



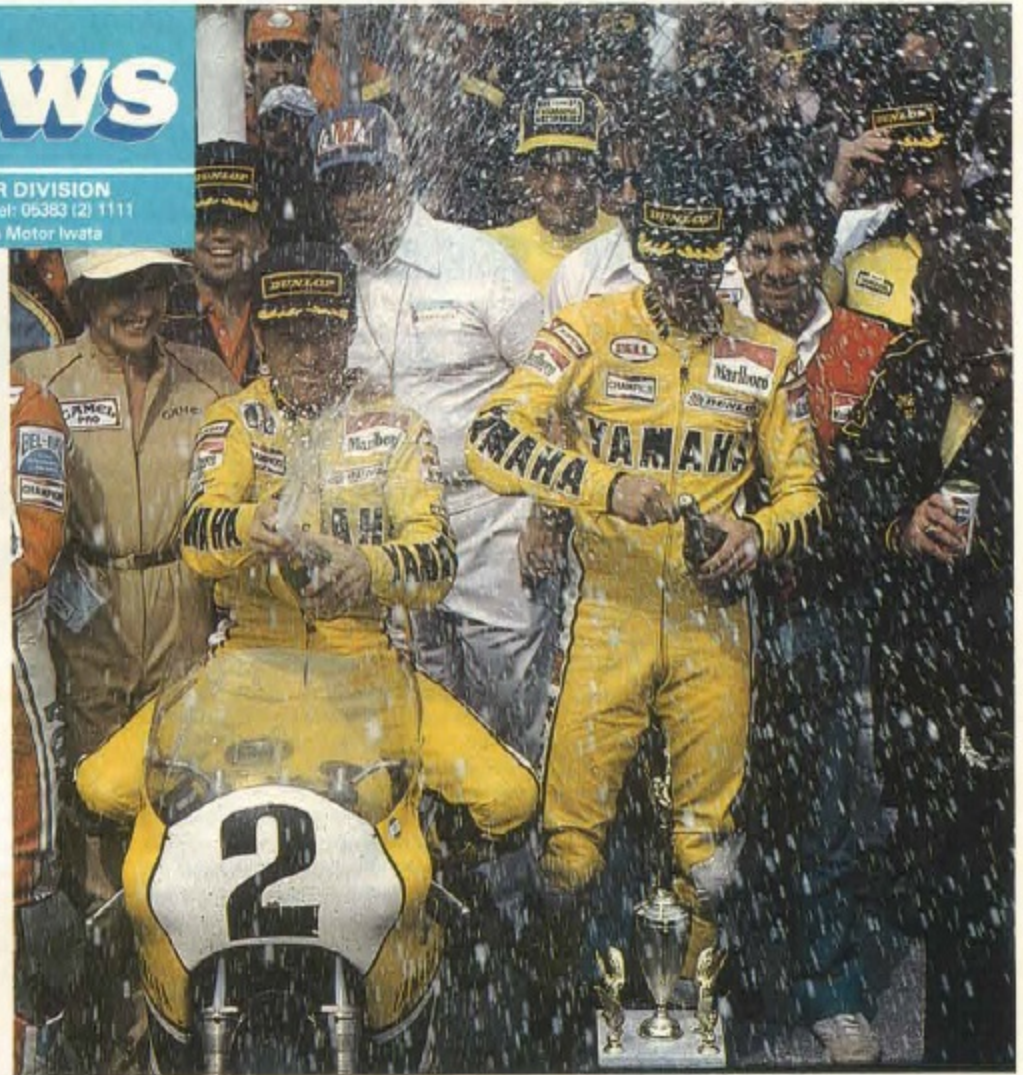
YAMAHA MOTOR CO., LTD. AD & PR DIVISION  
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111  
 Telex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata

# '83 DAYTONA 200

March 13—Daytona  
 International  
 Speedway,  
 Florida, USA



12 victories in a row



## Kenny and Eddie ride new YZR Daytona machines to a dramatic one - two victory!



### WORLD CHAMPIONSHIP ROAD RACING SOUTH AFRICAN GP

**Jean Francois Balde**  
 (Yamaha) wins the 250cc  
 class;  
**Kenny Roberts** (Yamaha)  
 finishes 2nd in the  
 500cc class

The '83 GP season also started a week after Daytona, much earlier than usual years, with the first South African GP held on the Kyalami circuit near Johannesburg on March 19. French rider Jean Francois Balde on a Yamaha TZ250 finished first in the 250cc class. His winning time was 43' 45" 2. In the 500cc class Kenny Roberts placed 2nd despite a poor start.  
 (see page 5 for more pictures and reports)



Jean Francois Balde

The Yamaha Marlboro World Championship Team got the '83 season off to a truly great start by achieving a dramatic one-two finish in the '83 Daytona 200-mile race staged at the Daytona International Speedway, Florida, USA on March 13. Kenny Roberts proved himself to be the "King" of road racing by finishing first in this prestigious American classic. Eddie Lawson riding side by side with Kenny secured the safest second spot. Both used new YZR Daytona machines, the outline of which appeared in the last issue of Yamaha News.

This was Yamaha's 12th consecutive victory, an astonishing record in the 42-year Daytona history!  
 (see pages 4 and 5 for more pictures and reports)

#### DAYTONA 200 RESULTS

1. Kenny Roberts ..... Yamaha YZR Daytona
2. Eddie Lawson ..... Yamaha YZR Daytona
3. Steve Wise ..... Honda FWS1000
4. Steve Gervais ..... Yamaha TZ750
5. David Aldana ..... Yamaha TZ750
6. Kurt Lentz ..... Yamaha TZ750
7. Hap Eaton ..... Yamaha TZ750
8. John Long ..... Yamaha TZ750
9. Rusty Sharp ..... Honda FWS1000
10. Doug Brauneck ..... Yamaha TZ750



'83 March 7 to March 13  
**DAYTONA SPEEDWEEK**



# World's most exciting motorcycle event

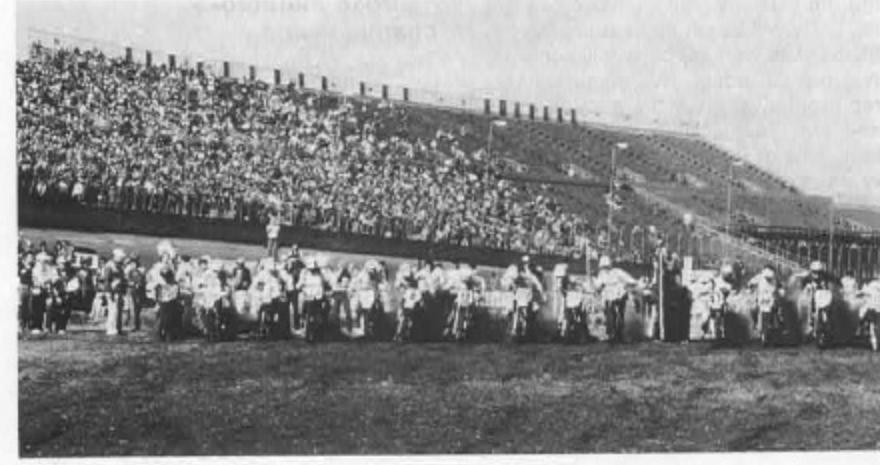


Daytona Beach of Florida becomes, for a week at least, the world center of motorcycling because of its most exciting motorcycle event called "Daytona Speedweek" which takes place early in March each year.

Hundreds of riders from around the world race in every type of motorcycle competition, making Daytona Beach one of America's most international cities with all the pageantry and color leading up to this nation's biggest and most glamorous international sports event, the thunder and excitement of which bring spectators from all over the world to Daytona Beach. Daytona Speedweek is highlighted by the Annual Daytona 200 Motorcycle Classic AMA International Expert Road Race (Daytona 200 which is organized at the Daytona International Speedway on the last day of the week each year.)

In addition, Daytona 200 which is held and competed by many of the world's best riders on the eve of the GP season, serves as a good pointer to what can be

expected during the rest of the year. 1983 celebrated the 25th Anniversary of the Daytona International Speedway, thus adding another dimension to the "Speed-week" which took place from March 7 through March 13.



# "King" Kenny knows how to win!



Daytona 200, the main race of the Daytona Speedweek started at 10:30, two hours earlier than scheduled, on March 13. "King" Kenny who had hit the fastest practice time, showed a clear getaway from the pole position with his new Square four Yamaha factory racer, together with Honda riders M. Baldwin, F. Spencer and R. Haslam. Kenny's team-mate Eddie Lawson also joined the leading pack immediately after the start. Much to spectators' surprise, Spencer made a pit stop

after completion of two laps, because of a loosened helmet screen, which cost him about 20 seconds. Spectators' surprise became even larger when "King" Kenny Freddie did all he could to catch the leading Yamahas, which made this race a thrilling three-man battle, making the crowd go wild lap after lap.



Spencer and Roberts. During the next lap Kenny passed the three Hondas to follow his team-mate Lawson in front. "Fast" Freddie did all he could to catch the leading Yamahas, which made this race a thrilling three-man battle, making the crowd go wild lap after lap.

The battle looked like becoming more intense between two Yamahas and one Honda for the latter half of this race, but on lap 25 Spencer gave up racing when his Honda hit gearchange trouble. It was all down to the Yamahas which were performing perfectly. Lap after lap Kenny and Eddie circulated together. Which Yamaha would win? On lap 30 Lawson made a pit stop to change the rear wheel. After that, Kenny's lead became unchallenged. He won the '83 Daytona 200 at a record speed of 110.926 mph (1h 48' 51").

It was his second Daytona victory and it also extended Yamaha's Daytona 200 winning streak to 12 years! Lawson finished second about 52 seconds behind the winner.

**12 VICTORIES IN A ROW**

1972	Don Emde	TZ350
1973	Jarno Saarinen	TZ350
1974	Giacomo Agostini	YZR750
1975	Gene Romero	YZR750
1976	Johnny Cecotto	YZR750
1977	Steve Baker	YZR750
1978	Kenny Roberts	YZR750
1979	Dale Singleton	TZ750
1980	Patrick Pons	TZ750
1981	Dale Singleton	TZ750
1982	Graeme Crosby	YZR750
1983	Kenny Roberts	YZR Daytona

## WORLD CHAMPIONSHIP ROAD RACING SOUTH AFRICAN GP - March 19 - Kyalami Circuit

### Balde takes the lead

-250cc Championship-

This year's 250cc championship looks very difficult to forecast with a number of equally competent riders including J.L. Tournadre, C. Sarron, D. de Radigues, J.F. Balde, M. Wimmer and P. Fernandez. It is interesting to note that all but Fernandez (Bartol) ride Yamaha machines and it is about right to forecast that one of the above Yamaha riders will be the eventual winner.

The 250cc race of the South African GP served to confirm this forecast. The 28-lap race became a fierce three-way battle between two Yamahas and one

Kawasaki, namely, J.F. Balde (Yamaha), D. de Radigues (Yamaha) and H. Guilleux (Kawasaki). Balde, who took the pole position, made a comparatively poor start but he went on to quickly recover the lost ground lap by lap. He joined the leading group and then snatched the lead during lap 4, closely followed by his team-mate Radigues, and Guilleux.

From then on, an extremely exciting wheel-to-wheel battle continued until the very last moment of the last lap when Balde forged ahead of the others. The first three riders crossed the finish line in a split second!



J.F. Balde

**RACE RESULTS**

1.	J.F. Balde	Yamaha
2.	D. de Radigues	Yamaha
3.	H. Guilleux	Kawasaki
4.	P. Fernandez	Bartol
5.	J. Cornu	Yamaha
6.	M. Herwen	Yamaha
7.	C. Lavado	Yamaha
8.	M. Wimmer	Yamaha
9.	T. Rapicault	Yamaha
10.	I. Palazzese	Yamaha

In the 500cc race both Kenny Roberts and Eddie Lawson made a poor start, lying 8th and 21st respectively during the opening lap. But "King" Kenny's ride was spectacular enough to keep 70,000 spectators thrilled and excited. He overtook and outran going-ahead riders including M. Lucchinelli (Honda), R. Mamola (Suzuki) and T. Katayama (Honda) one after another. His new V-4 Yamaha racer performed well all the way. He finished close second to F. Spencer (Honda), eventually,

**RACE RESULTS**

1.	F. Spencer	Honda
2.	K. Roberts	Yamaha
3.	R. Haslam	Honda
4.	M. Fontan	Yamaha
5.	R. Mamola	Suzuki
6.	F. Uncini	Suzuki
7.	R. Roche	Honda
8.	E. Lawson	Yamaha
9.	M. Lucchinelli	Honda
10.	B. Sheene	Suzuki



Kenny Roberts



Marc Fontan



## A. Neto (Yamaha) chalks up a win 100-mile race—

Brazilian rider Antonio Neto got into the limelight at Daytona on March 12 as he rode a Yamaha TZ250 to an easy win in the 100-mile race.

Three-time Brazilian champion and two-time Latin American champion, Neto was in complete command of the race after pulling ahead of Jimmy Felice on another Yamaha TZ250 on the second lap. Neto went on to steadily increase the lead and finished first about 17 seconds ahead of Felice. His winning time was 59' 13" 9 at an average speed of 101.923 mph.

7.	R. Sharp	Yamaha TZ250
8.	J. Long	Yamaha TZ250
9.	H. Humble	Yamaha TZ250
10.	D. Green	Yamaha TZ250



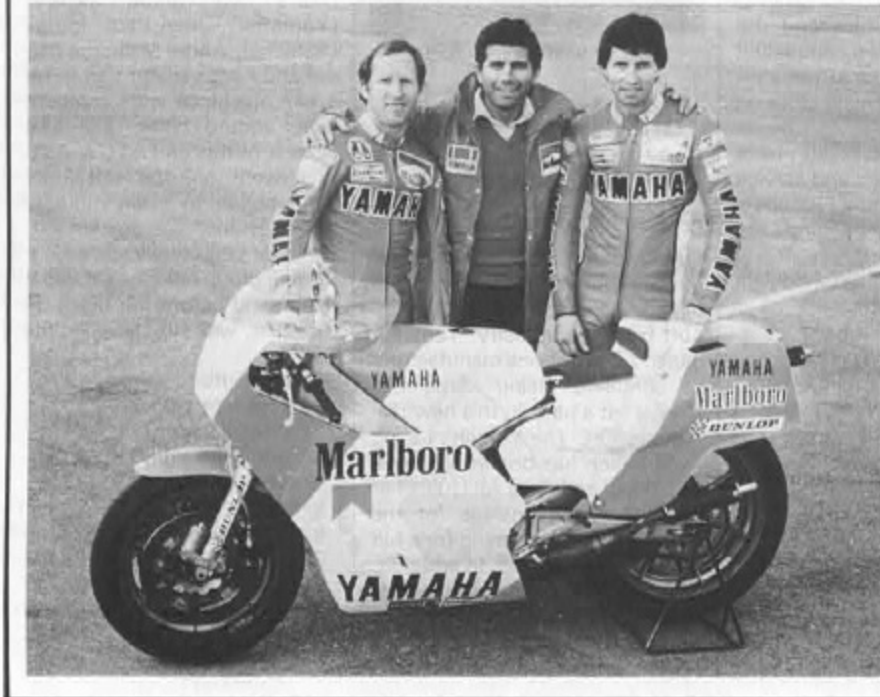
Antonio Neto

**RACE RESULTS**

1.	A. Neto	Yamaha TZ250
2.	J. Felice	Yamaha TZ250
3.	C. Law	EMC 250
4.	R. Howard	Yamaha TZ250
5.	R. Paulk	Yamaha TZ250
6.	D. Bushy	Yamaha TZ250

## The Yamaha Marlboro World Championship team

As reported in the last issue of Yamaha News, the newly formed Yamaha Marlboro World Championship Team will cover all the rounds of the 1983 500cc World Championship. Giacomo Agostini, 15-time World Champion, will manage



the team, with Kenny Roberts and Eddie Lawson as riders.

Welcoming the new association with Marlboro, Mr. Hisao Koike, President of Yamaha Motor Company, said: "Marlboro has been for many years one of the premier sponsors of mechanical sport. We are proud that our first involvement with an outside sponsor should be with a brand name with prestige that matches our own. We look forward to a mutually advantageous co-operative effort that will be crowned with success."

The link between Yamaha and Marlboro developed from the long-lasting relationship which both have had with Giacomo Agostini. A member of the Marlboro World Championship Team since the early 70s, Agostini brought Yamaha its first 500cc world title in 1975. Nineteen eighty-two, his first year as a team manager, saw Marlboro Team Agostini rider Graeme Crosby earn second place for Yamaha in the World Championship.

Speaking for Philip Morris/EEC, makers of Marlboro, President Aleardo G. Buzzi expressed the company's pleasure in the new collaboration with Yamaha and Giacomo Agostini: "We have had a good and close relationship with Giacomo Agostini for many years. We are very happy that this association has led to this new connection with the Yamaha factory team. We look forward to a winning combination of three great names all interna-

tionally known for quality."

Experience counts for a lot in motorcycle racing, and no crew has more of it than the Yamaha Marlboro World Championship Team.

There are three former world champions in the team, led by manager Giacomo Agostini, the man whose 15 individual titles make him the most successful motorcycle racer ever. Team leader Kenny Roberts has three 500cc world titles to his credit, in addition to two American national championships, and Kel Carruthers, who will be linkman for the team, was World 250cc Champion in 1969. All the skills that have been acquired on the road to collecting those 19 titles will be concentrated on bringing the total up to 20 by winning the 1983 500cc crown for Kenny Roberts or American newcomer Eddie Lawson, who will be making his debut in Grand Prix racing.

"It's great that Eddie will join me in Europe this year" said Kenny, who is chasing his fourth world championship title. "I told Yamaha that I wanted a good team-mate and they picked Eddie. I think he is the ideal man for the job. Eddie is a 24 year old rider with a proven track record and the ability to measure up to the job. He is also capable of learning quickly as his switch from riding on the dirt to road racing with Kawasaki showed, so surely the reasons he was picked are easy to understand."

# Wonderful Kevin!

From Great Britain: Kevin Bleasdale, a 15-year-old schoolboy trials rider from Newton in the rugged county of Cumbria, England, has chalked up an incredible total of more than 160 trials wins — every one on a Yamaha or Yamaha-based machine. Kevin started riding on a Yamaha TY80 at the age of seven in one overall schoolboy class which covered the 7-to-17 age group. He was promoted to the schoolboy B class on a TY175 at the age of 11, switched to 175 and 200cc Whitehawk-Yamahas, and late last year moved up to a TY250-based 250cc Majesty. He scored his 162nd victory on February 5. His best year was

1981 when he rode his 175cc Whitehawk-Yamaha to 44 wins and became the British National B class trials champion. Until this year he has also won the hotly-contested Northern Center championship no less than three times. For the record, his original Yamaha TY80 has also been ridden by his brother and sister, twins Andrew and Donna, and is still going strong on the original piston and bore. Kevin's mother, Doreen, is the secretary of a local club and his father, Wim, is an ex-rider who still has an occasional ride in Pre-65 events in his 500 Triumph twin.



This year the 12th running of this show took place at the Science and Technology Hall located in the center of Tokyo for three days from March 19 to March 21, attracting a larger number of visitors than usual as the session fell on Saturday, Sunday and national

category has been established in Japan in accordance with the new 135cc world championship which was approved by the CIK of the FIA two years ago. The newly developed Yamaha KT135 has become the first Japan-made machine to be homologated for this championship. The Yamaha KT135 team is the most promising national title winner, while at the same time, privateer Nobuyoshi Asai will experiment one of the works-prepared machines in this year's world championship. The new KT135 delivers plenty of torque, ensuring positive acceleration especially in the low to medium speed range. Outstanding reliability is obtained while the machine takes a corner. Both tire treads are widened to keep "lifing" to a minimum.



holiday (March 21). In this show Yamaha put on display the new RZ250R (RD250), RZ350R (RD350), XVZ 12T and TT600, together with moped models, which provided a good topic for conversation among motorcycle fans.



Photo: By courtesy of Trials and Motocross News.

## A new firefighting power



From Belgium: Pictured here is a Yamaha outboard powered inflatable boat for firefighting. There is a distinctive tendency that in Europe more and more professional users like firefighting brigades, rescue associations, special police units etc. are changing over to Yamaha outboards which have gained widespread popularity because of their excellent product qualities including good fuel economy and reliable performance.

an instructor, using one Yamaha DT175 to improve the technical knowledge and repair/service skill of these mechanics. The machine was disassembled and different parts were explained in detail, with specific emphasis being given to the gearbox, electrical system and trouble shooting method. In addition, answers to many questions were provided by demonstration on the machine. During the course a number of Yamaha films were shown.



This was taken in front of the Yamaha Service Center. In the middle is Mr. Haigo with two Japanese who are voluntarily teaching auto mechanics in the Ministry.

## Knowledge and technique are brushed up

From Ethiopia: The Yamaha Service Center of Hagves Pvt. Ltd. Company with the main office located in Addis Ababa recently gave brush-up training to 36 mechanics from the Ministry of Agriculture of Ethiopia. Mr. Haigo Kherbekian served as

## '83 motorcycle season opens — Tokyo Motorcycle Show —

From Tokyo: Motorcycle season in Japan opens with the annual Tokyo Motorcycle Show held in the late-March when it grows warm. This show is a very popular industry event because it is a stage where each manufacturer's new models make their debut, together with a variety of custom bikes, vintage bikes, old racers, etc.

## Malaysian trainees finish a 6-month course



From Iwata: As was reported in the last issue of "Yamaha News", Dato' Seri Dr Mahathir Mohamed, Prime Minister of Malaysia, gave the words of encouragement to 9 Malaysian trainees when he paid a visit to the main office of Yamaha Motor at Iwata late in January. These trainees have finished a 6-month course given at the Sanshin Industries and the Arai Boat Plant, and a completion ceremony took place at the conference room of the main office on March 2.

These young Malaysians have learned how to repair and service Yamaha outboards and FRP boats for their own future and the benefit of their country.

- They are: Tajuddin bin Abdulah (Kelantan)  
Mohd Nasir bin Baharuddin (Perak)  
Ahmad Amimar bin Man (Pahang)  
Azman bin Ismail (Kedah)  
Ariffin bin Mohd Saio (Selangor)  
Azhar bin Miswan (Selangor)  
Mohd Jeffry bin Yaaku (N. Sembilan)  
Abdul Rahim bin Ishak (Kedah)  
Chik bin Chani (TRG)

They are learning what Yamaha original IPC activity is.



FRP boat assembling

## Yamaha aiming for the crown — Kart racing —

From Iwata: Kart racing has enormously grown in popularity in Japan, along with increased support from the industry. Yamaha, Japan's number one manufacturer of complete racing karts, has always set a pace in this new-rise motor sport. The Yamaha racing team which has dominated class A1 (100cc) and class A11 (100cc) of national championships for the past two years, is aiming for a hat trick in these classes. In addition, the team will cover all the rounds of the newly introduced 135cc class national championship, the first of which is to take place on May 21 and 22. This new race

## World's tough machines get together!

From France: Over 1,000 machines screaming! Over 200,000 spectators lining the 10-mile beach track! Le Touquet beach enduro is really a sports spectacle. It is nearly the physical and mechanical challenge of surviving 100 miles' extremely hard riding in the span of three hours. Le Touquet, a small seaside town in France is literally taken over for the event each year. The whole town throbs with crowds, cars and motorcycles.

This year's event, which was held under very good weather conditions on February 20, attracted 1,147 machines and 250,000 spectators. Both were new records! The list of entries included a number of world's renowned riders like Hakan Carlqvist (Yamaha), Jean-Paul Mingels (Yamaha), Andre Malherbe (Honda) and Kees van der Ven (KTM). 1,147 machines were motocrossers, enduro bikes, trail bikes, sidocar outfits and ATC's. As the race went on, the soft French sand began to claim more and more victims. Carlqvist persistently stayed in the leading group but crashed into the deep sand before the finish. He, however, was still classified fifth.

- Final results**
1. Kees van der Ven KTM
  2. Gilles Lalay KTM
  3. John Finkeldey KTM
  4. Gilles Francru KTM
  5. Hakan Carlqvist Yamaha
  6. Serge Bacou Yamaha
  7. Philippe Bralle Yamaha
  8. Jaak van Velthoven KTM
  9. Dominique Hamard Husqvarna
  10. Christopher Hoestland KTM

## HOW TO CREATE, FOSTER AND INCREASE BUSINESS RETAIL BUSINESS MANAGEMENT

### Part 3: How to attain the big goal of "increasing sales"

Let's consider how to "increase profits" in practical terms according to the situation for each motorcycle dealer by using the "Decision Tree for Increasing Profits" (a chart which shows how to go about increasing profits) that was presented in the last issue. As explained before, there are two ways to increase profit; either sales is increased or costs are decreased. The best way would be to reduce costs and increase sales, but unfortunately it is no simple matter to do both things at once. If costs are reduced, which means that one does not spend money, this means it becomes hard to take appropriate measures in marketing, and consequently sales do not increase. Generally, under good economic conditions, when the market is active, it is well known that there is a tendency for costs to increase along with the increase in sales. On the other hand, when things turn around and the economy deteriorates, retailers hurriedly tighten their budget so that their sales plummets more than it would have just by the poor economy, and this just adds to the downward trend.

### Stores which should start with increasing sales

1. Stores which still have plenty of room to expand their territory  
Cases where it is more advantageous to increase the number of customers visiting the store exist first of all when the territory of that store is still undeveloped. In cases where motorcycles have yet to become popular in that region, or when customers come from just one particular area, it becomes necessary in the first place to increase the number of customers visiting the store. For this purpose an active campaign must be conducted by advertisement, flyers, direct mail, phone and door to door visits to start by selling the utility and fun of motorcycles while at the same time advertising the presence of the store.

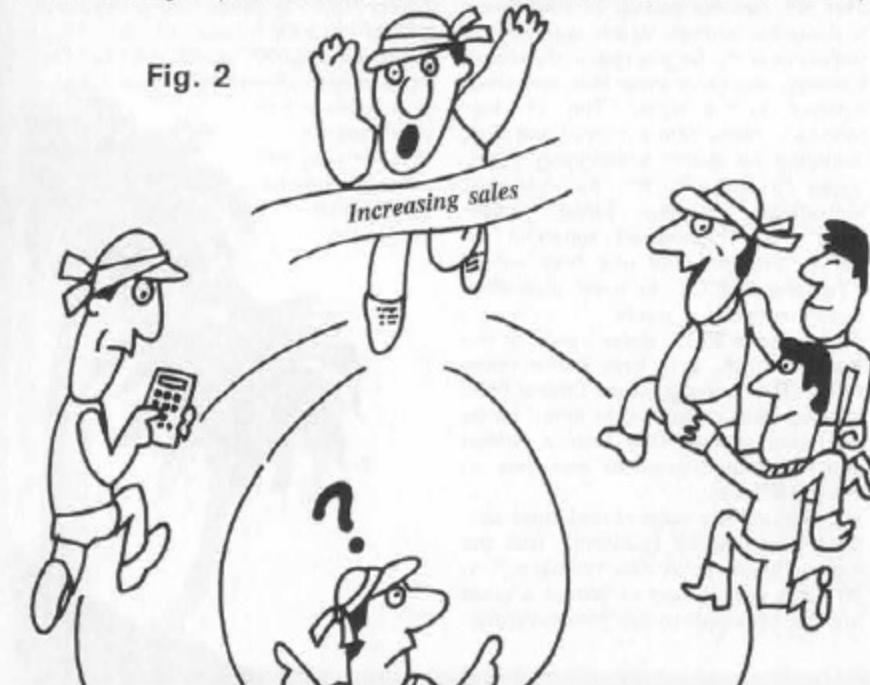


Fig. 2

Finding large biases in your market can be done very quickly just by checking the names list of customers visiting your store and analyzing their locality, sex and age. However, motorcycle dealers each have their unique features. For example, it stands to reason that a store concentrating on scooter sales would have an entirely different clientele compared with a store which mainly sells big bikes. It is necessary to conduct a rational analysis of just how much of it is the characteristics of the store, and how much of it is due to a bias in the market.

### 2. Customers are taken away by the competitor

The second type of situation where a store must begin by increasing the number of customers, common to many stores, is the case where customers are taken away by the competitor. As to countermeasures to deal with the competitor in such cases, the three approaches of advertising, pricing and product quality can be used to create a difference. Here, in particular, the approaches of pricing and the quality of the product will be explained. First is the price. To reduce this means that it makes it possible for a store to display substantial strength in competition. This is backed by the simple reasoning that "if it is the same product, the customers will go to the store that sells the product at a lower price. This is actually true, but if one store draws customers away by reducing the price, what would the competitors do? They may counter this with even greater price reductions. If this happens, things would go right back to the way they were. A store that competes by reducing the price must therefore either be able to procure the product at a lower cost than its competitor, or be able to cut their costs somewhere. There is no problem so long as the reduction of the retail price is within this range. However, it is not very likely that just one store would be able to procure products for a substantially lower price than other stores. Also, retail stores differ from manufacturers in that the amount of cost reduction they can achieve is minuscule compared to manufacturers. It may be concluded that it is better not to lower the retail price. As much as you

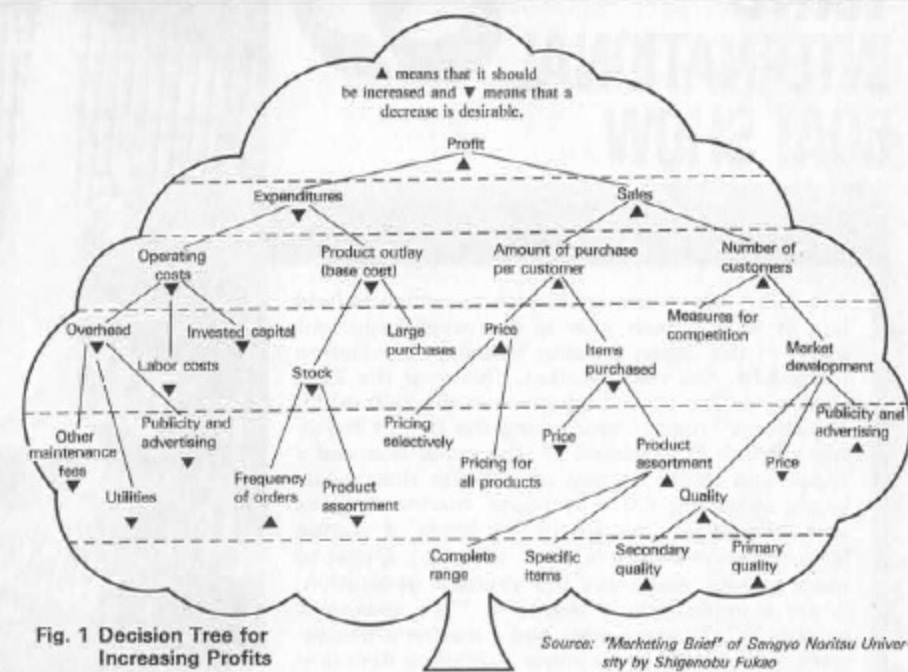


Fig. 1 Decision Tree for Increasing Profits

reduce the retail price, the competitor will also reduce the price, and both sides will end up making that much less. The remaining factor is the quality of the product. However, even when we say quality, the product sold by motorcycle dealers, two-wheelers, are similar in quality. Therefore, some may say that there is no way to compete with quality. Nevertheless, motorcycle dealers sell more than just bikes, do they not? They also sell various attendant services as well. If the quality of the bike is called the primary quality, the service which comes with it is the secondary quality. So service is the area where each store can show its stuff. From a detailed explanation of products before they are sold, possessing mechanical knowledge and ability, dealing with customers and providing friendly after service, all require meticulous attention to detail. To compete with this kind of "quality" which includes service can be regarded as the most stable customer strategy in the long run.

### Increasing the amount of sales per customer

1. Increasing the amount of sales per customer is the stepping stone to becoming a large store  
Next let's consider those stores which should start with increasing the amount of sales per customer. These are stores which have already built up a good business, which have conducted marketing activities in close relation to the community. In other words, these stores with successful sales records come to mind. These are cases where motorcycles have been popularized to a considerable extent in their territory and the store's share of the market is quite high compared with its competitors. It is a store which is not able to increase the number of its customers by simple efforts. Especially stores like this that have concentrated on comparatively low priced items will derive benefits from raising the amount of purchase by each customer. To increase the amount sold to each customer, firstly merchandise must not be sold at a reduced price, and secondly an effort should be made to sell higher priced items. In other words, efforts are made to sell high class bikes. It is easy to tell if something is expensive or cheap to the consumers because the price is listed in numbers. In contrast to this, to the eyes of a novice, it is difficult to tell what is high class or superior in quality. Therefore, the ability to convince a customer, or sales technique, is indispensable in the sales of high priced products.

2. Effecting an increase in the amount of sales per customer by system sales  
In cases where a store sells comparatively high priced items such as big sports bikes, it is effective for them to increase the

amount of sales per customer by increasing the number of items purchased by each customer. However, differing from the sales in super markets, in the case of motorcycle shops, it is inconceivable that a customer would come shopping for a bike and end up buying two or three. Therefore, the items mentioned above are not just motorcycles, but also included accessories and riding apparel. It is possible with such items that a customer would buy them along with the purchase of a motorcycle. This is where being well stocked pays. After all, the item being readily available is the best motivator for a purchase when selling accessory items. If there is the space available in your store, as much merchandise as possible should be offered with a little bit of everything. Instances of losing a chance for a sale decrease by keeping a large variety of items on hand. This method is also desirable because it gives the customer the pleasure of picking his choice. Looking at the real situation, however, it is usually impossible to order such a large supply of merchandise to keep on hand, when there are limits to the amount of space available in the store. The solution therefore is to put an emphasis on certain kinds of items, by mainly handling on-road or off-road bikes for example. Of course, it is necessary that each store offers a different selection of merchandise, and this comes to characterize a store. Looking over the situation with motorcycle shops in general, there seems to have been a tendency to sell only the motorcycles themselves. But various accessories and riding apparel are important to the customer. Having these items is the very thing which provides convenience and enjoyment in riding motorcycles. Selling a whole assortment of related items is called "system sales" and today it is something that is done widely in the retail business.

To summarize the above points, the first thing that needs to be done is to determine the characteristics and orientation of your shop to put the unique features and strong points of your establishment to full use. As for the actual approach to sales, advertising and sales techniques are about all that can be raised here. The conclusion is extremely simple. The problem lies in how to put this conclusion to work in your shop to increase sales.

**Notice**  
Part 3 of a new business guide series has finished, the contents of which we hope are of some use for better retail business management. The next issue will deal with the finance management of a retail shop in both theoretical framework and practical application.

# THE 22nd TOKYO INTERNATIONAL BOAT SHOW

# '83

The Tokyo International Boatshow which is held late in March each year is the most important event of the Japan Boating Industry Association (President, Mr. Hisao Koike). This year the 22nd running of this show took place at the Harumi International Trade Center facing the Bay of Tokyo from March 23 to March 27. The show featured a wider and richer variety of exhibits than usual years, including not only boats, marine engines and accessories, but also many kinds of marine leisure-related products, in an effort to appeal to more people, especially the younger generation, under a unified show theme — "The season is already in". 71 companies and 4 marine organizations participated in the show, exhibiting their products and establishing various marine consultation corners all over the east and west show pavilions.



Yamaha "35C" (center)

Attraction adds extra glamour to the opening ceremony.



Yamaha compartment occupying about one third of the east pavilion. Seen in the center is the new Yamaha "S-19RX"



Opening ceremony — Mr. Hisao Koike, President of Yamaha Motor is also the President of the Japan Boating Industry Association, organizers of the show.



Yamaha fish-shoot detectors also displayed.



Yamaha outboard motor line-up.

## A wider and richer variety of exhibits under a unified theme — "The season is already in"



Yamaha diesel engines.



Yamaha portable generators.



Display of colorful marine wear and accessories.



New scooter models are also exhibited.



A number of inquirers visit a marine consultation corner each day during the show.

### Yamaha leading the boat industry

As you know, it dates back to 1960 that Yamaha introduced its first FRP boat and outboard motor models on the market. This was the start of what would later grow into the Marine Division, the second largest work division of Yamaha. Over the period of more than 20 years, the Marine Division has become Japan's largest manufacturer and supplier of FRP boats and marine engines, making up more than 60% of the total market in Japan. Yamaha is now the unchallenged leader of the Japanese boat industry.

The '83 Yamaha line-up of FRP boats and marine engines which was put on display over the largest space of the east pavilion, was far grander than any other exhibits in the show. The 41 boat models of many different types and sizes included the 35-foot oceangoing cruiser yacht "Yamaha-35CS", the gorgeous motorboat "Yamaha Salon Cruiser 950II", the high-speed runabout S-19RX, and the mini row boat model "Yamaha P8S-G", to meet diversified customer needs or tastes.

The Yamaha-35CS, sister model of the Yamaha-35CK, is a high performance sloop. The Yamaha Salon Cruiser 950II is a top class cruiser yacht noted for its upgraded styling, chic interior design and luxurious equipment including an electric shower.

In addition, the beginner-oriented sailboat "Yamaha-10 Duckling" and the modern sports fisherman "Yamaha Fish-20" also contributed to attract a great number of people to the Yamaha corner

each day. The Yamaha outboard motor line-up ranging from 2HP to 140HP was equally appealing to the eyes of marine pleasure seekers and commercial users alike. Each and every model of the line-up that features the strong points of Yamaha's long proven 2-stroke engine technology, is a very dependable work-horse for these people.

Yamaha, as the leading manufacturer of the Japanese boat industry, is enthusiastic about promoting the spread of safe, enjoyable marine leisure activities. In the show Yamaha provided a large marine consultation corner introducing the Yamaha sailboat school and boat licence school, together with Yamaha marine leisure facilities. During the show session the total number of visitors exceeded 100,000, which reflected the rapid growth of marine leisure enthusiasm among young people, thus bringing this show to a greater success than ever before.

