



YAMAHA MOTOR CO., LTD. AD & PR DIVISION  
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05363 (2) 1111  
 Telex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata



**The Hamburg show:** Despite bitter cold and bad weather large crowds turned out for the event.



**The Bremen show:** A poster designed for display on telephone boxes was also used as decoration for the exhibition hall.



**The Giessen show:** Reigning 250cc class MX World Champion, Danny LaPorte, signs autographs and gives a demonstration ride.



An attractive poster for the backs of telephone boxes.



**The Berlin show:** The XT600Z which recently won the Rallye de l'Atlas is fast gaining popularity.

# LINKING QUALITY PRODUCTS WITH EFFECTIVE SALES PROMOTION

As one of this year's first pieces of news from Yamaha, we featured a message from Yamaha's head offices to the worldwide Yamaha community. The message was an appeal for all the members of the Yamaha Family around the world "to work in closer cooperation than ever before in continuing our unflagging efforts in all the areas of corporate activities from product development and production to sales and service". Also, at the same time, we printed New Year's messages from all parts of the world, most of which stated that their policy for the future would be one of continued hard work towards our common goals. Already a half a year has passed since then. At this point we would like to give you a report on what is happening in West Germany, as an example of one of the many news items we receive from around the world. We hope that perhaps it will be of use to you in your own business efforts. This year Yamaha's West German importer, Mitsui Maschinen GmbH's Yamaha Division, is conducting an extensive grass roots campaign of effective sales promotion activities, including a "road show" that toured the 12 major cities of West Germany, tie-ups with fast food stores, outdoor, newspaper and radio advertisements, XJ900 test ride events, etc. In this way they are gradually strengthening the Yamaha image among the people of West Germany. (see pages 4 and 5, too)



The Yamaha Sallent decorates the interior of a McDonald's restaurant.



**LINKING  
QUALITY  
PRODUCTS  
WITH  
EFFECTIVE  
SALES  
PROMOTION**

In West Germany the Yamaha Division of Mitsui Maschinen GmbH is the sole importer of Yamaha motorcycles for the country. Yamaha's current success in the German market is due largely to the efforts of this company in supporting its network of 650 excellent local dealers in combined sales activities. Since the beginning of this year Mitsui Maschinen has continued to strengthen its support of these dealers through the promotion of a variety of promotional activities.

**A road show visits 12 cities**

From January to March of this year a "road show", of the type that has been so successful in England and Australia, was held in West Germany. The general aim of the "road show" is: (1) to show the new models to as many people as possible before the season actually begins and in this way to create an advance boom for these models, and (2) to help all dealers concerned review their individual sales

ever, in some areas the show was held as part of a larger show for which admission was being charged. The shows that were exclusively Yamaha displays, however, were basically free of charge, making it easy for the customers to enter and thus contributing greatly to their success. Concerning the customers response to the models, the RD80LC was praised with words like;



**Hamburg Show:** This display room is decorated as beautifully as a museum (1). The show room is so full of activity that it's a nice advantage to be able to view the displays from a mezzanine as well. In one corner of the mezzanine a video room has been set up (2-4).

plans based on the results of a show. A 7.5 ton truck was used to carry 10 to 13 bikes around to 12 major cities where halls of hotels and restaurants were used as display rooms. In addition, technical advice corners and video rooms were set up to encourage further communication with the customers. Each display combined the models brought by the truck with additional models provided by the local dealers. The cities that were visited included Berlin, Hamburg, Bremen, Schwerte, Koblenz, Nürnberg, Ulm, München, and Giessen which was a special success thanks to a guest appearance by 250cc Motocross World Champion Danny LaPorte, who signed autographs and gave a short riding demonstration. Originally it was planned to make all of the shows exclusively Yamaha events. How-

**Berlin Show:** In spite of the cold many visitors come by bike (5). The displays arouse the visitors interest. There are also samples of Yamaha audio equipment on display (6-7). If you give out a questionnaire please don't forget the follow-up! (8)



**"The best on the market"**  
**"Good size"**  
**"Fine instrumentation"**  
**"Aggressive styling and colors"** while the DT80LC received fine comments like;  
**"A great bike in all ways"**  
 As far as the relative popularity of the RD versus the DT models goes, since trail bikes are now the fashion in motorcycles, the DT models seemed to be the more popular. Because this was the first time that a "road show" was held in Germany there were a number of problems to work out with the local dealers concerning cooperation, schedule planning, and preparations.



**Koblenz Show:** A Yamaha banner is hung on the road leading to the display hall as a landmark (9). The display room (10).



**Giessen Show:** World champion D. LaPorte gives a riding demonstration.

However, since the events were held over a relatively long period of three months, there was plenty of time to learn from the mistakes and eventually overcome the problems, so the show improved with each holding. As a result, the success of the campaign far exceeded the organizer's expectations, and in spite of the severe cold and bad weather of this season several thousand visitors came to see each of the shows. After this success the organizers are already looking forward to making the next "road show" campaign even more efficient and effective.



**Bremen Show:** In the display room (12). The PWs are also very popular (13).



# A close look at this year's activities IN GERMANY

**Unique ads that fit the locality**



Three types of posters for hanging on telephone boxes.

As with other types of sales promotion, it is always a good idea to create unique advertisements that are well suited to the locality in which they are to be used. An interesting fact about Germany is that the telephone boxes there are glass on three sides with a back made of sheet metal. Although many of the boxes are up against buildings so that the backs can not be seen, a large number of them are also situated so that their backs face pedestrians or traffic. When seen from the outside these backs are completely blank. What an excellent advertising medium these backs would be at busy intersections and along main roads!

This is the reason that Yamaha promoters signed a two year contract (the rental rate is lower at two years) with local authorities for the use of these telephone boxes and immediately set out to design three new

posters about the same size as a telephone box, 80cm x 180cm. The posters were printed on PVC, a material that will stand up to rain and sunlight for at least six months. It was then decided to change the theme of the posters three times a year, with the first poster featuring an 80cc model in a motif that uses the currently popular "punk" fashion to appeal to the 15 to 17 year old market. These posters which were put up on 300 telephone boxes in 14 cities have proved from the start to be very popular. As a result of an agent's study that showed these posters to be more popular than other ads, it was decided to print the posters again on regular paper so that the local dealers could sell them to the public. Everyone is looking forward now to seeing what the theme of the next poster will be.

**Big things are expected from a tie-up with McDonald**

One promotional scheme that can sometimes be very effective is to tie up with the promotion department of another company that is doing a large volume of business. In Germany a contract was signed between

Yamaha and McDonald for the holding of a joint promotional campaign for a six week period starting in May. McDonald, with its rapidly growing worldwide popularity among people of all ages, was the perfect choice for a tie-up company because the



The interior of a McDonald's restaurant.



The hanging decorations.

primary aim of this tie-up was: (1) to afford considerable savings in AD and PR budget and (2) to increase the market-penetrating effect of Yamaha scooters as a kind of public commodity by making their image overlap with that of another popular commodity. The concept behind this tie-up was to have each of the 170 McDonald's restaurants hold a lottery in which the first prize would be a Yamaha Salient. The 170 Salients that would be given away to the McDonald's customers would be supplied free of charge by Mitsui Maschinen and in return McDonald's Promotion Department would do all the advertising for the campaign. Starting on May 1st all of the McDonald's interiors were decorated with paper-board models of Salient, posters, ceiling decorations and tray liners, all advertising the Salient.

The advertising campaign included two full-color ads in Germany's largest circulation nationwide Sunday paper, as well as a total of 223 thirty-second time spots on the radio during the month of May. According to McDonald's estimate they had about 35 million customers in a four week period in May, meaning that during the six week period at least 50 million people saw the Salient. This is a far larger number than it would be possible to try to reach by newspaper and magazine ads alone, and that within such a short period of 6 weeks, and even if it could be done, the cost would be enormous. So, now all the Yamaha dealers in Germany are looking forward to seeing what kind of results this campaign will bring. In addition, individual Yamaha dealers can make this tie-up an occasion to organize their own shows jointly with local McDonald's restaurants in the future. The customers at McDonald's cover a wide range of ages including mothers who bring their young children, junior and senior high school students, and also the 18 to 25 year age group, so the advertising was aimed at these groups. If, in addition, other adver-

tising can be aimed at the same audience on a large scale and during the same time period, the results should be especially good. The telephone box ads are, of course, a good means of doing this. This year is a time to shift from "a one point" type sales promotion to a "wide area" type of promotion.

**How can everything be put into action?**

In addition to all the activities mentioned above, another campaign was launched to coincide with the release of Yamaha's proud new entry in the large displacement sports bike market, the XJ900. This cam-

aign involved getting all of the local dealers to cooperate in the holding of test ride events at every shop around the country. German customers in particular are very careful about making sure that the quality of a motorcycle is up to their standards before they buy. This is why Yamaha decided to supply the dealers with models that the customers, after registering with the dealer, take out on a free test ride to try out the bike's performance for themselves before they buy. This promotional campaign has been very well received by the customers and this fact is showing up in the excellent sales statistics for the XJ900 to date.



A magazine advertisement for the XJ900 test ride event: It asks the customer: "why don't you try this unbeatable bike for yourself?"

As you can see from this report, the sales promotion activities that have been going on in West Germany during the first half of this year are especially unique in concept and have brought about a very lively response from the public. How about your area? We hope that you can find some hints from these examples for effective sales promotion activities that could be adapted for your market as well. We would like to see everyone benefiting from sales promotion as effective as these cases have been in West Germany.

## 4-hour endurance race in Malaysia

**From Malaysia:** Recently a 4-hour endurance race named the "Shell Endurance 1983" was held at Malaysia's Shah Alam Racing Circuit. Although the temperature on race day soared above 35°C (105°F), this didn't deter Malaysia's avid race fans from turning out in unprecedented numbers to watch the race. With all the stands jammed to capacity, the spectators lined up four and five deep along the fences around the course to cheer wildly for their favorite bikes all day as they battled for the lead. In spite of the heat, everyone was lost in the thrill of the competition that raged out on the track.

A lot of interest surrounded the start of this race because of the fact that it was the first endurance race ever held in Malaysia, and also because of the fact that the new '83 model Yamaha RD350LC was making its debut in this race. Everyone was excited to see what kind of a challenge the new RD350LC could put up against the Honda CB1100R racing machine. The race eventually saw the three Yamaha RD350LC's, which had arrived just three days before the race, making an impressive showing, clinching 2nd, 3rd, and 4th, only one lap behind the Honda CB1100R racing bike. The Suzuki GSX semi-racing bikes never even came close to catching the Yamaha RD machines. Although Yamaha fans were a bit disappointed to see the victory go to Honda, it was a race that every one of the 30,000 spectators could enjoy. Despite the blazing mid-day heat, no one even thought of leaving before the very end of the 4-hour endurance contest.

### Applause goes to the RD for a valiant effort

From the start of the race C.K. Choong, riding the Honda CB1100R jumped into the lead and aggressively built up a one lap lead over the second place bike by the end of the 16th lap. For a moment it looked like this might turn into a one-sided race, but on the 38th lap the CB had to pull into the pit for a new rear tire and oil change. Seeing the Honda take a 40 se-



This is the RD350LC '83 ridden by Foreman Oh and Garry Leong. It became the star of the race by closing the gap on the Honda over the second half.



The mechanics who work on the machines

cond time loss in this way brought the Yamaha and Suzuki fans back to life. The Honda continued to lose time as it was forced to stop in the pit again on the 74th and 112th laps. In contrast, the three Yamaha bikes only needed one stop each between the 74th and 76th laps for a change of tires. Two hours into the race it had become a fight for the lead between the CB1100R and the three Yamaha RD350LCs. The pace of the CB continued to drop throughout the second half of the race, while on the other hand Foreman Oh, a Hong Leong Yamaha rider continued to pick up the pace and close the gap. The latter stages of the race were dominated by a hectic battle between these two bikes. The CB would open up a large lead on the straightaway only to have the RD catch up again in the turns. When the RD would pass the CB in the turns the CB would come back on the straightaway to take the lead once again. As the

of a lottery. The scooters were given by MMS. As you can see from this advertisement, the Beluga also has a close relationship with racing. For this reason YMNV is supplying two Belugas each to the Yamaha Marlboro World Championship Team, the Marlboro McLaren Team and the Marlboro Alfa-Romeo Team for use as paddock bikes. The publicity value of the two scooters to be given away was greatly enhanced by the fact that Kenny Roberts and Eddie Lawson rode them during their appearance at Marlboro's press conference in London.

## Police bikes are presented



Police officials inspect the new XJ550P's.

**From Malaysia:** In Kuala Lumpur recently, Yamaha Motor Co. presented the local police with 10 new XJ550P motorcycles, fulfilling the promise that was made to the Prime Minister of Malaysia when he visited Yamaha's home offices in Iwata. On the day that the motorcycles were presented representatives from the Police and Yamaha distributor Hong Leong Yamaha gathered at one of the buildings on the Police Training Center grounds for an 11 o'clock ceremony. Also in attendance to report on the event were close to forty

newspaper and magazine reporters.



10 Police motorcycle drivers give a demonstration.

The presentation ceremony began with a speech by Mr. Lwek Leng Hai, Managing Director of Hong Leong Yamaha. In his speech Mr. Kwek announced that in addition to the motorcycles from Yamaha Motor Co., Hong Leong Yamaha was also presenting the Police force with Passolas for the women Police riders. This speech was then followed by greetings from the Police representative, Director of Management, Commissioner Datuk Haji Mohamed Shahr Abdul Majid. After this Mr. Kwek presented Mr. Datuk with the keys to the 10 motorcycles as well as a special tool set. Some informal talk between the representatives followed as they viewed the new Yamaha bikes, and then the ceremony was moved outside for a driving demonstration by 10 Police motorcycle drivers.

Finally, from 1:30 to 4:00 the 10 new XJ550P's were used as Police drivers received detailed instruction on safe and proper riding of the bikes by a Yamaha instructor, Mr. Toh, at the driving school facilities on the Police Training Center grounds. Scenes from this presentation ceremony were shown that evening on the evening news programs, and followed the next day by articles in almost all of the local newspapers.

## Yamaha outboards in a park



**From West Germany:** The Holiday Park and co-sponsor, Yamaha Motor NV started wonderful waterski show from last April. The park is in Hassloch, near Heidelberg. They will perform the show 3 times a day, during the season, which will end on the last day of this coming August. The show is using the following boats: 2 jumping boats with Yamaha 50CMS, 2 fliver boats with Yamaha 20CMS, 1 pick-up boat with Yamaha 50CMS, 1

clown boat with Yamaha 9.9DMS and 2 Starcraft towing boats with built-in Ford motors. So far the American crew, which is running the show, is very satisfied with the Yamaha outboards. Special the 1:100 mixture is very interesting for less smoke and less oil on the water during the show on the relatively small lake. During this period they expect about 2 million visitors to the show.



## A Fully Illustrated Driver's Manual

**From Brazil:** Yamaha Motor do Brasil has long shown great enthusiasm in promoting the education of novice motorcyclist. The most recent example of their continued efforts in this field is the completion of a new driver's manual entitled "Como dirigir a sua motocicleta com segurança — Curso de Pilotagem Yamaha". Consisting of 23 pages on heavy, quality paper in a 21cm x 29.5cm format, it feels more like a well-

made book than just another pamphlet. Here are the subjects covered in the manual:

1. You and your motorcycle
2. Proper riding position
3. Starting the engine, starting and stopping the vehicle
4. Making a complete stop
5. Starting forward again
6. Curves
7. Uphills
8. Rough roads
9. Driving in the rain
10. Recognition, judgment and adaptation
11. What to watch for in other cars

All of these points are discussed with plenty of illustrations to make them extremely easy to understand.

This manual was handed out recently at the opening ceremony for new Yamaha Riding Centers that have been established independently by dealers in four different locations. All students who sign up for the riding course are given a manual free of charge. They value their manual highly for the help it gives them not only on the training course but also later on when they will ride on the roads.



## A Joyful Yamaha Day



Prize-winning boys and girls

**From Guadeloupe:** Karukera Motos which is handling the imports and sales of Yamaha bikes in Guadeloupe, an island country on the Caribbean Sea, recently organized a joyful bike event as part of its extensive Yamaha promotion program. The event was given much variety including moped games, model introduction, trial run, riding school and many other joyful ac-

tivities which appealed especially to the youth. Boys and girls who won the first places in these games, were awarded nice prizes. Beverages were served free of charge. In the riding school these boys and girls were instructed on how to ride safely and correctly. A Yamaha moped was displayed indoors. Major technical features and correct, enjoyable use of it

was also shown to visitors. More than 300 people participated in the event and the number of visitors and spectators was much greater, thus bringing the event to a significant success.



"Mr. Venge" is also taking a part in this joyful event.

## Student Coop Motorcycle Fair

New communication brings college students and motorcycles together



During the four days more than 1,600 students visited the Fair, and 98 bikes, mostly new models, were either sold or reserved.

**From Tokyo:** For a four day period from April 26th through 29th, the Tokyo branch of the University Students Cooperative Association, which deals with introduction and registration desk for YRS (Yamaha Riding School), as well as a VTR showing scenes from a current first-run motorcycle movie which was especially popular with the students.

scooters and sports bikes, the Yamaha corner also featured a variety of services such as a "Technical & Safety Advice Corner", 50cc license class, an introduction and registration desk for YRS (Yamaha Riding School), as well as a VTR showing scenes from a current first-run motorcycle movie which was especially popular with the students.

## SL Off-road Riding School being held regularly at more and more locations nationwide



At the end of the SL school class, an endurance rally was held.

**From Iwata:** The SL Off-road Riding School, a course which uses the fun of off-road riding to encourage new riders to master proper riding technique, is being held on a regular schedule now at a rapidly growing number of locations nationwide, thanks partly to a promotion contest held this spring. The winner of this

spring's promotion contest, said about his SL Off-road Riding School, which among many customers is known affectionately by the nickname "Off-ride": "At our off-ride there was surprisingly large number of whole families coming to learn together, which I think is a very good trend. It helps us promote trade-in deals on new bikes. In the future I want to hold the course on a regular basis and give it the atmosphere of an event that people of all ages can enjoy together".

## 1983 Osaka World Sailboat Festival

**From Iwata:** Osaka stands next to Tokyo as being a major center of economic and cultural activity in Japan, and today as much as 40% of Japan's net foreign trade goes through Osaka. This city has a long history and Osaka's city planning commenced with the building of the Osaka Castle and the canal. 1983 marks the 400th anniversary of the building of the Osaka Castle, and in addition, this is the year when the 9.4 million square meter landfill project in the Bay of Osaka is being completed. An international festival of the seas, the 1983 Osaka World Sailboat Festival, is being held in commemoration of these events. The sailboats Nippon-maru and Kaiyo-maru from Japan, Esmeralda from Chile, Gloria from Columbia, and many other famous sailboats will take part in the sailboat parade to be held on October 23, and the first grand show of sailboats in Asia is going to be featured. Furthermore, this fantastic boat show in and around the Bay of Osaka will feature a cruiser race and cruiser parade as well as an exhibition of famous sailboats for the general public.



Information of a memorial regatta

## You can win Kenny's scooter



The Belugas look nice in Marlboro colors. The riders are, of course, Kenny (right) and Eddie.

**From the U.K.:** Prior to and during the running of the Marlboro Sun Transatlantic Trophy race, Marlboro's promotion agency conducted an interesting promotional campaign with motorcycles.

### WIN KENNY'S BIKE

"HIGH-SPEED champion Kenny Roberts likes nothing better than a joy ride on his Yamaha paddock bike. It's the machine the stars use behind the scenes at big race meetings. And next week The Sun is giving away two of these bikes in a free easy-to-enter competition. Don't miss out, folks, it's your chance to travel like a champ!"

This is an advertisement that appeared on the pages of "The Sun". Because they thought that the "Beluga" would suit their readers well, "The Sun", which was a co-sponsor of this race, decided to give away two of these scooters to their readers by means

## Athens Boat Show

**From Greece:** YAMAHHELLAS, sole importer for Yamaha outboards, motorcycles and generators in Greece, participated in the "5th Athens Boat Show" which took place from February 26 to March 6, 1983. The "5th Athens Boat Show" covered the entire available space of Zapion Palace in Athens, Greece. Fifteen halls of approximately 8000 sq. meters floor space inside and 3000 sq. meters outside Zapion was divided into 120 stands of 12 to 145 sq. meters each. "Athens Boat Show" is a specialized international show that occupies one of the best positions in the sector of pleasure yachts, displaying all the dissension of Greek shipbuilding and the evolutions of accessories and marine engines. The stand Yamahahellas was a separate hall out of the fifteen covering an area of 200 sq. meters. The main products that were exhibited were outboards and generators which covered 3/4 of

the whole space. Visitors were astonished with Yamahahellas stand since it was the best in the boat show in terms of space occupied and decoration. Yamaha Motor Co., provided the layout and decoration drawings, which were very closely followed. Walking along the whole fair you





Michel at the buoy, after 20 hours and flying to a marvellous performance.

# Incredible Yamaha 60D!

## — Roven 1983 —

Do you know about the boat race at Roven? Of all the boat races worldwide, Roven is a unique event. Just imagine, for 24 hours men, boats and motors are put under constant pressure. In Roven your biggest competitor is the natural elements; water conditions, rain and fatigue both for the men and their machines. So many things can happen in 24 hours. A floating piece of wood damages your propeller or breaks a hole through the hull



Men and boats are set on the water



A large crowd!

of your boat ... the battery shows evident signs of depletion at 01:00 a.m. ... the fuel tank starts to leak at 03:00 a.m. ... Only the most durable will finish the race.

On the Seine River, in the heart of the historical French city of Roven, the boat race around the island Lacroix ... and around the clock. The distance of each lap is 3.6Km.

This year, 53 boats were on the starting line, but only 30 could finish the race. Four

teams had their boats rigged with Yamaha engines. Three were in the SE class (Catamarans equipped with standard motors of 701cc to 850cc), the boat Nos. 44, 47 and 80. Another one was in the T2 class (Monohulls equipped with standard motors of 550cc to 750cc), boat No. 70. Boat No. 70 with a Yamaha 60D was the sensation of the race. Considering that they had the smallest boat with the smallest engine to enter the race, for them to finish fifth overall, ahead of 48 more power-

ful boats was really a feat. Boat Nos. 44 and 47 finished sixth and twenty second overall respectively. Unfortunately boat No. 80 had to give up at midnight. Mr. Michel Quirin who was the owner/driver of the No. 70 boat and also Yamaha dealer in Belgium, said. "If Yamaha could provide a competitive motor in the SE class, I feel that I could win overall". Still, he and his co-drivers Mr. Bailleux and Mr. Malpa covered 1,556,167Kms in 24 hours, at an average speed of 64.84Kms per hour and that included all technical stops!



"We made it!"

Information from **AD & PR** Division

## New PR Film "The Yamaha"

Let us tell you about a new PR film from Yamaha. This PR movie, entitled "The Yamaha" gives a view of the entire corporate activities of Yamaha beginning with its proud technical development capabilities and the products they have produced over the years, the constant improvement of these products leading to the development of newer models, and then through its current promotional activities we get a

look at the Yamaha of today. We get a look at such things as the wind tunnel experiments being performed at the R & D Center, engine tests, designers hard at work in a design conference, 2-stroke and 4-stroke engine production lines, test runs, and products in actual use both in Japan and abroad, with an additional look at technical development and manufacturing processes in the Marine Division as well. Scenes like a training school for police motorcyclists, a sailing school, yacht races and other promotional activities are followed finally by an introduction to Yamaha's various factories. All of these features

make this film undoubtedly the best one available for getting a full understanding of today's Yamaha. We hope you will make good use of this film in your business.

### SPECIFICATIONS:

Film No.: F945  
 Title: "The Yamaha"  
 Size: 16mm/35mm  
 Running Time: 23 minutes  
 Narration: English  
 Price 16mm: ¥60,000 (FOB Japan)  
 35mm: ¥160,000 (FOB Japan)

## Helpful business aids

Recently we at Yamaha Motor sent out our new Audio-Visual Library list and our new Sales Promotion Tools Catalogue. Have you received yours yet? As for the Audio-Visual Library the list of

### Correction

The retail price of "Magic Marine Sandals" (introduced in the last issue) is changed from @¥2,500 to @¥2,200 (male type) and @¥2,100 (female type).

films and video tapes produced in 1982 to 1983 is enclosed. Most of the tapes provided are of the NTSC system. PAL system video tapes are also available.

As you see, there are a number of new sales promotion aids in our SP Catalogue.

We hope you will take a close look at the list and catalogue and plan to make use of anything in them that could prove helpful in your business concerning the sale of Yamaha products.

