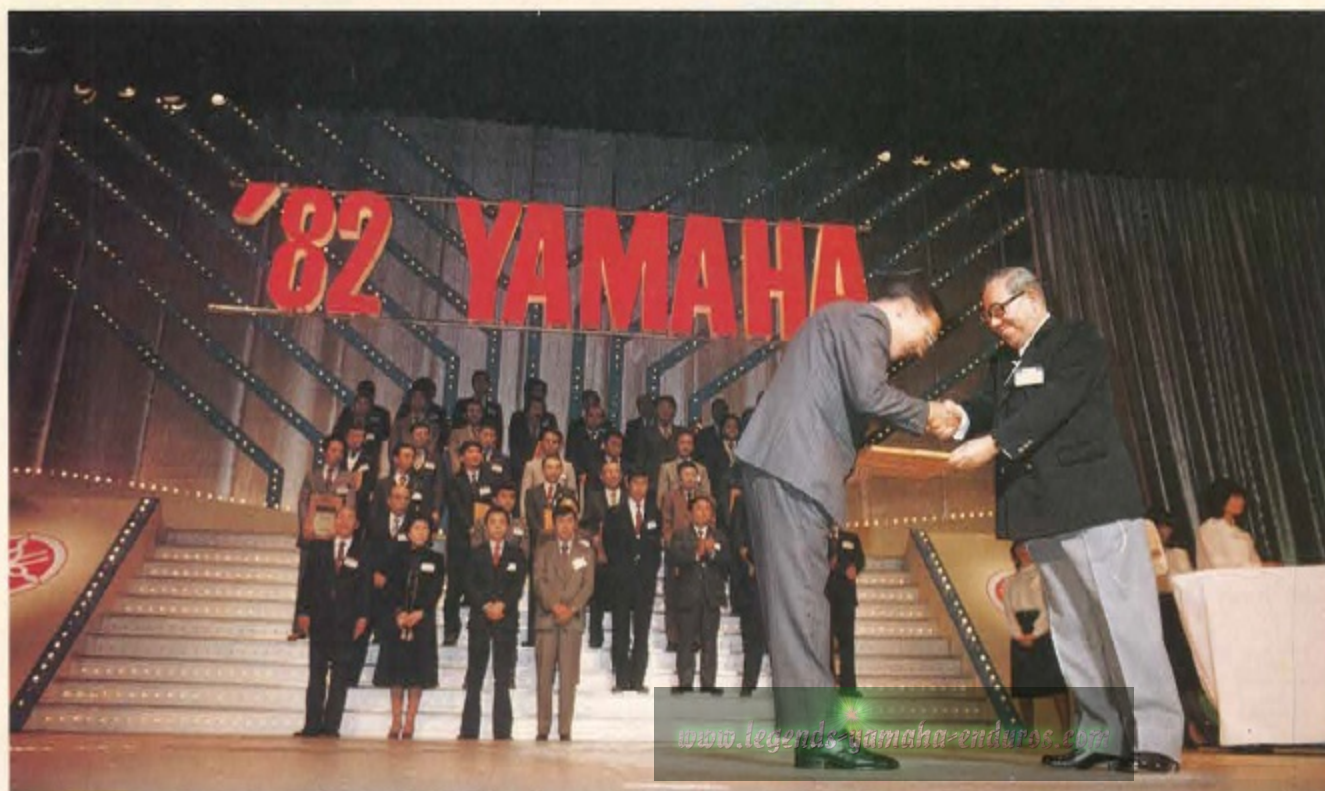




# ENDLESS CHALLENGE



Award ceremony for top Japanese dealers

Yamaha, along with the development of new products based on its leading position of technology, has been able to achieve a phenomenal growth in production and sales of three million units in 1981. This advancement will be utilized as Yamaha's foothold in 1982 and even greater efforts will be directed toward securing a four million units scale. Also, an active approach will be made toward diversification into new areas including small engines for aircraft.

## Resolution reaffirmed

At Yamaha Motor Company in Japan, on January 6, the annual ceremony for starting work for the year was held with all the employees. On the 8th, the 1982 New Year Convention for top sales representatives of Japan was held and the top dealers in Japan were presented awards. This was followed by the display of new

1982 Yamaha models at Hotel Concorde where a dinner party was also hosted. Next day, on the 9th, the Asian Conference was held at Tsumagoi. In each of these assemblies President Koike spoke strongly of the goals and policies for 1982, and asked for the support and cooperation of all Yamaha people. The main points of his speeches were as follows; "In surveying the coming year, the battle

over the market share, both in Japan and overseas, is becoming increasingly fierce and there doesn't seem to be any end in sight. The global economic downturn is showing signs of becoming even more serious and long term. Even so, compared to other industries, ours is doing very well indeed with the demand still growing viewed even from last year, and we have reached the annual production level of three million (1.1 million domestic sales). With this achievement in mind, I would like to make our company completely ready for a four million units output (1.5 million units for Japan and another 1.2 million units for Asia) so as to enable each of our dealers and importers in various countries to aim for a dynamic advancement with brilliant prospects.

I would like our dealers and importers to note the following points as being especially important for this.

1. Maintenance and expansion of innovative product development by Yamaha Motor based on creative technology.
2. Efforts to improve quality and reduce the total cost are being made through the combination of accumulated production technology serving the needs of this age, and putting more strength into self management activities of production workers.
3. Operations in the Yamaha business office and management will be streamlined by incorporating revolutionary new ideas.
4. 100% achievement of sales targets by each of our sales divisions.

Serving the role of pipelines which are in constant contact with customers, it is important that each dealer reevaluates his sales strategy and develop and maintain good communication with a large group of customers, and assume a role of opinion leader in each district.

## All efforts must be joined

In recent years, with further expansion of large dealerships along with increased dealership competition in the big cities, the sales network is changing with almost no relation to administrative policy. Therefore, maintaining and expanding one's sales territory is sure to require a new approach. In this respect, it is important that the maximum effort be expended to create new demand. A good example you will see in the Japanese market. It took five years to reach a total annual domestic production of two million units, after reaching one million mark. The aggressive and dedicated new demand creating activity and sales promotion activity on the part of all the dealers has proven effective in building the same figure from two million to three million in just a year time. This feat was accomplished last year in 1981 which was regarded as an unfavourable year economically. It can therefore, be plainly seen how our success this coming year is very much dependent on the efforts of each of the dealers. The reason is because Yamaha has the groundwork necessary for this. Yamaha has invested the huge sum of 39 billion Yen into getting the Third Iwata Plant in operation, and building a new distribution center and scooter plant in Fukuroi. In addition to this, the R & D Division, which was in several sections previously has been consolidated into the new R & D Center for even more effective operation and the new center is due for completion at the end of January. There is a great deal of



Asian Conference at Tsumagoi

confidence in the product development, production capacity and quality control capability in these wonderful new facilities. Furthermore, standing firm on this solid foundation, it is planned to enter the field of aircraft engines based on the experience with internal combustion engines. The plans are being implemented to develop an engine for the motor hang glider which is becoming popular among our youth, along with the 1600cc gasoline aircraft engine. Yamaha is a company with the necessary capability and flexibility to boldly advance into new fields. Also, in line with Yamaha's policy to cooperate as much as possible with local partners in various countries, local production of Yamaha motorcycles will be inaugurated this year in Spain. It is hoped that Yamaha can count on your enthusiastic cooperation as soon as you see for yourself the remarkable advances of Yamaha showing no bounds. As an additional bit of information for our readers, Yamaha has been approved by the Japanese Government as the fourth producer of aircraft following Ishikawajima Harima Heavy Industries, Mitsubishi Heavy Industries, and Kawasaki Heavy Industries.



New '82 models on display at Hotel Concorde









After the top dealers were presented with awards and President Koike gave a speech, the new Yamaha models for 1982 were introduced. The XV750E, XZ400, DT125, and XT125, as well as the Beluga D with improved appearance and performance features, the Salient, new scooter with even more refined features (DX Electric Starter or Super DX Electric Starter options), and the Poppal, a new bike for active women, were all introduced. Each bike was taken around the stage once while explanations were given, and at the end, they were all assembled together on the stage to bring this part of the convention to a close.

# BIG CHALLENGE '82

Yamaha Tomorrow — "Endless Challenge" The 1982 New Year Convention for Top Sales Representatives of Japan began with these words filling the screen above the stage. The Iwata City Hall, at 1 p.m. January 8, was packed with some 2000 participants including those from the 47 dealers selected as the top sales representatives from throughout Japan and 34 persons from seven Asian importers who were visiting Iwata at the time. The Yamaha family once more resolving to aggressively pursue the established target this year and also for the years to come, was brimming with excitement and enthusiasm this new year as well.



The lobby of the City Hall was packed with dealers and participants from all over Japan, well before the convention began.



First, the importers who had come from distant Southeast Asian countries were introduced one by one.



The importers from Southeast Asia received a special word of welcome from President Koike in another room of the City Hall. Then they all conversed with one another over coffee for about an hour. The Japanese participants went on to Hotel Concorde, the next location of the convention, straight from the City Hall.

Also different attractions were featured in separate sections such as the corner showing Yamaha TV commercials by VTR (introduced to our readers as being available in the film library) and also a parts accessory corner. The photo shows the safe driving consultation corner.



On the 9th, the next day, the Asian Conference was held at Tsumagol, inviting seven importers from Southeast Asia. In the opening speech Mr. Arai, senior general manager for overseas operations, stated that Yamaha was ready to give active support to cope with heavy sales competition in Asia and achieve the sales target of 1.2 million units a year. After this, Mr. Matsuoka, a guest lecturer, gave a lecture on marketing, especially regarding sales networks. Then an open forum was held with Mr. Hirai, senior general manager for domestic operations, serving as the chairman. Candid opinions were exchanged regarding the opening of new sales channels and general marketing policy set up.



In Hotel Concorde, the new model bikes such as the Salient and Poppal, introduced earlier in the City Hall, were on display and the participants got the chance to get a closer look at the bikes and get a feel for themselves.



A dinner party was hosted in this same hotel from 6:30 p.m. After everybody toasted for success in 1982, the dinner began. Time went by quickly with lively socializing along with some feature attractions with Miss Yoshiko Miyazaki, Salient image character also attending (3rd from the left).