

# A NEW CHALLENGE BY ASSIDUOUS EFFORTS

**President Koike Expresses His Determination**  
—The 1983 Yamaha New Year's Convention—

The annual New Year's Convention bringing together all the outstanding dealers of Japan in one hall was held in Tokyo on January 11. In a manner suited to the year 1983 which came in under the unusually harsh conditions in the midst of a worldwide recession, in this New Year's Convention, the importance of contending with the situation at hand by more assiduous efforts was stressed. The program of the convention consisted of an award ceremony for the 47 outstanding dealers, the presentation of a certificate for appreciation to Mr. Hoe Boon Meng of Hong Leong Co., Pte. Ltd. (importer) who represented the 17 dealers from Singapore in attendance, the introduction of the new model line-up and explanations with slides, a report on the business strategy for 1983, and the introduction of the players on the Yamaha baseball and soccer teams which together became the champions of Japan. Between these various presentations, President Koike gave his New Year's message, and Director S. Tanaka and Director K. Morinaga spoke about the scheme behind developing the '83 models and the problems they encountered, while Director I. Komiya spoke about the stance

of Yamaha in the sales battle of 1983. All these presentations were made with due reserve in consideration of the background situation, but at the same time one could sense an underlying positive momentum to rethink every section of Yamaha from its basics.

## Get Back to Basics and Redouble Efforts

The gist of the message by President Koike which drew special attention among all of the presentations is summarized below. President Koike who got the hard facts just as they were and analyzed them precisely expressed his strong determination as the leader of the worldwide Yamaha organization to break through the present barriers and advance toward new challenges. He expressed his conviction that even closer cooperation was now necessary among the worldwide Yamaha family with assiduous efforts as the keynote in all areas of corporate activity including product development, production, sales and service. "Last year the world went into a great recession and many countries, even those

that are most advanced, became burdened with high unemployment rates, and it was a year in which economic friction and fiscal crises abounded everywhere. Unfortunately, these difficult conditions are expected to continue and we must be prepared that it will be a considerable amount of time even before we will be able to be confident of recovery.

Even so, the motorcycle industry in Japan overall experienced a growth of about 10%, and this in itself is the ray of hope which bears great comfort. In order to keep this ray shining and to make it grow even brighter, we must naturally go out and sell our product rather than simply wait for it to sell. Given this recession, however, this requires a great deal of persistence and resourcefulness.

One of the things Yamaha is praised for, or that is even said to be one of our traits is that we "take the trouble to give attention to small details." This year each of our sections must get back to the basics and give ample attention in each job area and draw on their full resources to undertake activity with the next year or the year after that in mind. We must strive to work in the most effective manner by ridding ourselves of preconceived ideas and following the latest trends or otherwise by creating our own.

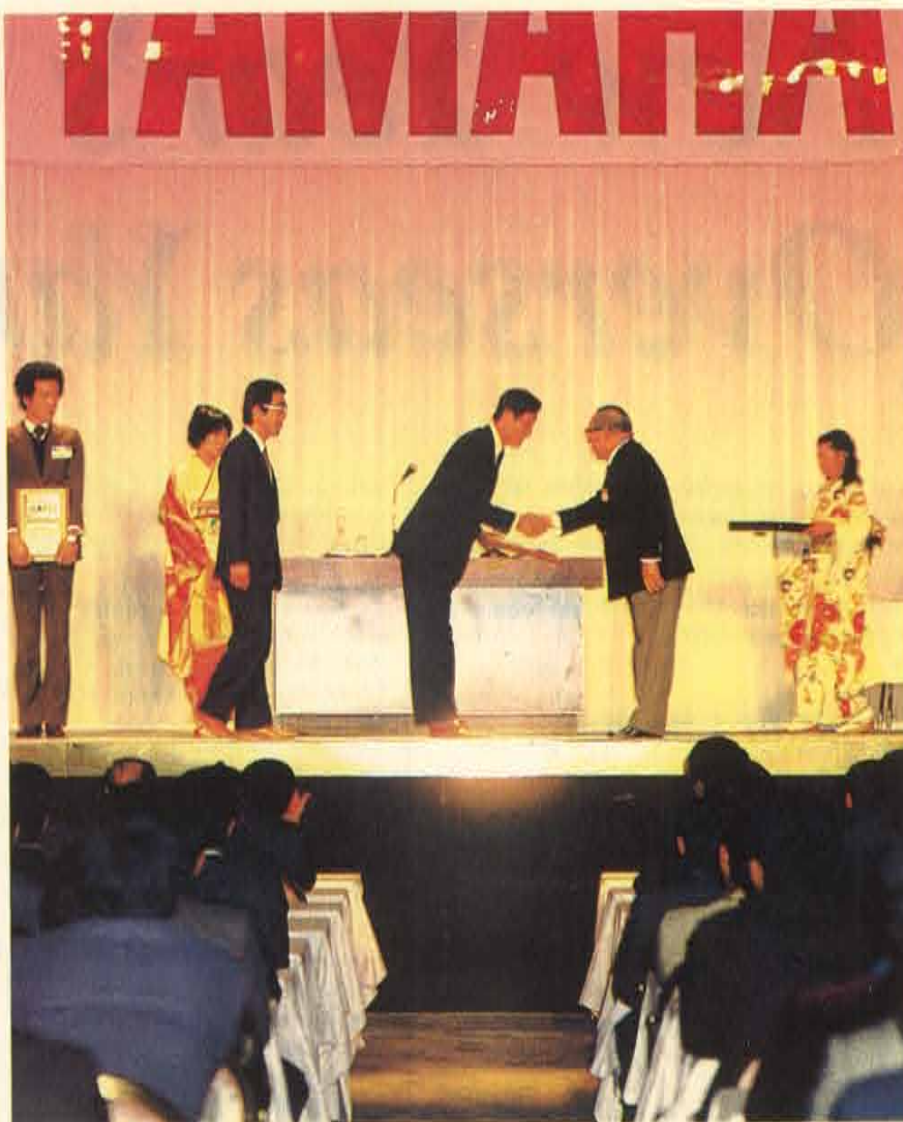
conditions including cost reduction are necessary to meet customer needs better in earnest to increase the competitiveness of our company while at the same time thinking about those conditions by which our responsibilities as sellers in the market can be fulfilled. On the sales end, responsibility must also be met in terms of the company output, so efforts are required to contribute to both the company and the market. Furthermore, the life of a manufacturing company is, after all, product development, so therefore the originality possessed in Yamaha technology must be utilized fully to further develop and produce superior products. We must not neglect efforts to constantly keep a watch on the market to take hold of every opportunity. The '83 new model line-up just presented was created in many different types and they are full of features to satisfy customer demands, so please take this into account and use this to your advantage in your business.

Under these adverse economic conditions it was a saving grace and real encouragement that both our baseball team and soccer team became the champions of Japan. This fires us with motivation so that those of us involved with the main business will try harder following the example set by the athletics section.

Anyway we look at it, this year we will be faced with various problems in relation to the global recession, but we must overcome these difficulties by assiduous efforts to get a hold of an opportunity for advancement. I am firmly convinced that the closer cooperation of the world Yamaha family is necessary now more than ever."

## Contributions to The Market and Society

Furthermore, Yamaha, from the stage of planning the development of products that will sell, has to clearly outline just what



An outstanding dealer receives an award from President Koike.



In one corner of the new model display space, an office computer system with software specially developed by Yamaha for various sales data processing was displayed.



Seventeen dealers from Singapore who were visiting Japan also attended. The importer Mr. H.B. Meng receives the certificate for appreciation.



'83 sports model line-up



The players of the baseball and soccer teams, both of which became the champions of Japan, are introduced.

# New Year's Messages from Overseas Yamaha Family

We have received a number of new year's messages from overseas Yamaha family. Each and every one of them expresses a fresh determination to make 1983 a banner year for Yamaha, as follows:

## Another challenging year

The year 1982 proved to be a most challenging year for the motorcycle industry in Australia. The market took a dramatic downturn particularly in the later part of the year which was a direct result of the depressed economy but the market was also severely affected by the worst drought in the history of Australia.

Although the overall market was down, Yamaha network came to the fore through the difficult trading period.

Our greatest asset is the people we have in the distribution and dealer chain who have proved beyond doubt their loyalty and dedication to the Yamaha product.

Many of the problems we had through 1982 will still be with us through 1983 so we will have another challenging year ahead of us.

The motorcycle market will continue to be extremely competitive with all brands battling for their share of the available market.

Whilst we have a commitment to achieve the greatest share of sales for Yamaha in 1983, we have made a very firm undertaking to work closely with our dealers to help them not only achieve targeted sales levels, but also retain the financial stability of their business.

This will be of the utmost importance so that the Yamaha dealer network continues to be the best in the market place.

We have proved in the past so we must all make a very positive commitment to be sure we again perform better than our counterparts and Yamaha continues to be a leader in the industry. Let us meet this challenge together and be sure we all achieve our ultimate goals. Best wishes and success for all in 1983.

Annand & Thompson (Wholesale) Pty. Ltd., Queensland, Australia

## Efforts are joined together

Because it is located in the southern hemisphere, Brazil celebrates the New Year in the middle of summer. Last year's worldwide economic depression naturally effected Brazilians the same as it effected everyone else, making daily life a little bit harder. One exception, however, to these tough economic conditions was the continued steady growth in motorcycle sales. In the future as well, motorcycles are expected to be one of a small number of products that will continue to grow steadily in the Brazilian market.

Although the motorcycle was once thought of as nothing more than a future toy for wealthy young people, with the oil shock in 1979 people began to take another look at the motorcycle as an important means of economical transportation. This fact has shown itself in the amazing growth of motorcycle sales from 60,000 bikes in 1979 to 200,000 in 1982.

Although this rapid growth may be simply thought of as proof of the fact that the motorcycle market in Brazil is still very

young, the fact that it is so young is also considered to be one of the reasons that the growth rate will remain high in the difficult years to come.

In anticipation of a period of substantial growth from 1983 on, Yamaha has begun work to meet the needs of what will probably become a 400,000 to 500,000 bike a year market.

Keeping up with the future growth in the Brazilian motorcycle market while maintaining the present domestic production ratio of 90% will be a very difficult job requiring a tremendous capital investment. Meanwhile, efforts are already underway to plan for products that will lead the market in meeting the demands of the consumers, and also to build a stronger and more effective sales network.

Although statistically in 1982 Yamaha showed a very satisfying 50% growth rate over the previous year, there is still a mountain of work to be done. The next few years are not expected to be easy ones, but that will only make the job that much more satisfying and worthwhile.

All of the people at Yamaha Motor do Brazil are joined together in an effort to meet the demanding job ahead.

We hope that all the members of the worldwide Yamaha Family share in good health and good spirits as you begin a challenging new year.

Yamaha Motor do Brasil, Brazil

## Renewed determination

We wish all of you a happy new year. Here in Canada we had a heavy snowfall just before the Christmas day, which made us enjoy a silver-white landscape all over the place. The snow, however, was short-lived. It was all gone with the unusually warm weather (0° to -10° against usual -10° to -20°) that followed and we have had for the first time in the past 140 years, thus resulting in a snowless new year and baffling us at the start of a snowmobile season.

High unemployment rate and general economic slump are still preventing the satisfactory growth of our market but we have renewed our determination at the beginning of the year. All efforts will be joined by giving up winter vacation to overcome these difficult times.

Well, we are very much pleased to hear

that the Yamaha baseball team won the amateur championship last year, while the Yamaha soccer team dominated the championship counting towards the Emperor's Cup held at the beginning of the year. Congratulations!

Yamaha Motor Canada

## A year of challenge and opportunity

Evolution not revolution was the theme of our 1983 model launch and although the new models were

recognized by the International press as the best conceived and developed bikes in their respective classes we should not expect any economic revolutions to accompany them into 1983. 1982 was one of the toughest years in the history of the motorcycle business and many lessons have been learnt from it about business survival in this new hard economic climate. 1983 will be a year of challenge and opportunity. The challenge of the recession will be severe but the opportunities to develop new markets and make profitable sales will be outstanding. The Yamaha product line has evolved in the last ten years to provide us with an excellent variety of top quality super performance vehicles and accessories. It is now up to us to recognize the hard economic facts and realize that the soft enthusiast sell will be hard to find in future. We must expand the fast developing commuter market further, communicate more aggressively with middle aged motorcycle licence holders and attract them back into motorcycling, and spread the word on the fundamental advantages of motorcycle transport and leisure to a far wider non-specialist audience. The social acceptance of the motorcycle has never been greater than now. Positive media coverage of motorcycle sports and leisure activities has never been more extensive than now. Let's build on this, and the lessons of 1982 and make 1983 a springboard for the future success of Yamaha, the leading motorcycle leisure brand.

Yamaha Motor NV, Holland

## 1983 will be Yamaha's year

Every year from November to March, Indonesia enters its rainy season. So this year, as usual, the New Year here began under overcast skies.

In spite of the weather, however, all of the members of Indonesia's Yamaha family, including Yamaha's sole agent Harapan

Motor and its 28 main dealers nationwide, began the New Year in a bright

and cheerful frame of mind. Of course the depressed worldwide economic condition is not expected to improve much in the coming year, and Indonesia, which depends on oil exports for a large part of its national income, is no exception. Therefore it is going to be difficult increase motorcycle demand much over the estimated 600,000 bike level of 1982. In 1982 everyone worked together to meet the challenge mounted by the other manufacturers with their new models. However, 1983 will be Yamaha's year to move ahead with new models of its own like the long awaited new star in the moped field, the V80 Super Deluxe, and sports models that will open a lot of eyes in the Indonesian sports market. One after the other Yamaha will introduce its new models designed to answer the needs of the customers. As is now happening everywhere in the world, Indonesia is gradually changing from a seller's market to a buyer's market, which means that service and spare parts supply are more important than ever before. So Harapan Motor, along with their main dealers, are working hard to strengthen their local service and parts supply systems under the motto; "Better service to the customer". 1983 will be the year that Yamaha offer the customers in Indonesia a bright new star, the V80 Super Deluxe, which we think will shine as brightly as the "Southern Cross" does in our skys south of the equator. We wish all of the members of the Yamaha family around the world a health and prosperous new year.

Yamaha Representative Office, Indonesia

## Looking forward to the task ahead with cautious confidence

1982 has been a good year for Hong Leong Yamaha in Malaysia.

For the first time in the history of Malaysian motorcycle industry, Yamaha achieved number one position in sales for the year. It was a very difficult task in view of the strong market influence of our competitors. Hong Leong Yamaha did it within three and a half years since the Yamaha franchise was obtained in Malaysia.

Hong Leong Yamaha started operation in July 1979. From the onset, Hong Leong Yamaha pursued an aggressive path. Business and marketing policies were different from what the industry was used to. New distribution pattern unlike those practised by competitors was implemented. New concept in advertising and promotion as never seen by the industry

before was conducted by Hong Leong Yamaha. From a modest beginning of 6,778 units sold in 1979, Hong Leong Yamaha has progressed by leaps and bounds since early 1980 when the first locally assembled motorcycle rolled off the assembly line. In 1980, Hong Leong Yamaha registered a five fold increase in sales improving the market share from a mere 5.7% to 20.1%. In 1981, the market share improved again to 35.9%. And in 1982, in spite of the economic recession, Yamaha sales increased by another 31.6%. With a total of 86,853, Yamaha became the undisputed best seller with 40.6% share of the total market. Similarly, our production capacity at the factory has also been greatly increased to cope with the good demand over such a short period. We are proud to be associated with Yamaha Motor Company, Ltd. We have faced and overcome many challenges in the past. 1983 will offer even greater challenges. With the experience behind us and the support of Yamaha Motor Company, Ltd. of Japan, Hong Leong Yamaha of Malaysia looks forward to the task ahead with cautious confidence.

Hong Leong Yamaha, Malaysia

## Concentrating our thoughts and efforts on dealer profitability

We are pleased to have the opportunity of sending Greetings and Best Wishes to the many thousands of people associated with Yamaha throughout the world. Here in New Zealand, like many other countries, we have unfortunately seen a decline in the total market for new motorcycle sales. After a buoyant first half-year, the recent decline has been particularly severe.

We are determined, however, to remain optimistic about the future and have resolved to work hard to ensure that Yamaha's market share is retained and improved, notwithstanding the contracting total market. In New Zealand, Yamaha has always done well in the farm bike sector, especially with the AG100 and AG175 models which under the name "Grasshopper" have almost become a household name. While Government measures removing tax concessions on farm bikes have reduced the farm market we are confident that the planned introduction of new models such as the YTM200E with such innovative features as shaft drive will ensure increased Yamaha penetration. We are also looking forward to the arrival of the exciting road models such as the RZ350 and XJ900; the advanced specification of the RZ models in particular will surely make them the "fastest way to the finish line" in production racing, despite the introduction by our competitors of new road bikes in these classes. Similarly, the new IT250 and IT490 models will keep Yamaha way ahead in the Dirt and Enduro

competition areas.

But as we go into 1983 we are concentrating our thoughts and efforts on producing integrated promotions which will not only sell the Yamaha product but which will also add to dealer profitability, as it is only with an organized and profitable dealer network that we shall all be best prepared to take advantage of the sales opportunities which the new models will provide. We all wish Yamaha people throughout the world a most successful 1983.

Moller Yamaha Ltd.  
New Zealand

## Lots of activities are being planned

### Opening of A New Yamaha Factory

The day 16th November, 1982 marked the official opening of the ultra-modern Yamaha motorcycle factory in Nigeria. It was indeed a great joy for millions of Yamaha fans in this tropical country who had awaited several years to have sufficient local production of the highly favoured Yamaha motorcycles.

Nigeria is a developing country and Yamaha Manufacturing (Nigeria) Ltd. is playing an increasingly important role in Nigeria's rapid development by building the new factory. The company believes the time has come and is backing up this belief by huge investments in modern machinery and equipment. The new factory represents one of the most modern Yamaha assembly plants outside Japan and is most advanced in Africa.

### The Potential and The Challenge

The potential for an increasing demand for Yamaha motorcycles in Nigeria is quite good. It is estimated that, throughout the country, over 120,000 units will be sold annually, and this figure is expected to rise steadily to about 180,000 within the next two years, consequently, YMNL will attain its goal of market leadership within a reasonable period of time. But the opening of the new factory comes at a time of worldwide business recession. Competition among the makers, Yamaha, Suzuki, Honda and Kawasaki is stronger than ever before, and the new factory is certain to make the battle between these makers increasingly bitter as they strive hard to protect their respective market positions.

### The Products

There are currently four models in the Nigerian market. The model YB100 is the market leader (70%). The demand for this particular model has always exceeded production and the new facility is expected to ease the problem. The model YB100 is a perfect example of the superior technology and high degree of efficiency of Yamaha and has outsold all competitive models in its class. The other models marketed are V50, YB80 and RS125E.

### Yamaha Fans

There are several thousands of Yamaha fans scattered all over the country. A programme is in progress to bring together the enthusiasts and prepare them for registration. A number of activities are being planned to unify the group for the benefit of the Company and the fans in general.

Yamaha Manufacturing (Nigeria) Ltd.  
Nigeria

## "Yamaha, Quality Product" is a well-known slogan

Siam Yamaha Co., Ltd. has over 16 years of experience in motorcycle business. Its two plants have the capacity to produce 156,000 units motorcycle of various types annually. Siam Yamaha carries out the products to fit the user's needs. Its aim is to satisfy the customers with the most economical products at the highest quality. The slogan "Yamaha, Quality Products" is well known in Thai market. Thanks for all parties efforts put forth to make Yamaha motorcycle the leader of the market in Thailand.

Other than motorcycle, Siam Yamaha also handle all types of Yamaha products which suits customers in Thailand, i.e. boats, multipurpose engines, generators, and outboard motors.

Have a great 1983 with health, joy prosperity, peace and happiness.

Siam Yamaha Co., Ltd.  
Thailand

## Back to Basics

The U.S. dealers are cautiously optimistic about the prospects for the coming sales season.

Their optimism is based on an enthusiastic response to the 1983 model line-up. The new Venture touring bikes are expected to attract serious touring riders and to generate good profits. Other specific stand-outs in the line include the

new 4-stroke tri-motos, the Midnights, the new Virago 500, and the re-designed Vision. The dealers believe the 1983 Yamaha model line is the strongest they have ever had. Also boosting the dealers confidence is the fact that they weathered a severe economic period in 1982, and they believe the economy will improve moderately in 1983. The dealers also have confidence in Yamaha's "Back to Basics" marketing plan for the coming season. The special promotions, programs and advertising scheduled for the new year have the strong support of the dealer network. The dealers believe Yamaha's well thought-out plan for the new season will attract many buyer prospects to their dealerships. However, the dealers remain cautious in their optimism because of certain elements facing the market for next season. The high level of non-current inventories is the number one concern. Also, the negative effect that high unemployment has on all buyers adversely effect sales. In addition, there still are no strong signs that the general economy is improving significantly. Despite the economic uncertainty, we are confident about the reception for several new Yamaha products in the U.S. market in 1983. The new Riva line of scooters has great potential for future growth. Also, there is exceptional dealer response to the outboard motor line and the new closed-community vehicles. The 1983 season will be a very challenging year for YMUS. We have great confidence in the products and programs. If the general economy shows even slight improvement, Yamaha will regain its strong momentum in the market place.

Yamaha Motor Corporation  
U.S.A.

## We face the future confidently

To Yamaha Dealers:

On this, the occasion of the new year, a year certain to be full of prosperity and greater achievements, I wish to express to you my congratulations and appreciation for your constant efforts which have allowed us to maintain first place in the market. With this message for 1983, I want to convey to all of you the optimism held by all of us of the Venemotos group. We are certain that this year we will gain an even larger share of the national market. Venemotos is the only firm in the national motorcycle market which is established as a domestic concern and involved in the production of its products, this allows us to keep more stability in our prices. And, combined with the superiority of our products and the integrity of our brand, we are sure to see success in the domination of the national market.

The reason for our conviction is in the high technological knowhow which Yamaha has put into the development and testing of all new models of motorcycles, outboard motors, generators and boats, plus their wise marketing policies

which have brought prosperity to all those related to the brand of YAMAHA. We face the future confidently after a difficult year of recession not only for our country but for the rest of the world. Nevertheless, the YAMAHA family has maintained first place in the market, for all its products. YAMAHA quality and Venemotos confidence are two important themes of this New Year's message, but we must not forget that we owe our success to hard work, dependability and faith on our ultimate triumph.

This is the way we must start the New Year. Take a few moments out from your daily routine to think about what must be done, and come out with an even stronger fighting spirit; because its all up to us, let's make 1983 an even better year, a year for the YAMAHA family. Wishing success to you all,

Distribuidora Venemotos,  
Venezuela.



## Thanks from Editorial Room

We at the Editorial Room of "Yamaha News" would like to express our utmost gratitude for your best cooperation.

# NEWS ROUNDUP

## GOT 4 PRIZES OUT OF 7

From Thailand: "The Grand Prix Magazines" held the 1982 Car of the Year Contest and celebrated for the winners at the Imperial Hotel on October 28. Yamaha Motorcycles got 4 out of 7 glorious prizes in the motorcycle category as follows; 1. Most favourite machine, 2. Top sales for October 1981 to September 1982, 3. Top sales for 5 consecutive years and 4. Most economical (fuel) family bike.

The test for the 4th item was conducted on October 20th on Honda C900, Suzuki FR80, Kawasaki JOY and Yamaha Y80MATE CDI using only half litre of gasoline and judged by the distance ridden at 3 different speeds: 30Km/h, 60Km/h and 80Km/h.



Mr. Praphat Ketmongkol (Siam Yamaha) attended the ceremony and got the prizes.

## YAMAHA 2-HOUR RACE IN NEW ZEALAND



Just starting

From New Zealand: On November 20, the day prior to the annual Castrol NZ 6-Hour Production Race, the Yamaha 2-Hour was held at the Manfeild circuit. This was the second year that the 2 Hour race had been sponsored by Moller Yamaha Ltd, the NZ Yamaha distributors, and the event was divided into two classes, 0-250cc and 251-410cc. In 1981, the top limit was 350cc, but only Yamaha RD350s and RD250s entered the race which limited the spectator appeal as Yamaha victory was a certainty.

This year all entrants in the 0-250cc class were mounted on RD250LCs, but the line-up in the bigger class included 2 Honda CBX400s. The battle was on.

After 2 exciting hours racing, a Yamaha RD350 was in first place.

The announcement of the new power-valve RD350LC means that Yamaha is very confident of complete victory in the 1983 event next November.

## Yamaha soccer team gives full play to its ability



Yamaha soccer team members with the Emperor's Cup

From Iwata: The Yamaha soccer team led by Mr. Sugiyama was very successful throughout the '82 season, thus bringing



## Motorsportsman of the Year 1982

### West Germany

From West Germany: Mitsui Germany supported rider, Eddy Hau who became 1982 European and German enduro champion in the over 500cc class has been voted by the A.D.A.C (the governing body of all German motor sports) "Motorsportsman of the Year 1982".

Eddy Hau won his championships riding a Yamaha XT550.

## Contributing to the promotion of coastal-water fisheries in the Comoros



Mr. Omar (right) receiving a training certificate from Mr. T. Terada, General Manager

From Iwata: Yamaha, as Japan's largest producer and supplier of FRP fishing boats, is actively cooperating with the Japanese Government's overseas fishery aid program through development and sale of such fishing boats as meet local fishing methods and sea conditions.

As part of the above program 50 Yamaha BLC-30 fishing boats will shortly be delivered to the Federal and Islamic Republic of the Comoros, an island group country located in the northern part of the Mozambique Channel between the African mainland and the island of Madagascar. In connection with this, Mr. Ouidane Said Omar, General Director of the Society for the Development of Fisheries of the Comoros, visited the Yamaha main office at Iwata recently.

"We are actively implementing a coastal fishery development project", said Mr. Omar. "At the time the Japanese Government's proposal was given to me, I was already aware of Yamaha's positive fishery development policy as evidenced by their publication "Fishery Journal", so I decided I would like to use Yamaha fishing boats if possible. At first I was thinking of using keel type boats (DX type), but after consulting with the Yamaha staff we decided that the BLC-30 type boat which could be beach-landed would prove the most advantageous choice."

on good PR results for the brandname of Yamaha. The team dominated the '82 national minor league championship. With this brilliant win, the team has made a comeback to the national major league. This success was followed by an even greater victory at the beginning of 1983. The team won the '83 All Japan Soccer Championship counting towards the Emperor's Cup which was contested by a number of strong teams selected from the three different leagues of this sport. The baseball team also played an active part in the '82 amateur baseball championship. The team only two years since its formation clinched the national championship title which was competed by 24 company teams from all the regional blocks of Japan.

## Four Motocross Championship Titles

From England: Yamaha took four titles last season in the British National Motocross Championship. First of all, the '81 world champion, Neil Hudson, won the ACU British 500 Championship on a YZM500. Also in the same championship in the 125cc class, Peter Mathia of the Mitsui Yamaha Team took the seat of glory on



Peter Mathia

a YZ125.

Yamaha also won in the Amateur Motor Cycle Association (AMCA) National Championship, in which works machines are not allowed. Also, in the open class of the same championship, Peter Archer in his YZ490 and Barry Shakles on his YZ125J came in first and second respectively.

We are hoping that they will make the same good showing this year, as they did last year.



Neil Hudson

## THE GOOD DESIGN AWARD RECEIVED

— For CA50 & DT50 —

From Japan: The CA50 (Salient) and DT50 introduced in the Japanese market last year were selected as products with good design (G-mark product). In Japan every year, the Ministry of International Trade and Industry selects and awards the products with specially excellent designs. This selection is based not only on the beautiful appearance of the design, but also recognizes the product's superiority in all its features including functional efficiency, durability and safety. The aim behind giving these awards has been to improve the standards of Japanese goods by recognizing and recommending those products superior in quality and to thereby improve the quality of life in Japan.

1982 was the 25th year since these awards were first given and a record number of 3,057 products were submitted from 305 companies, of which 877 products of 126 companies were given the award as G-mark products. It is the eleventh time that a product of Yamaha has been granted the G-mark product award since 1957 when the first one was received for one of the motorcycles. In fact, all the models of Yamaha scooters have been designated as G-mark products so their high quality has once more been underscored.



The certificates of designation as a G-mark product

## POPULARITY OF BIG BIKES ON THE RISE

From the Philippines: Recently a motorcycle rally was held with the sponsorship of the Motorcycle Association of Philippines (MAP). MAP is a mother club which presides over all the other motorcycle clubs in the Philippines. In this rally, more than thirty riders participated with motorcycles

in the 400cc to 1100cc range and pitted their riding skills against each other. This effort is initiated by top officials of the Armed Forces of the Philippines (AFP) backed up by the motorcycle suppliers of the country and different motorcycle associations, and it appears as though a big bike boom is about to take place in the Philippines in the near future.



The organizers and participants gather around a large Yamaha bike for good humored conversation.

## INTRODUCTION OF EF600

From Germany: The EF600, a new model portable generator from Yamaha, was first introduced in the International Boat Show held around the end of last year in Hamburg. A large crowd gathered to look at the Yamaha display. The new EF600 portable generator was the talk of the day and considered as a real new product by the journalists who visited the display. Also, the outboard motor line was very much appreciated by the customers and many orders were received during the show.



The EF600 makes its successful debut in Europe.

# NEWS ROUNDUP

## I'M COUNTING ON YOU BIG BROTHER!

From Holland: Yamaha Motor N.V. has introduced a sidcar for the PW50, for those families with more than one child. Ever since the PW50 was introduced for sale in Europe at the end of 1980, it has proven itself to be the perfect machine for children to enjoy motocross on. The parents of these children also put a great deal of trust in this bike. The recent introduction of the "Ton van Heugten world champion replica" has added to the enjoyment of the growing number of "Pee Wee" fans.



## Yamaha's international instructor trains Brazilian riders in trail riding techniques

From Brazil: Yamaha Motor do Brasil, recently, sponsored a four week training tour by Yamaha instructor Kasutoshi Iwao that included sessions at four different locations in Brazil. The purpose of the training sessions was to give riders sound practical instruction in how to handle the challenges involved in trail riding.

These lessons were open to owners of Yamaha DT 180's, with one hundred students chosen for training at each of the four locations.

For riders in the Rio de Janeiro area the training sessions were held at a specially prepared course in Jacarepaqua area. In São Paulo lessons were given on the trails of a horseback riding school in Aruja. Next, the lessons were held at the Rio Verde Kart Club in Belo Horizonte and finally, at the motor racing track at Goiania.

At each of the sessions half of the riders were trained on the first day and half on the second day, and on the third day all of the riders rode together on the trails. Special prizes were given to outstanding students, and every rider who finished the training was given a certificate.



## New Motorcycle Manufacturing Plant Opened in Nigeria

The modern motorcycle manufacturing plant of Yamaha Manufacturing (Nigeria) Ltd. was commissioned by the Honourable Federal Minister of Industries Alhaji Akanbi Oniyangi in Lagos on November 16, 1982, with the attendance of Mr. F. Nemoto, Senior Managing Director of Yamaha Motor Co., Ltd. The successful completion of this plant is attributable to the fine cooperation and tremendous effort of our Partners and the kind support from the Federal and State Governments, over



The Honourable Federal Minister of Industries is being shown through the plant by Dr W. J. Cox, Managing Director of Y.M.N.L.



Mr. F. Nemoto delivers a congratulatory speech at the Opening Ceremony.

the years, and the plant will certainly make a substantial contribution to Nigeria, especially in terms of the means of transportation and the intensification of industrialization. Also, for Yamaha, Nigeria is now one of the most important markets in the world. Almost no other markets are of such size, with such potential for growth and such critical importance.

## RECENT EVENTS AT SIAM YAMAHA

From Thailand: Just like the many other Yamaha importers, Siam Yamaha also conducts various activities to bring about the wider distribution of motorcycles. Recently, as one part of their on-going program of sales promotion, a motor cycle repair course was offered with cooperation between their Department of Industrial Promotion and Yamaha. The students who attended this course from all over the south of Thailand were mostly young people, and because they took this training so seriously and studied earnestly, this course turned out to be a very rewarding experience for both the students and the sponsors.



Also, just recently Siam Yamaha donated a Yamaha motorcycle and a musical instrument to the Social Welfare Association of Thailand as a prize for "1982 Social Welfare."

## TRAINING COURSE FOR THE 40GK

From Malaysia: Yamaha Motor Co. Ltd. and Syarikat Associated Marine Industries Sdn. Bhd. (distributor for East Malaysia) joined forces to conduct a training course for the kerosene outboard motor, the 40GK. Almost all of the dealers in Malaysia were invited to attend this course, and the technical representative of Yamaha Motor Company, Mr. Ichida, served as the instructor. The training course was given mainly for improving after sale service, as well as to introducing new technology.



Photo shows a group of Yamaha dealers, AMI's staff and Mr. E. Ichida (left)

## THE PRESIDENT LIKES ALCOHOL!

From Zimbabwe: Since the price difference between alcohol and gasoline has recently begun to grow again, interest in bikes running on alcohol has been rekindled. In Zimbabwe, presently they use 20% Ethanol (gasoline mixture with alcohol), but the government wishes to conduct local tests on vehicles powered by 100% alcohol. Yamaha Motor, ahead of all other companies, built an alcohol powered RX125 and donated one free to the government. This RX125 was built at Yamaha Motor do Brasil. President Banana of Zimbabwe took a test ride on this bike and seemed very pleased.

In addition, requests for information regard-



ding alcohol bikes are coming in from other countries as well.

## THE ANNUAL EUROPEAN DISTRIBUTOR MEETING

### Outboard Motors, Generators and Snowmobiles.

From Holland (NV): On 16-17-18th September 1982, Yamaha Motor N.V. organised the 1982 distributor meeting at the RAI congresscenter in Amsterdam, Holland. Distributors discussed with the Yamaha staff the past 1982 season and the future 1983/1984 marketing strategies.

At the O/M meeting the new Yamaha 8 HP was presented by a professional audio visual presentation which will be used on boatshows and in dealerships. Also the new 140 HP gained a lot of interest. Mr. T. Tenner announced that Yamaha Motor N.V. reached the sales goal for the 1982 season set at the 1981 distributor meeting in Monaco. Sales have increased in 1982 by 13% over 1981 in a market that is expected to decrease by approx. 5%. A great success which proves again that quality is selling in Europe. Yamaha outboards are higher in price than our main competitors.

At the generator meeting the new EF 600 was introduced to all Generator distributors. This model was highly appreciated and from Mr. Hans de Gier, the European product manager, we learned that sales is picking up rapidly. The meeting was attended by Mr. Mazuda and Mr. Kobe of power product division at Yamaha Motor & Co, Japan.

Mr. Thompson was introduced as the new product manager for snowmobiles in Europe, he is also area manager for Scandinavia concerning outboard motors. For snowmobiles only the Scandinavian countries were represented and had fruitful discussions.

On the 16th evening, all participants joined a romantic boattrip through the beautiful Amsterdam canals to an old restaurant where dinner was served.



## BELUGA LE CAVIAR DES SCOOTERS



From France: New Yamaha scooter model Beluga 80, which was unveiled and created a sensation during Sonauto Yamaha's dealers meeting held in May of 1982, the details of which were introduced in Issue No. 5 of Yamaha News, is gaining populari-

ty as one of the fresh sense modern vehicles for everyone's daily use. Sonauto Yamaha has also conducted various press relations campaigns including press conference (Issue No. 7) and sport leisure activities in an effort to make this scooter model more impressive to the buying public. Press relations campaigns have resulted in more than 70 articles in all kinds of press as follows: Daily newspapers: Le Figaro, Le Matin, Le Parisien Libere, France Soir, La Croix and L'Equipe. Leisure and weekend magazines: Lui, Paris Match, Le Figaro Magazine, Le Matin Magazine, Vogue Hommes and Le Nouvel Observateur. TV magazines: Tele 7 Jours and Telestar. Women magazines: Biba, 20 Ans and Mieux Vivre. Specialized magazines: Moto Journal, Auto Moto and L'Argus de L'automobile, and many regional newspapers in all parts of France. Sport leisure activities included: Roland Garros international tennis young, windsurfing races in St. Tropez and windsurfing races all around France. These response articles have been compiled into a booklet as shown.

## THEY ALL SAY THE YAMAHA IS THE BEST



The customers who purchased XT550s and Mr. Frank Bayliss (standing behind them)

From Australia: Recently, there was a dealer who sold as many as twenty XT550s in just three weeks. He is Mr. Frank Bayliss, the owner of F. W. Bayliss and Son, in Victoria. He is the third generation in the business of selling two-wheelers and four-wheelers. One reason these bikes sold so well was because the XT550 is very suited to the terrain around Victoria. In addition Mr. Bayliss commented as follows. "We are a small company, but everyone of our staff is a motorcyclist and they work very hard. I am very proud of my staff, and their dedication shows in their work."

## GALACTIC BIKE RIDE

From Australia: Do you know about the popular television series in the United States called "Battlestar Galactica"? The Yamaha XJ650 Turbo, in appearance, closely resembles a pair of space bikes used by Colonial Warriors in the series when the Battlestar reaches Earth. This television series was brought to Australia; Annand & Thompson and the television station joined together to conduct a campaign. The sales staff of Annand & Thompson, Dave Lucas and Geoff Wise, donning the costumes worn in this program have created an instant hit in Brisbane and



Yamaha's dynamic duo line up for action with their two police escorts.

suburbs with daily rides in peak time along major city arteries. The turbos and their riders created incredible interest among children and adults due to their futuristic look and identification with the highly popular television series.

## YAMAHA BIKES PLAY A ROLE IN BALLOON CHAMPIONSHIPS



From Australia: Annand & Thompson of Queensland is going to be a sponsor for the Australia team competing in the World Hot Air Balloon Championships which is being held from August 26 to September 7, 1983. This championship is going to be held together along with the Bi-centennial of the First Manned Flight Festival. A large number of spectators are expected so the Barns Balloon with the Yamaha colors and emblem should serve as very effective advertising.

Furthermore, in the Australian Balloon Championships for deciding the entrants in the World Championship, Annand & Thompson supplied the organizers with motorcycles. The launch master of this event spoke as follows recommending the convenience of these bikes; "My assistants and I were kept extremely busy moving around the airfield at launch times. We found the bikes were perfect for the job and I would recommend their use at any future ballooning events." Their appreciation is understandable when one considers that getting the hot air balloons off the ground requires the utmost expedience because 20 balloons have to be launched in just 15 minutes.

## Press response to the 1983 European model range "Evolution, not revolution"



"Which Bike" December '82 issue



"Mechanics" November '82 issue



"mo" October '82 issue

From Europe: The 1983 Yamaha European model range which was unveiled last autumn, is receiving good press response in a number of European countries. As announced already, the 1983 Yamaha European model range includes some spectacular new models, like the RD350LC and the XJ900, which are sure to lead the respective segments of the market at which they are aimed, but at the same time Yamaha has given greater emphasis to the further development of already successful model concepts under a new theme — "Evolution, not revolution", so that the solid engineering values could be improved in order to meet the diverging needs of motorcycling of the nineteen-eighties still better. The new Yamaha theme is undoubtedly finding general acceptance as seen in a number of press articles on the 1983 Yamaha European model range as

shown above.

## Yamaha RD250LC

### — Machine of the Year —

From Great Britain: The Yamaha RD250LC topped the up-to 250cc category for the third consecutive year in the annual motorcycle contest "Machine of the Year" organized by Great Britain's leading motorcycle journal "Motor Cycle News" (weekly). The Honda CB250RS placed second, but most popular of the new breed of restricted 12hp 125cc bikes on the British market was the single-cylinder RD125LC, which finished third in the same category. "Machine of the Year" is one of the most prestigious bike contests in Europe.

## CONQUEST OF THE PHILIPPINES ON TWO WHEELS"

From the Philippines: Recently a sales promotion campaign for the DT125 was conducted using the above catch phrase. This campaign which was conducted with a tie-up between the Norkis Trading Company and the Ministry of Tourism involved five riders covering the entire country of the Philippines in 35 days, from the islands in the north to the top of the highest mountain in the south, Mt. Apo. It goes without saying that the 1982 model DT125 served as their feet in getting around. Everywhere they went they received a big welcome from the local people.

a distance of 100,000km in an effort to realize the club's slogan — "On top of each bike, there is a life" — in a number of different countries.



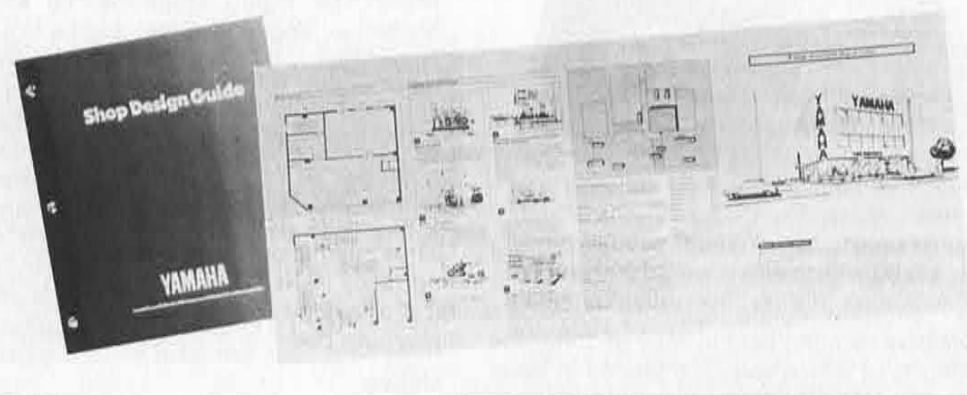
## THE DEPENDABLE XS1100!

From France: The Yamaha XS1100 which is popular for its toughness was driven carrying twenty five hardy policemen. This stunt was attempted for the sake of a television program, and it probably set a world record of its kind. The total weight of the twenty five policemen added up to more than two tons so the tire pressure of the XS1100 was put up to 5kg/cm<sup>3</sup>. A frame was fixed around the bike so that the many riders could hang on. The front and rear suspension mechanisms were welded firmly. Believe it or not, they succeeded in setting a distance record of 580 meters. However, it is not certain whether the driver was able to see out in front of himself.

## SHOP DESIGN GUIDE

An effective shop design policy is the most important and basic aspect in the wide range of sales promotional activities. This Yamaha Shop Design Guide has been made to supplement the already-supplied AD Box, which we hope will assist you in formulating a uniform shop design policy for remodelling existing shops or building new shops. The contents of this Shop Design Guide consists of the following three parts:  
A. What makes a shop effective  
B. How to design an effective shop

C. Shop checklist  
Part A is divided into "The function of the shop", "Understanding customer psychology and behavior patterns" and "How to create a more functional shop", while Part B deals with: 1. How to develop a uniform image, 2. Basic shop design, 3. Typical shop designs (case by case), and 4. Advertisements used to decorate vehicles. This extensive coverage will answer any kind of your question arising out of a shop design work.



The welcoming contingent of NORKIS TRADING CO., INC., in Cebu City, the assembler and home of Yamaha motorcycles in the Philippines.

## MR. MERON'S YAMAHA CAMPAIGN

From Brazil: Mr. Osvaldo Meron, the leader of the Moto Grupo da Bahia, a well known motorcycle club in Salvador, Bahia, as well as a motorcycle dealer (introduced once in issue No. 10 of Yamaha News, 1980), has strived to promote the spread of motorcycles since the club was founded about 7 years ago. Riding his favorite '74 Yamaha XT650, he has already covered



# NEWS ROUNDUP

## THE FUTURE OF ENDURO LOOKS BRIGHT!

From Tahiti: Recently, the very first enduro race in Tahiti was held and Freddy Mourin riding the Yamaha IT465 and Karl Litchle riding the IT125 won in their respective classes. The Yamaha importer, Tahiti Automoto, held a cocktail party in celebration and invited not only the Yamaha riders, but all forty of the riders who took part in the race. The friends of all the riders ended up coming to the party as well, and it turned out to be a very lively party. The future of enduro racing in Tahiti is looking very bright.



This photograph of the party appeared in a daily paper, the La Depeche.

## From the FIM Congress

The following decisions were taken during the Congress of the Fédération Internationale Motocycliste (FIM) held late in October of 1982 in Yugoslavia:

### South African GP

The 1983 road race GP season will start with the South African GP which was approved by the FIM for the first time. Only two solo classes, 250cc and 500cc, will be run in this GP scheduled to take place at Kyalami on March 19.

### Imatra and Bruno axed

The Imatra and Bruno public road tracks

in Finland and Czechoslovakia have been axed from the world road race championships this year, for reasons of safety.

### New point system for motocross

In a bid to improve midfield racing, world motocross championships will be scored with a new system from 1983 on. According to the new system, the first 15 finishers in each leg will be given championship points as follows: 20 - 17 - 15 - 13 - 11 - 10 - 9 - 8 - 7 - 6 - 5 - 4 - 3 - 2 - 1. In the old system the first 10 finishers in each leg scored.



# Motocross with a new twist

Super Cross which is otherwise known as Stadium Motocross has a considerably different twist from conventional motocross on tracks that make the most of the natural features of the land. In America where it first originated, Super Cross is already one of the hottest spectator motor sports going.

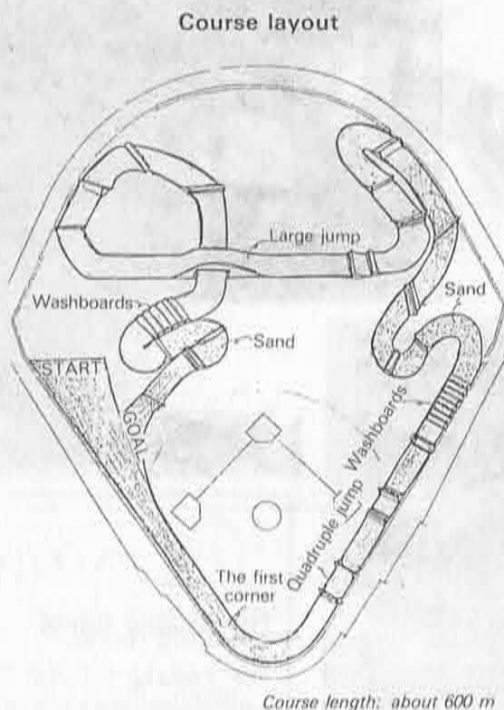
Super Cross was conceived early in the 70's by organizers in America who were intent on preserving their originality in the area of motorcycle sports and added a new twist to conventional FIM events to come up with something even more "American." The very first Super Cross event was held in the Los Angeles Colosseum in 1971 and its popularity has been skyrocketing ever since. Now, every year a series of twelve rounds is scheduled and it has become an important title event prominently listed in the AMA sports calendar.

In contrast to the World Motocross Championships which seem to be all out nonsense races, Super Cross tends to emphasize the show value in it. The conventional motocross track is shortened to only a fraction of the length to become a special track that riders circle furiously. Motor sports stars not any less skilled than those in conventional events show fantastic riding techniques which cannot be seen in World Championship Motocross, and they provide a bundle of excitement for spectators numbering in the tens of thousands.

Super Cross is a full fledged 250cc class international event approved by the FIM. Sparked by the success in the United States, various motor sports organizers in Australia and Europe have sponsored individual events. In every case, these events proved successful with the invitation of those American riders coming from the home of Super Cross.

## The first Super Cross event in Japan

The first Super Cross race in Japan was held in the end of last November right in the middle of Tokyo with approval from the FIM and the joint sponsorship of MFJ, Sankei Shimbun and Fuji Television, along with the backup of the four motorcycle manufacturers of Japan. The full cooperation of the AMA was enlisted and almost all of the Super Cross stars from America took part, and this event turned out to be much more of a success than ever imagined.



There were several new factors involved in the first Super Cross event in Japan, and although these were to the advantage of the spectators such as 1) the availability of convenient public transportation to the stadium, 2) the lack of concern about getting covered with dust or mud, 3) the availability of concessions and rest room facilities, and 4) since the event was held inside a stadium the progress of the race could be viewed at a glance; nevertheless, opinions remained divided among the organizers as to just how successful Super Cross would be in Japan since even the ordinary motorcycle races are less popular compared with the United States and Europe.

To start off with, since this was an international event approved by the FIM and MJF, the Kōrakuen Baseball Stadium located almost in the very center of Tokyo was chosen as the best spot. All the necessary permits had to be obtained from the various authorities concerned including the police, the fire department and the

ward office. This ball park is in constant use not only during the baseball season, but also during the off season for many other events, so an adequate surplus of time was not available to construct the Super Cross track.

After the basic construction of the track was completed with boards and plastic sheets, artificial dirt which is firm and does

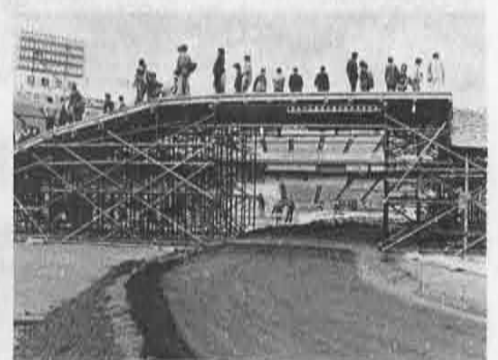


not raise dust was dumped into the 11,493 square meter stadium grounds. A total of 400 eleven-ton truck loads of dirt were used. Thus a 3,000 square meter track of artificial dirt sided with safety paddocks made out of four tons of straw matting was laid down on the artificial turf of the stadium. The 600 meter long track featuring a huge jump stand five meters high, quadruple jumps, washboards and tight corners was built in approximately three days of around the clock work. The large jump in the center of the field was built with scaffolding used in construction.

For the organizers, this event must have been a bagful of worries until they saw the turn out. The outcome, however, was a great success. In addition to the advertis-



In addition to this, the area to be covered with dirt to become the track was laid over with yet another layer of plastic. No wonder that a total of about ten tons of plastic sheeting was used. Artificial dirt was hauled in with eleven-ton dump trucks and the bottom of the track was filled up first. Next, the quadruple jumps, the bank turns and the gap areas were fixed up with dirt. Anti-slipping material was fixed on the boards going up to the big jump and the descent from the jump was given dirt bumps.



ing on television and in magazines, the good weather helped to bring in a large crowd and most of the tickets were sold that day to almost fill the 40,000 capacity stadium.

The Japanese fans who watched Super Cross for the very first time were extremely delighted. "This was probably the first time that such an exciting and fantastically thrilling sport for the spectators and riders alike was held in Japan. This is the kind of race people pay to watch!"

All this enthusiasm and excitement from the races that day were broadcast on a nationwide television network in prime time during the New Year's Holidays to bring the excitement this time to an even larger audience. Another great thing about this race was that the riders who captured the first and second place were Rick Johnson and Bloc Glover who were both riding Yamaha YZ250S.



The night before the race, the fine details of the track were checked over and things were reconsidered one last time to prepare for the real run. All the trimmings including the rope around the track, hanging banners and sign boards were set out and all was made ready for the race. (Photos are offered by "Riding Sports")

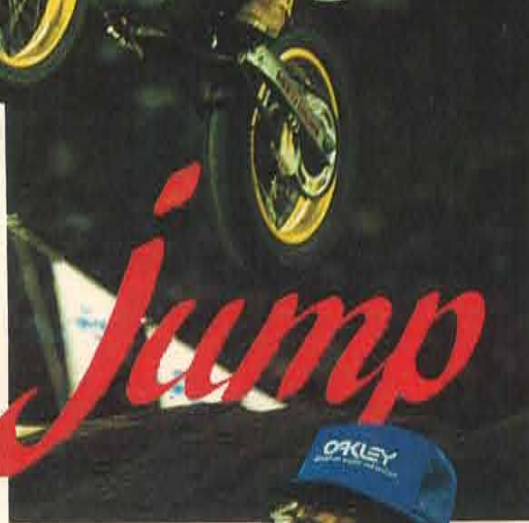


The start of the final heat. The atmosphere reached a high point under the multi-color illumination. Twenty riders from America, the home of Super Cross, were invited as feature attractions in the race to show everyone what real Super Cross was about.



The first corner

artificial track  
*thrilling* jump  
 thundering cheers



The winner, Rick Johnson (Yamaha). The outcome of the race is flashed out prominently on the electronic sign board behind the center field.



Quadruple jump



Large jump



Tight corners



Washboard



Bloc Glover who came in second place



Elimination heats were started at 2 p.m. and the final race ended after 7 p.m. making event duration so long that all kinds of attractions were given at intervals such as riding over barrels, dune buggies and a race of just women riders.



### New PR Films

#### The Racing Game

The Yamaha Pro-Am Cup series puts young amateurs and apprentice professionals against each other on identical machinery — Yamaha RD350. The film follows 24-year old Martin Wimmer, winner of the first Yamaha Cup series in Germany and now a full-time motorcycle racer who has already won a 250cc Grand Prix. Working

towards the 500cc category, Wimmer has a chance to track-test a 500cc works Yamaha at Hockenheim, thus preparing for a landmark in his racing career. The film also brings alive various exciting scenes of the Yamaha European Cup Final '82 at Brands Hatch, together with action shots of the great professionals, such as Kenny Roberts and Barry Sheene.



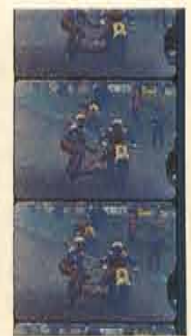
#### Specifications

Title: The Racing Game  
 Size: 16mm  
 Running time: 25 minutes  
 Narration: English or Spanish  
 Price: ¥60,000 (FOB Japan)

#### The Big Jump

This is a '82 world championship motocross film in which American star Danny LaPorte (250cc champion — Yamaha YZM250) has a hot fight with George Jobe (Suzuki) in the Dutch, Finnish and

Swedish Grands Prix. In addition, Yamaha's 500cc title contender Hakan Carlqvist shows his outstanding ride in the West German GP, and Yamaha XS650 sidecar machines dominate the sidecar cross world championship.



#### Specifications

Title: The Big Jump  
 Size: 16mm  
 Running time: 21 minutes  
 Narration: English or Spanish  
 Price: ¥57,000 (FOB Japan)