



President Koike cutting a tape for the completion ceremony.

# NEW R & D CENTER IS COMPLETED!

*A big step taken toward the new goal*



The new R & D Center is a steel-frame 8-storyed building with one underground floor. It is 35.11 meters high and total building area is 23,910.58m<sup>2</sup>. (taken from front entrance side)

The new Yamaha Research and Development Center which was under construction on the site continuous to that of the main office, was completed on February 4. The new center is an ultra-modern 8-storyed building with one underground floor and it will start its operation as the nucleus for the technical

research and development of all Yamaha products.

As announced in President Koike's new year message, all Yamaha efforts are being joined to attain the new goal established for the years to come. Completion of the new R & D Center is a big step taken toward it.

### **Introduction of advanced systems and facilities**

The new R & D Center makes the most of various advanced systems and facilities including the CAD system with wider application and full-sized computer system, in order to ensure the maximum efficiency of technical research and development. In addition, the new design center is under construction on the site close to that of the new R & D Center, thus helping to establish an overall better research and development set-up by saving time and improving quality based on more effective and more systematic disposal of all specialized and correlated factors. Furthermore, the new R & D Center functions as a unique think tank comprising superior brains who are capable of looking far ahead into the years to come in order to realize a truly futuristic design

concept in each and every new product. As mentioned above, the new R & D Center will soon be put in operation and all existing related facilities, laboratories and plants will also be expanded or reorganized so that the most ideal research and development system is established with the new R & D Center as its nucleus. This is a great milestone in the progress of Yamaha technology. In addition, 2nd and 3rd stage expansion works are also planned for it.

The building features an advanced earthquake-proof and energy-saving design together with complete air conditioning facilities. A big 16-m span between pillars provides a vast space for flexible use to create a better working environment coupled with all kinds of ultra-modern R & D equipment and facilities.

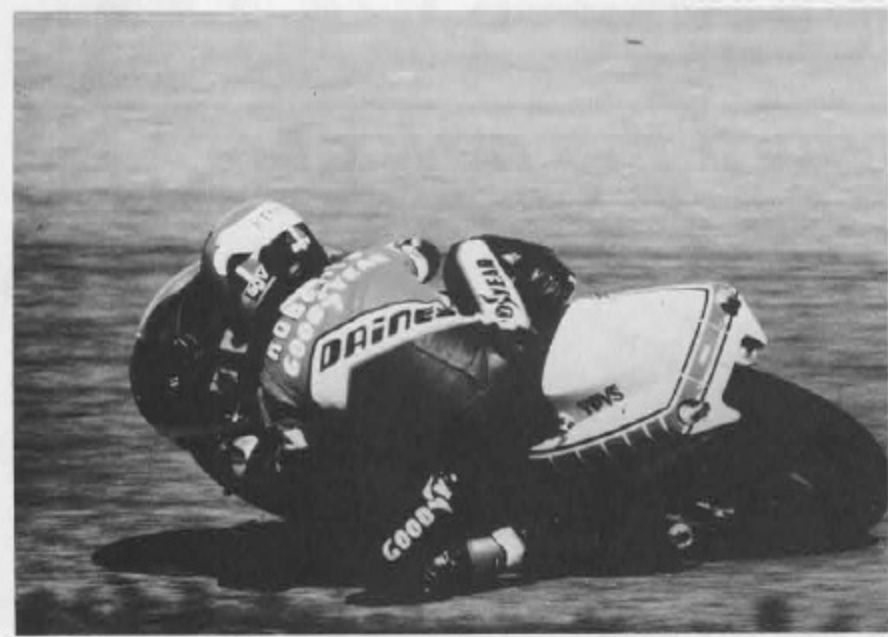


The new R & D Center is the largest-scale building in Iwata. "YAMAHA" neon sign.



Most advanced layout and ultra-modern equipment and facilities

# The line-up of riders who spearhead Yamaha's significant race activities this year, is even more powerful than ever!



We at Yamaha Motor have enthusiastically participated for many years in racing activities both in Japan and overseas as an important part of our corporate activities. This stems from the belief that racing truly improves the breed; the technical operations proved upon the track today ultimately finding their way onto the production machines of tomorrow. For example, new quality sports models which have been introduced on the market one after another since 1980, feature much of these race-bred technical improvements, thus winning widespread reputation because of their superior performance. In view of the above fact, even greater efforts are being directed towards racing activities this year covering both international and national road racing and motocross championships plus three major USA AMA Championships.

**World Championship Road racing**

American superstar Kenny Roberts will ride a YZR500 works machine in all the rounds of world championship 500cc road racing under the Yamaha banner in an effort to recapture the title. In addition, the following powerful Yamaha line-up will be entered in a 500cc title battle:

- Barry Sheene (Great Britain) under contract with Yamaha Motor N.V.
- Marc Fontan (France) under

contract with Sonauto Yamaha

- Graeme Crosby (New Zealand) of Agostini/Marlboro team under contract with Yamaha Motor N.V.

Not only Kenny Roberts, but also all other riders will ride works machines offered by Yamaha.

**World Championship Motocross**

Reigning 250cc world champion Neil Hudson (Great Britain) will switch to 500cc class this year, to team up with Swedish ace Hakan Carlqvist who has ranked high in this class for the past two years. In a 250cc title battle American star Danny Laporte will fill up Hudson's vacancy and make a tough challenge to the title. Dave Watson, an up-and-coming British rider who did it well last year, will also ride a Yamaha machine side by side with Laporte in the 250cc class.

Marc Velkeners (Belgium) who was one of the strongest threats to Harry Everts (Suzuki) last year will again spearhead Yamaha's powerful onslaught in the 125cc class. Jacky Vimond, a 20-year old French rider who ranked 9th in the final 125cc championship positions last year will team up with Velkeners.

The above 6 riders are all under contract with Yamaha Motor N.V. in Amsterdam, Holland.

All in all, the line-up of riders who spearhead Yamaha's significant race activities this year, is even more powerful than ever! Each and every rider is enthusiastic about doing his

best to make a strong bid for a world championship title, which we hope will make each GP round more exciting.

**AMA Motocross Championships**

The powerful line-up will be entered in these championships as follows:

- Bob Hannah
- AMA 125cc & Super Cross
- Broc Glover
- AMA 250cc & Super Cross
- Scott Burnworth
- AMA 250cc & Super Cross
- Mike Bell
- AMA 500cc & Super Cross

These riders are all under contract with Yamaha Motor Corporation, USA.

**National Championships in Japan**

Yamaha's '82 national sports activities will cover both road racing and motocross championships, as well as trials championships as follows:

**Road racing**

- Hideo Kanaya
- Ikujiro Takai
- Keiji Kinoshita

**Motocross**

- Hidenobu Toh
- Tatsumi Mitsuyasu
- Hideaki Suzuki
- Shoji Takezawa
- Tomomasa Yoshiwara

**Trials**

- Fumihiko Kato

**ROAD RACING**

**Kenny Roberts**



Nationality: USA  
Date of birth: Dec. 31, 1951, 30 years

Height: 168 cm  
Weight: 53 kg  
Race career:  
1965: Made a debut in a local race.  
1969: Won Oregon 100cc Road Race Championship.  
1970: Won AMA Novice Class Championship.  
1971: Won AMA Junior Championship.  
1972: Ranked 4th in AMA Expert Class.  
1973: Won AMA Grand National Championship.  
1974: Won AMA Grand National Championship.  
1975: Placed 2nd in AMA Grand National Championship.  
1976: Placed 3rd in AMA Grand National Championship.  
1977: Placed 4th in AMA Grand National Championship.  
1978: Won 500cc Road Racing World Championship.  
1979: Won 500cc Road Racing World Championship.  
1980: Won 500cc Road Racing World Championship.  
1981: Placed 3rd in 500cc Road Racing World Championship.

**Barry Sheene**



Nationality: Great Britain  
Date of birth: Nov. 9, 1950, 31 years



**Graeme Crosby**



Nationality: New Zealand  
Date of birth: July 4, 1955, 26 years  
Height: 175 cm  
Weight: 70 kg

Race career:  
1973 to 1978: Won Super Bike Race in Great Britain.  
1976: Won 500cc Road Racing World Championship.  
1977: Won 500cc Road Racing World Championship.  
1978: Placed 2nd in 500cc Road Racing World Championship.  
1979: Placed 3rd in 500cc Road Racing World Championship.  
1980: Rode a Yamaha TZ500 in 500cc Road Racing World Championship.  
1981: Placed 4th in 500cc Road Racing World Championship.

**Marc Fontan**



Nationality: France  
Date of birth: Oct. 20, 1956, 25 years

Height: 170 cm  
Weight: 65 kg  
Race career:  
1977: Started his racing career by the Kawasaki promotion cup.  
1978: Participated in GP 250. Finished 7th in the Bol d'Or 24-hour endurance race.  
1979: Placed 6th in 750cc Road Racing World Championship. Placed 3rd in the Bol d'Or.  
1980: Won Endurance Racing World Championship. Placed 5th in Daytona 200. Placed 2nd in Daytona 200.  
1981: Won French 500cc championship. Finished 9th in 500cc Road

**MOTOCROSS**

**Hakan Carlqvist**



Nationality: Sweden  
Date of birth: Jan. 15, 1954, 28 years

Race career:  
1976: Rode a Swedish importer's Ossa machine in 250cc World Championship.  
1977: Took part in 250cc World Championship as a works Husqvarna rider.  
1978: Chalked up his first GP win in Spain. Placed 7th in 250cc World Championship.  
1979: Won 250cc World championship.

**1982 RACING CALENDAR**

MONTH	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
World GP	R.R.		28 Argentina		2 Austria 9 France 23 Spain 30 Italy	26 Holland	4 Belgium 18 Yugoslavia	1 England 8 Sweden 15 Finland 25 Czechoslovakia	5 San Marino (Italy) 20 W. Germany		
	M.X. 125		28 Holland	4 Belgium 25 Austria	2 Italy 9 Yugoslavia	6 Switzerland 20 Czechoslovakia	4 France 11 Germany 25 Finland	1 Sweden 15 Spain			
	M.X. 250			18 Switzerland 25 Spain	9 Belgium 16 Czechoslovakia 23 Poland	6 France 13 England	4 Holland 18 U.S.A.	1 Russia 22 Finland 29 Sweden			
	M.X. 500			25 France	2 Holland 9 Sweden 16 Finland 23 Austria	6 W. Germany 13 Italy 20 U.S.A. 27 Canada	4 England	1 Belgium 8 Luxembourg			
U.S.A.	Super Cross M.X.	30 Anaheim CA	13 Seattle 14 Seattle 27 Atlanta	6 Daytona Beach 19 Houston 20 Houston	24 Pontiac 25 Pontiac	8 Kansas City		17 Los Angeles 24 Charlotte			
	National M.X. 125			28 Hargetown	4 Saddleback 18 Lake Whitney	2 St. Petersburg	27 Binghamton	4 Buchanan	15 Washougal 22 Carlsbad		
	National M.X. 250			28 Hargetown	4 Saddleback 18 Lake Whitney	2 St. Petersburg 16 Southwick 30 Mt. Morris	6 Atlanta 13 Castle Rock				
Japan	R.R.		28 Suzuka	14 Suzuka (2 R 4) 28 Tsukuba	25 Suzuka	16 SUGO	13 Suzuka 200 km 27 Tsukuba	1 Suzuka (8-hour endurance) 8 Tsukuba 29 SUGO	12 Suzuka (Japan GP) 10 Big Road (SUGO)	10th TRC	7 Japan GP
	M.X.			20. 21 Kanto	3. 4 Nishi Nippon 17. 18 Icoma	15. 16 Suzuka 29. 30 SUGO	12. 13 Shikoku	10. 11 Sapporo	1 SUGO Summer Festival	4. 5 Hiroaki 18. 19 Kyushu	2. 3 Kanto 16. 17 Japan GP
	Trial		14 Kansai	7 Chubu 21 Kyushu	11 Shikoku	9 Kanto	20 Tohoku			19 Hokuriku	

amateur race.  
1975: Finished 3rd in Los Angeles high school motocross.  
1976: Placed 2nd in AMA 125cc Championship.  
1977: Won AMA 125cc Championship.  
1978: Won AMA 125cc Championship.  
1979: on AMA 125cc Championship.  
1980: Placed 2nd in AMA 125cc Championship.  
Placed 5th in Super Cross Championship, and 2nd in Trans USA Championship.  
1981: Won AMA 500cc Championship.  
Won Trans USA Championship.  
Placed 8th in Super Cross Series.

**Scott Burnworth**



Nationality: USA  
Date of birth: Jan. 24, 1963, 19 years

Height: 175 cm  
Weight: 66 kg  
Race career:  
1980: Placed 6th in AMA 125cc Championship.  
1981: Joined the YMUS team. Placed 6th in AMA 125cc Championship.

**Mike Bell**



Nationality: Canada  
Date of birth: Aug. 8, 1957, 24 years

Height: 189 cm  
Weight: 78 kg  
Race career:  
1972: Made a debut in a local junior race.  
1974: Won Canadian national Championship. Won 13 night races in a row.  
1976: Won CMC night national open class championship.  
1978: Placed 6th in Super Cross Championship.  
1979: Placed 3rd in Super Cross Championship.  
Placed 2nd in AMA 500cc Championship, and 2nd in Trans USA Championship.  
1980: Won Super Cross Championship. Placed 2nd in AMA 250cc Championship.  
1981: Placed 2nd in Super Cross Series.  
Placed 2nd in AMA 500cc Championship.  
Placed 4th in Trans USA Championship.

1980: Placed 3rd in 500cc World Championship.  
Won Swedish national championship.  
1981: Placed 3rd in 500cc World Championship.  
\* He played ice hockey professionally in Sweden until 1971.

**Neil Hudson**



Nationality: Great Britain  
Date of birth: Jan. 14, 1957, 25 years

Race career:  
1978: Placed 5th in 250cc World Championship.  
1979: Placed 2nd in 250cc World Championship.  
1981: Won 250cc World Championship.

**Danny Laporte**

Nationality: USA  
Date of birth: Dec. 3, 1956, 25 years

Race career:  
1976: Placed 3rd in AMA 125cc Championship.  
1977: Placed 2nd in AMA 125cc

**Marc Velkeners**



Nationality: Belgium  
Date of birth: Aug. 5, 1961, 20 years

Race career:  
1978: Won 125cc national championship.  
1979: Placed 2nd in 125cc World Championship Belgian GP, and 3rd in West German GP.  
1980: Took part in all the rounds of 125cc World Championship and placed 5th in final ranking.  
1981: Placed 4th in 125cc World Championship.

**Jacky Vimond**

Nationality: France  
Date of birth: July 18, 1961, 20 years

Race career:  
1977: Made a debut in national championship. Won 10 races.  
1978: Won French junior class (125cc) championship.  
1979: Won French 125cc championship.



**AMA NATIONAL MOTOCROSS**

**Bob Hannah**



Nationality: USA  
Date of birth: Sep. 26, 1956, 25 years

Height: 176 cm  
Weight: 75 kg  
Race career:  
1974: Made a debut in a local

Won AMA 125cc Championship.  
Race career:  
1974: Won junior 250cc race in California.  
1975: Took part in 10 club events, California, winning 18 races.  
1976: Won AMA 125cc Championship.  
Placed 6th in AMA 250cc Championship.  
1977: Won Super Cross Championship.  
Placed 3rd in AMA 125cc Championship, 7th in 250cc Championship, and 2nd in 500cc Championship. Placed 2nd in Trans AMA Championship.  
1978: Won Super Cross, AMA 250cc and Trans AMA Championships.  
1979: Won Super Cross and AMA 250cc Championships.  
1980: Placed 3rd in Trans USA Championship.  
1981: Placed 4th in Super Cross Series.  
Placed 5th in AMA 250cc Championship.  
Placed 4th in Trans USA Championship.

**Broc Glover**



Nationality: USA  
Date of birth: May 16, 1960, 21 years

Height: 176 cm  
Weight: 75 kg  
Race career:  
1974: Made a debut in a local





# '82 Yamaha Consumers Shows in Canada

Cycle Canada, Canada's leading motorcycle magazine, sponsored the series of consumers shows held in 8 major cities from January of this year on. Yamaha Motor Canada heavily involved themselves in these shows. The 6,000sq. ft. display corner, specifically designed for consumers show use, proved to be very effective in promoting Yamaha's 1982 model line-up to motorcycle enthusiasts and non-enthusiasts alike. The 8 shows attracted more than 150,000 people. In addition, a number of smaller consumers shows held by Yamaha dealers displayed the new Yamaha line-up to many thousands more. Yamaha Motor Canada's main theme for these shows was centered around Yamaha's leadership in innovative new technology and high quality products. This was accomplished through using new technology simulation panels, actual engine and motorcycle cutaway model, technical hand-out literature and motocross competition center to better explain Yamaha's racing involvement and new YZ models. In particular, Yamaha models enjoyed unmatched popularity at the Edmonton show held for 3 days from January 22 and Yamaha corner occupied just 1/2 of the total show space. This aggressive marketing approach put Yamaha Motor Canada in the focus of the Canadian motorcycle industry and one step closer to obtaining number one share.

This kind of show is considered as a very effective promotion activity as commodities are shown directly to prospective customers, together with their significant product features. A number of similar shows take place in the United States, Europe and Australia. Some of these shows take a more advanced form called "Open House" which is promoted by Yamaha or individual importers as part of sales promotion program. The next issue of Yamaha News will introduce the details of Open House in Australia.



Virago 750's cutaway model



PR for Yamaha Motocross School at the show



Yamaha display corner with the staff of Yamaha Motor Canada. Behind this corner a race film is being shown.



Simulation turbo display

'82 Yamaha Consumers Shows in Canada



XV550's cutaway engine and simulation cycom display

YMCA-original display stand for popular New Maxim 750 and 1000.



Seca Turbo, he is carefully reading "Yamaha news".

