along with the tools. The TV Promotion just follows along with this basic program and gets things ready and takes charge of conducting the show. The trailer for hauling the motorcycles belongs to this company and it has been specially painted for the Yamaha Roadshow. The displays at each location are set up by the importer. The dealers in each market enter their name as the sponsor but all they do is take up the survey responses and other inquiries to compile a mailing list or otherwise keep this for future sales plans.

Not only is the Yamaha Roadshow being improved on every year, ideas are also being adopted every year to bring out the uni-



Breezing through a real race track

queness of each dealer and his district. The roadshow sponsored by Granby Motors in Derby on April 26 was very well executed in this respect. Granby Motors of course started off by sending direct mail to its customers, and advertised the show in newspapers to arouse interest beforehand. This roadshow was held on a Monday, a weekday, but the attraction of being able to test ride bikes on the Donington race track as famous as Silverstone and Brands Hatch, drew far greater crowds than ever anticipated. The bike trailer was put to good use here also. After first displaying the motorcycles, and next hauling them to the location of the riding class, this trailer was quickly transformed into an office, and became the reception window for participants in the riding class and test rides. People watched Yamaha videos here while waiting their turn after having signed up. Race films are also shown in the paddock and survey sheets were distributed and collected.

The test rides of the mid size and big bikes were conducted with the instructor in the lead. This was on a very good race track, one place every motorcycle enthusiast would like to ride, if only for once in a life. There are many big advantages to test riding a bike in a real race track; not only does it feel terrific, but the track is well maintained making it easy to ride, and the variations such as the S curves and hair-pin curves, along with the straight stretches, makes it easier to judge the performance of a bike. Also there were quite a few bikes involved in this test riding so it was most opportune that the spacious race track was used.

The class for lightweight bikes and scooters was conducted outside the race tracks in a big field. The students in this riding class were all beginners, so instructors with a lot of experience gave each person careful instruction. The very first thing the instructors get their students to do is to relax, then they are shown how to ride and it does not take long for the students to get used to riding a bike, and they learn to enjoy it right away.

Most of the people attending this roadshow were in their late teens or early 20's, but they were also quite a few who were older even though this show was on a weekday. The dealers sponsoring these roadshows have a very high opinion of it, and they mention such things as below. "An increase in sales is noticeable after every roadshow. A roadshow of this size is just as effective in increasing profits if not more so than the other larger promotion schemes. Furthermore, the customers just love it."

(related photos on page 4 and 5)

## CONTRIBUTIONS WANTED

We, the editorial staff of "Yamaha News", are always grateful to you for the supply of various news materials which are of great use for the improvement of our "News".

We have plans to devote several pages to introducing our overseas factories in their entire aspect under the title (provisional)—Ever-growing Yamaha Overseas Factories—in the forthcoming issue (No. 7).

We are looking forward to the supply of the following editorial materials from you at the earliest possible time:

- Black-white photos or color transparencies of your factory, together with short captions.
- Necessary data and information

concerning your factory, such as scale, production capacity, number of workers, production models, etc.

- Other data or information as considered essential to the said issue.

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**YAMAHA**  
**Road Show**  
IN GREAT BRITAIN



Donington Circuit where this Road Show takes place. Two vans are set up in addition to a large trailer.



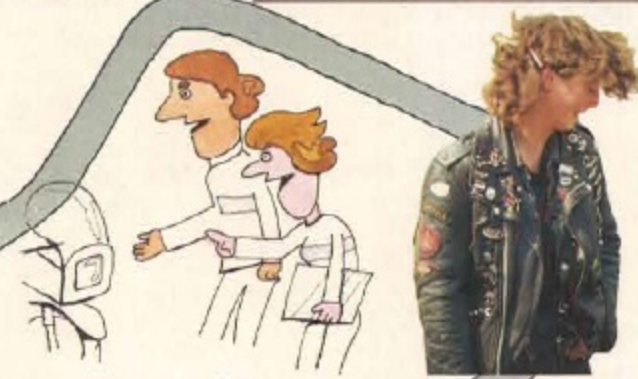
Once it's finished with the job of hauling the display models, the trailer is quickly turned into an office. A long line is formed at the reception window of this office from early in the morning although it is a weekday.



The back of the trailer advertising the Road Show: The words "Yamaha Show" are seen clear and bright on the front as well as on both sides of the trailer.



The sponsors of this Road Show, Mr. and Mrs. Gramby of Gramby Motors.



Another important factor of the Road Show - Yamaha Learner's Road Show. Classes for learners licence are conducted in an area set off between two vans.



Those first time riders are each given careful instruction in a separate area.

# It's a long running hit in sales promotion!

*The Yamaha trailer goes everywhere loaded full of new ideas.*

Everyone loves the test ride on a well maintained race track. This is a big factor in attracting a large number of people.



The Donington Collection famous as a motorcycle collection: Yamaha sidecars are also on display here.

## Get it right with the Yamaha '82 range!

A giant-size Yamaha motorcycle poster is very effectively used as a PR tool of each roadshow. The poster showing the Yamaha '82 full range from 50cc scooters to heavyweight models is greatly appealing to both learners and experienced riders. In particular, the poster emphasizes that 50cc scooters and up-to 125cc bikes

will enable every first time buyer and learner rider to gain the necessary experience and riding ability to enjoy to the full the advantages and pleasures of motorcycling. British superstar Barry Sheene is taking a part of image character in this poster.



Test rides of the medium and large sized bikes are conducted at the Donington Circuit with the instructor in the lead.



The participants range from teenagers to those in their 50's, but the majority are in their late teens. Many people attend, taking time off from work.





# Scooter Beluga is launched in France as an upgraded product

*Sonauto Yamaha's dealers meeting*

French Yamaha importer Sonauto S.A. which has attained a significant growth of business for the past decade and celebrated the inauguration of its new premises in April of last year, is looking forward to another big leap in the early eighties by pushing forward with the sales of Beluga under the excellent leadership of Mr. Norbert Wagner, president of the company and Mr. J.C. Olivier, director of the motorcycle division in close cooperation with all affiliated Yamaha dealers. Beluga, which is designed and built as a fresh sense modern scooter for everyone's

modern scooter for everyone's daily use, was introduced as a unique high-quality personal vehicle during the dealers

meeting held on May 10 at Boulogne, Paris. "Beluga is something better than a con-

ventional scooter", said Mr. Olivier in his speech addressed to about 400 participants, "This model has added another glamour to the already-renowned Yamaha scooter range. It is an attractively styled economical vehicle with great ease of handling and unmatched comfort of riding enabling a customer to enjoy an increased feel of a modern 2-wheeled personal "car". Let's start out into a large-scale sales promotion of this quality model under a slogan-CAVIAR POUR TOUT LE MONDE".



Mr. Norbert Wagner, great leader of always-growing Sonauto S.A.

Mr. J. C. Olivier (left) and Mr. C. Desfontaines, sales manager who are always active in the front line of sales promotion.



Beluga information brochure



Beluga has everything a modern, upgraded scooter should feature.



400 participants are convinced that Beluga is truly a quality scooter.



An attraction by a popular comedian

**CAVIAR  
POUR TOUT  
LE MONDE !!!**



Easy, clean ride can be enjoyed even in a suit.



Participants have a chance to test-ride the new model.



Riding around the vast area of Bois de Boulogne