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YAMAHA IS SETTING THE PAGE IN THE '82 MOTORCYCLE WORLD



The '82 Yamaha motorcycle line-up which has been unveiled in Europe, America and other parts of the world, has taken the motorcycle world by surprise. The new line-up really lives up to Yamaha's promise that Yamaha will lead the '82 motorcycle world by providing a new set of criteria for evaluating motorcycles besides just their horsepower and cubic capacity. The new line-up which ranges from the 50cc mopeds to the XS1100 superbike model, introduces a number of very significant technical improvements including the new turbo unit, new V-twin, new rising rate Monocross suspension, new slim 4-cylinder engine, etc. All these exciting improvements reaffirm the fact that Yamaha is an unrivaled pacesetter in the motorcycle industry.

In particular, something that is helping to get Yamaha's '82 season off to a great start, is that the new line-up is receiving a very favorable response from many of the leading motorcycle magazines and newspapers in the world. Here are some extracts of what European motorcycle journalists have written about the new Yamaha line-up.



Yamaha creates a new sensation!

XJ650T/XZ550:

Completely futuristic super sports bikes! Yamaha's advanced technology puts them far ahead of all competitors in performance and quality.

XJ750 Seca:

This bike achieves a new level of unity between man and machine by taking full advantage of Yamaha's leading motorcycle technology.

New XT series:

The strengthened 4-stroke Yamaha Enduro Series comes with a number of technical improvements that create a whole exhilarating new world of off-road motorcycling.

New YZ series:

Increased race performance and higher off-road durability! Yamaha's race-bred technology has given these models top product features.



(Continued on page 2)

Favorable response to the '82 Yamaha line-up

Extracts from European magazines & newspapers

"Yamaha's Paris sensation"

Motor Cycle Weekly,
Oct. 3, 1981 — Great Britain

YAMAHA have stunned the motorcycle world with their 17-model 1982 launch scheduled for the Paris Show tomorrow (October 1).

Five totally new roadsters are to be released; important modifications are made to two others and the off-road competition machines incorporate all kinds of new ideas tried out on this year's works bikes.

The real show stunner, however, is the sensational new 64 bhp water-cooled, 550 cc DOHC eight valve V-twin forecast in MCW last week.

Called the XZ 550, the new fore-aft V-twin is one of the most innovative new bikes to come out of Japan in years.

Yamaha forecast that the new bike won't dawdle to 120 mph and no wonder — the 64 bhp from the bike's 552 cc works out at 116 bhp per litre!

As we exclusively predicted two weeks ago, the XJ 650 gets turbo-charging for 1982. The turbo, situated down behind the gearbox, pushes air through four pretty-well standard CV carbs.

Unlike Honda's new CX turbo, the Yamaha has no electronic fuel injection. Only bit of black box trickery is an electronic anti-knock sensor that knocks off the ignition advance when the sensors in the head detect impending detonation. The bike has a surge tank mounted between the air cleaner and carbs with a neat "safety valve" filled to bleed off excess boost. A waste-gate is also provided so that there's no chance of you blowing this motor up!

The RD 80 LC is the same machine we previewed as the RZ 80 back in June — this has YEIS and part-rubber engine mounts. A neat fairing comes as standard, six-speed transmission, and high footrests. Maximum power is 8.7 bhp at 6,500 rpm.

For 1982 the XT550 Yamaha has a new 548 cc engine, twin carbs, a four valve head and Yamaha cantilever monoshock rear suspension.

Yamahas on parade

—Paris Motor Show—
Motor Cycle News,
Oct. 7, 1981 — Great Britain

The two V4s were the stars of the Paris Show but they had strong competition from the rest of the 12-strong Honda range and the two new Yamaha middleweights — the XJ650T Turbo and the XZ 550 V-twin.

The 85bhp blown four is Yamaha's answer to Honda's.

CX500 Turbo and the bike should be in the shops early next year.

The turbocharger is a sealed unit mounted below and behind the engine to help heat dissipation. On one side of the single shaft is a turbine fan driven by the exhaust gases. On the other is a compressor fan which blasts the fuel into the cylinders under pressure.

The XZ550 is said to produce 64bhp and continues Yamaha's V twin theme. Revving to 9500 rpm, the machine is capable of over 120mph and should be available next year.

Yamaha's new compact superbikes

Motorcycle Mechanics,
Oct. 14-27, 1981 — Great Britain

YAMAHA are establishing themselves as pace-setters in terms of new models. Last year they rocked the motorcycle world with monoshock V-twin shaft and chain drive models.

Now for 1982 they present the world's first production turbocharged roadster, plus an in-line watercooled V-twin, a watercooled 80cc two-stroke single, and several other new and revamped models described on these pages.

This magazine two years ago forecast that turbocharged midweights could well be the bikes of the future.

Honda proved they were thinking along these lines last year when they unveiled their sensational prototype CX500 Turbo. Now Yamaha announce their XJ650T —

the world's first turbocharged production bike.

Yamaha see this sophisticated turbo bike as one of a socially responsible range of machines. They are after better fuel economy without sacrificing power. They are also appealing to a wider section of the public by making their new models with more compact dimensions.

The turbo is one answer to more economy and power and Yamaha have applied all their advanced technology to develop a unit which gives results.

Their theme for smaller hardware began last year with their XJ650-4 which is the base power unit for the turbo 650.

Smaller bikes mean better power-to-weight ratio. But it also means a lot of money has to be invested in research to know when to draw the line on weight paring.

Yamaha have accepted these challenges and redirected their paths to these new goals because this is how they see the future on two wheels.

The strengthened Yamaha range for '82

Motorrad,
Sept. 30, 1981 — West Germany

The '82 Yamaha range is remarkably strengthened and greater attention is invited to the new mediumweight models such as the XJ650 Turbo, the water-cooled V-twin super sports XZ550 and the 4-stroke off-road bike XT550. The XJ750 Seca, the DT125LC and the RD80LC also add another dimension to the '82 Yamaha range.

The water-cooled V-twin XZ550 is one of the most exciting super sports bikes ever appeared on the market.

The DOHC 4-valve 552cc engine delivers a full 116ps per liter!

The XZ550 features a 70° V-twin design to realize the ideal chassis configuration as a whole.

A newly designed single-shaft mechanism helps to reduce the engine's vibration to a minimum and water-cooling system provides a better solution to the problem of cooling the rear cylinder.

The XJ650 Turbo is not Yamaha's first turbo involvement. Back in 1970, Yamaha already developed a turbocharged engine for the Toyota racing car. Yamaha has completed the XJ650 Turbo by utilizing its precious experience to the fullest possible extent.

The new aerodynamic fairing is designed

as an integral part to the chassis.

The new liquid-cooled RD80LC is Yamaha's answer to the call for a better 80cc road sports bike.

The liquid-cooled off-road bike DT125LC comes with much of the YZ125 image.

Yamaha turbo starts off!

MOTO 73, Oct. 2, 1981 — Holland

A very good news for all Yamaha fans!

The '82 Yamaha range is truly exciting, including the new water-cooled V-twin XZ550 and the revolutionary XJ650 Turbo.

The XZ550 has eliminated the problem of cooling the rear cylinder by adopting a water-cooled V-twin engine format.

In addition, Yamaha has designed this model to be compact by setting the cylinders at 70 degrees instead of 75 degrees for the TR1 and the XV750.

Now the XJ650T comes with as much power as a standard 1000cc model.

The engine performs as a normally aspirated four-stroke one in the low rpm range while it shows a strong turbocharging effect in the high rpm range.

The XJ750 Seca is also one of the most noteworthy models in the '82 Yamaha range. Technical innovations include the computerized monitor system, air assisted anti-dive front forks, YICS (Yamaha Induction Control System), etc.

Attack is the best defense

— Paris Motor Show —
Moto Journal, Oct. 8, 1981 — France

Yamaha's advanced technology is impressive to every show visitor. The water-cooled V-twin and the XJ650 Turbo are undoubtedly ones of the Paris Motor Show sensations. It is interesting to note that the XJ650T's max. torque is increased to 7.5kg-m/5,000rpm (6.0kg-m/7,500rpm — standard XJ650). The XZ550 features altered steering fork arrangement due to the adoption of a new water-cooling system. The 4-stroke enduro XT550 proves itself to be a big threat to the Honda XLS. The former is lighter but more powerful than the latter. In addition, Moto Revue (France), Moto Plus (France), Motor (Holland), Mo (West Germany), etc. give much space to introducing the technical highlights of the '82 Yamaha line-up.

Dealer Meeting Highlights

'82 line-up meets the expectations of all dealers!

Annual Yamaha dealer and press meetings took place on a grand scale in America, Canada, Europe and Brazil early in October, with a large attendance of Yamaha dealers and motorcycle journalists. At these occasions the dazzling and exciting '82 Yamaha motorcycle line-up was introduced, making a clear statement about Yamaha's renewed determination for the years to come. The US dealer meeting which was held Oct. 3-6 in Anaheim, California, had an attendance of about 7,000 enthusiastic persons from Yamaha dealers. In this grand meeting Yamaha's policy was reaffirmed as follows:

"Yamaha will set its goal to be the best, to be innovative and unique, to understand and respond to the American market. Yamaha will provide the proper service and warranty to the customers. The American public will know to expect these things from Yamaha and its dealers.

That's the way it should be. Yamaha will recognize that people need economical transportation to enjoy a better life. Yamaha will recognize the recreational needs of people to make their life more pleasant. Yamaha will offer fun, freedom, and escape for people to lessen the burdens of every-day life. Yamaha will offer people a chance to enjoy life the way it should be!"

Giving his heartfelt thanks to all the assembled dealers, Mr. Hisao Koike, President of Yamaha Motor made the following statement:

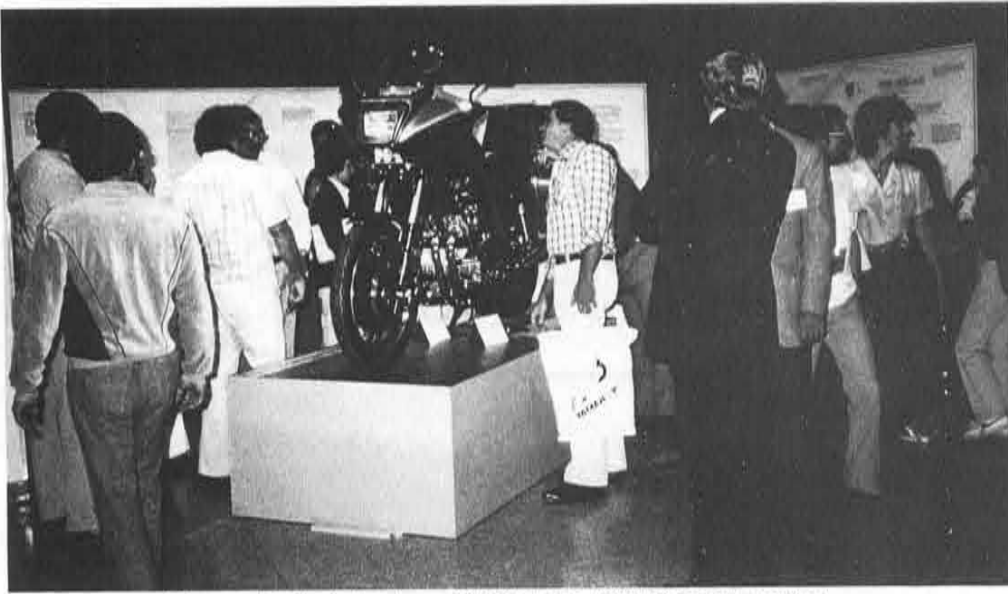
"At Yamaha, we are proud of our dedication to the motorcycle. This dedication on the part of our research and development departments produced a line-up which took the market by surprise in 1981. With sales up, we have improved our production capacity so that 1982 will see even greater surprises from Yamaha. More and more people all over the world



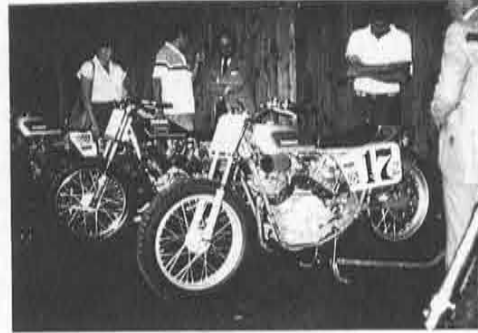
Mr. Hisao Koike, President of Yamaha Motor gives his greetings to the assembled dealers (YMUS dealer meeting).



Mr. Takeshi Kimura, President of Yamaha Motor Corporation, USA outlines the Yamaha policy aimed at bringing another big advance in 1982.



The much talked-about new XJ650 Turbo, (YMUS dealer meeting).



A Virago-based track racer is also displayed during the YMUS dealer meeting. The V-twin engine has tremendous potential.

The CV80 scooter and compact sports bike RD80LC also win popularity (YMUS dealer meeting).

Computerized disposition system for every warranty request direct from dealers. (YMUS dealer meeting)

are switching to our higher quality products, and in many markets Yamaha has already become the leader. With new management at Yamaha Motor Corporation, USA, we are all preparing for that same turnabout in the United States, too."

The Canadian Yamaha dealer meeting which took place in Toronto, also early in October, was likewise brought to an impressive success.

President Koike stood up and gave his greetings as follows:

"I would like to thank you, and also Yamaha Motor Canada, for bringing us so close to that goal here in your market. Let's join all efforts together to make 1982 another brilliant year for Yamaha."

At the meeting over 65 machines were on display and dealers were able to view and ask questions about these machines and program, which made everyone confident for the upcoming season.

In Europe Yamaha Motor N.V. held a press meeting in Paris in the beginning of October when the international motor show took place. The '82 line-up met with a very favorable response from all participating journalists. European Yamaha importers and dealers are now enthusiastic about another big advance in the market.

New DT180 gains wide acceptance in Brazil

The new DT180 which was unveiled at the Brazilian Yamaha dealer and press meetings held in São Paulo on Oct. 8 and 9, won the appreciation of dealers and motorcycle journalists.

The '82 DT180 has been developed as a new strategic model in Brazil. It features a number of technical innovations including the YEIS and improved Monocross suspension, together with modern high-

sense styling suited to Brazilian motorcyclists.

The Brazilian motorcycle market is showing a definite turn for the better with an increased ratio of local manufacture (90% from 1982 onward) and the new DT180 will undoubtedly become a leading force in the market for the years to come.



Mr. Keisuke Abe (left), President of Yamaha Motor Canada is awarding a plaque to Team Yamaha rider Terry Hofoss (125cc MX Champion).



Mr. Masahiko Fukuta, President of Yamaha Motor do Brasil emphasizes the importance of uniting all Yamaha efforts to realize another advance in the Brazilian market.

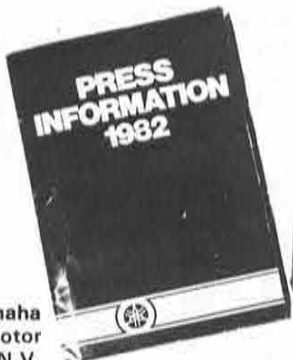


The new DT180 is a powerful strategic model exclusive to the Brazilian market.



Mr. Hideki Sawada, President of Yamaha Motor N.V.

Information brochures of the '82 motorcycle line-up



By Yamaha Motor N.V.



By Yamaha Motor Corporation, USA



By Yamaha Motor Company



By Yamaha Motor Corporation, USA

1982 MOTORCYCLE SEASON SALES & SUPPORT PROGRAMS FOR YAMAHA DEALERS



By Yamaha Motor Company

Along with the introduction of the '82 motorcycle line-up in many parts of the world, Yamaha has prepared and distributed a detailed information brochure about the models for use in motor shows and dealer meetings, and also for use by motorcycle journalists. Giving specific emphasis to the exciting technical highlights of the new models, the brochure includes the following:

1. An explanation of the design philosophy behind the new models and a description of major features.
2. Drawings detailing important new features and other elements of the new models.

3. Photographs of the new models.

These brochures help to give all Yamaha distributors a thorough understanding of the 1982 models so that they can publish these models in their respective areas in order to impress potential customers with Yamaha's engineering excellence.

By Yamaha Motor N.V.

A New Importer — AMW —

From Sri Lanka: A new importer for Yamaha —AMW— has been established in Sri Lanka. AMW (Associated Motorway, Limited) was established in 1949 and now has 1,800 employees (including those in their subsidiaries). AMW is a solid company now serving as an agent for Datsun as well as being connected with companies producing and marketing tires, batteries, and electrical products.

The contract finalizing their becoming an importer for Yamaha was signed in the conference room of the AMW head office on July 22. From AMW Mr. Chulaka de Zoysa (President), Mr. V.T. de Zoysa (Director), Mr. Tilak de Zoysa (General Manager), Mr. Paul Ferdinando (Finance Controller), Mr. Godfrey A. Weeresinghe (Group Marketing Manager), and Mr. Ismeth Ismail (Deputy General Manager) were present. From Yamaha Mr. S. Arai (Senior General Manager) and Mr. K. Minami from the Asian Department were present. It has been four months since AMW started out as our importer and they are showing smooth progress.



Front Row — from left to right: Mr. T. Zoysa, Mr. C. Zoysa, Mr. Arai, and Mr. Minami
Back Row — from left to right: Mr. Ismail, Mr. Ferdinando, and Mr. Weeresinghe



can even be used for trawling. Yamaha Fibra, S.A. has been manufacturing FRP boats in Venezuela since several years ago by technical cooperation with Yamaha. This photo shows one vessel of the eleven 9-DD35s ordered for the fishing industry development program at Margarita Island. All these vessels are equipped with the Yamaha Diesel ME300 (52 hp/2,640 rpm). The other major features of this series are as follows;

- A round bottom type hull provides ideal seaworthiness.
- Speed is not reduced much even when heavily loaded.
- Ample breadth allows for the installation of various fishing gear and

equipment. The fish hold, fuel tank, and water tank are all enlarged.

- The steering room and galley are located in the bow to provide ample deck space for easier fishing operations.
- The manual hydraulic steering gear is easy to operate. Both safety and stability are increased.

These features are widely appreciated in the coastal fishing operations of Venezuela and it is gaining high reputation as a model well suited to fishing operations in these waters. The remaining ten craft on order are scheduled to be delivered within this year.

Effective Sales Promotion

From Canada (YMCA): YMCA has conducted a very effective sales promotion program for the Tri-moto which is gaining in popularity as a result. Some time back, the Canadian National Exhibition was held in Toronto for three weeks. This is the largest exhibition in Canada and North America, drawing some three million people this year. YMCA provided three Tri-motos (two YT125s and one YT175) as prizes for the contest of the exhibition which was the final event. The prizes stayed on display all during the exhibition. 50,000 brochures describing the wide variety of uses for Tri-motos were distributed in this time. Also a famous clown rode the YT125 around in a parade every

day. Aside from the Canadian National Exhibition, YMCA also arranged for Tri-motos to appear throughout the Canadian Football season as well as the National Baseball League's season. The recent expansion of Tri-motos in their market is due, without a doubt, to the efforts of YMCA drawing the attention of potential customers from all walks of life. YMCA is planning to appeal the utility of the Tri-moto through further promotional activity in farm/agricultural shows, snowmobile shows, power products shows, sportsman shows, and motorcycle shows.



Tri-motos on display at Canadian National Exhibition

The DD35 Proving Its Worth in Venezuela

From Venezuela: This photo shows the FRP Fishing Boat which was delivered to Ministerio de Agricultura (Ministry of Agriculture) after its recent construction in the Yamaha joint venture factory of Venezuela. Yamaha has from some time past been

developing the displacement type models of fishing boats DD30, DD35, and DD40 of the "DD series." This series was aimed at the development of a general purpose all-around vessel, and its usages cover a wide variety of fishing applications including gill net and long line fishing, and

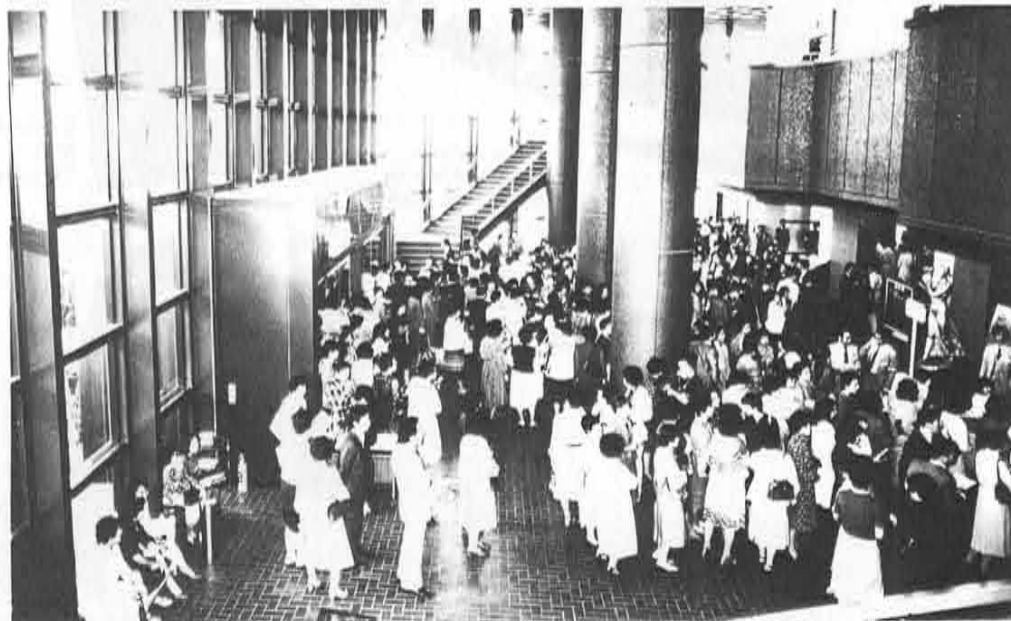
Mighty Wives' Power! —'81 Yamaha Wives National Convention—

From Iwata: Today the social situation as well as the market composition is undergoing rapid change not only in Japan but in many countries throughout the world. Yamaha, with this change in mind, and in order to get the strengths of these dealers' wives to be reflected more in their business, has organized "Yamaha Wives Power-up Seminars" since the fall of 1979. In the past three years a total of 6,083 wives have participated in these seminars, and along with effecting a power-up at the front line of sales business, they have become the driving force behind the recent scooter boom. In recognition of these contributions and to deepen the rapport with wives of Yamaha dealers throughout Japan, the first "Yamaha Wives National Convention" was held at Iwata on a grand scale on the 17th and 18th of September. This convention which brought together more than 800 wives from all over Japan received much notice as the first of its kind in the industry.

As it was a national convention of Yamaha dealers' wives, a number of Yamaha staff also took part in the activities at the Iwata City Hall, all accompanied by their wives. In the opening of the convention, President Koike of Yamaha Motor spoke these words concerning business in the future: We have reached the point where the world of motorcycles is no longer only for

men but is broadening to include so called "products for universal use," not restricted to a particular age group or sex. Under these circumstances it seems that our business could run into a deal end unless we receive some help from our women. Today, differences between men and women in activities and hobbies are decreasing and our customers are becoming no different than in any other type of business. Even the form of business talk will probably change. I ordered that motorcycles be made by women's hands and currently they are getting very good results. I truly feel that the age has arrived for these products of ours made by the hands of women to be sold in earnest by women and the wives of Yamaha dealers. Also the scope of your involvement in this business can be broadened from initial one or two minute contacts with customers to go on to gain extensive experience as a "business person." Along with increasing your business and expanding customer stratum, we hope that you will display your potential as another business person apart from the owner (your husbands)."

After the speech a multi-slide presentation of Yamaha news was shown with the following dialogue; "In this age when the cultured manner to sell not only the product but also lifestyle, fashion, and service is being required, it isn't possible for just your



Get-together of Yamaha dealers' wives at the Iwata City Hall.

GRAPHIC SPECIAL

With the one million market right ahead all Yamaha efforts are joined together

Meetings held all over Indonesia

Jakarta Main Dealer Meeting

The motorcycle is rapidly gaining acceptance in Indonesia as the most appropriate vehicle for its citizens, suiting both the environment and living situation there. With Indonesia's economic advancement and improvement in living standards of the citizens in recent years, the demand for motorcycles has grown dramatically, and the one million motorcycles per year market is now right ahead. Indonesia already ranks as a major overseas market for Yamaha, second only to the United States, and Yamaha presently is faced with tough competition for the top share in Indonesia. Now there are signs that a sales war will become more intense in this ever-growing market. Under these circumstances, the Yamaha group is joining all efforts together with Harapan Motor as the nucleus to put its full weight behind bolstering its sales network on a nation-wide basis.

As its first major event, on the 20th and 21st of October, a main dealer meeting with 28 dealers was held at the headquarters of Harapan Motor in Jakarta. The contents and the scale of this meeting were changed around completely from previous meetings.

Vital information concerning market analysis, demand predictions, business policies for the years to come, production plans, retail outlet development policies, and special campaigns were presented one after another. In the seminar and discussions which followed, all members of Harapan Motor including President Hendra Rahandja himself became involved. From the Yamaha head Office, Mr. Arai (Senior General Manager), Mr. Deguchi (General Manager), and Mr. Nomura (Manager) came to take part along with all of the resident staff of Yamaha.

The meeting lasted for two days was filled with excitement throughout. The contents of this meeting which was filled with applause and hearty agreement from participants were transmitted immediately



President Hendra Rahandja of Harapan Motor, leader of the Yamaha group in Indonesia, made a powerful appeal for all joining forces to meet the one million bike market, and he also expressed his resolution to firmly establish Yamaha's position as number one.



As one of the major theme policies for 1982, Mr. Herman Gani, Deputy Managing Director of Harapan Motor, announced the epoch-making unified design for the interior and exterior of stores and receives thunderous applause.



The Sales Manager, Mr. Sindoro, gave the details for the nation-wide market research conducted for each district especially for this meeting and he explained the results of its analysis.



Mr. Nomura from YMC gave a presentation about the international situation in the motorcycle market and the predictions for the demand in the Southeast Asian countries. He promised the full back up of Yamaha's know-how to cope with these situations.

on to each of the districts throughout Indonesia in all details through local dealer meetings held right after this meeting without awaiting the weekend. The new system used in this meeting brought great results including the quick dissemination of sales policies and its actuation, the collection of timely and relevant data, and an overall increase in the strength of the Yamaha parent company. This new system of joining three parties as one consolidated group is creating great interest around the world and even within the Yamaha group itself.



A tool for use in the V80 special campaign was introduced by Mr. Phillips. The full auditorium burst into laughter time and again at his humorous explanations. Even this serious meeting had its lighter moments.



The enthusiasm of the main dealers who participated was overwhelming despite the exhausting seminar schedule, and for each item on the agenda, there was active exchange of questions and answers, and lively discussions took place. These results are sure to be put in immediate action as soon as the dealer meetings are held by individual main dealers.

At the second meeting place prepared in the Mandarin Hotel, the group happened to meet up with some main dealers who were attending a power products meeting also being held there. The kick-off of this campaign was made all the more exciting with the presentation of awards to the best dealers, the introduction of the campaign character, and the announcement of the theme song written especially for this campaign.



Now let's all sing together - the Yamaha song! It is the theme song written by the number one composer and song writer in Indonesia, Miss Hetty Koes Endang, also the most popular female vocalist in Indonesia, sings the Yamaha song.



Under the No. 1 flag of Yamaha, the dealers and staff of Harapan Motor, the driving force behind Yamaha in Indonesia, join together in a happy dance. This teamwork creates the vitality for tomorrow.



President Hendra of Harapan Motor greets the dealers after the meeting. He asks them "What might be your sales goal in the one million bike market to come?"



Miss Lydia Kandou, the star of the V80 campaign commercials appears in person. "Pilihanku hanya YAMAHA" (I choose only YAMAHA)



Cheers! All the preparations are all set to go. All that needs to be done now is to extend this energy and enthusiasm all over Indonesia. Cheers to the one million bike market which is about to come.

Let's establish Yamaha as No.1

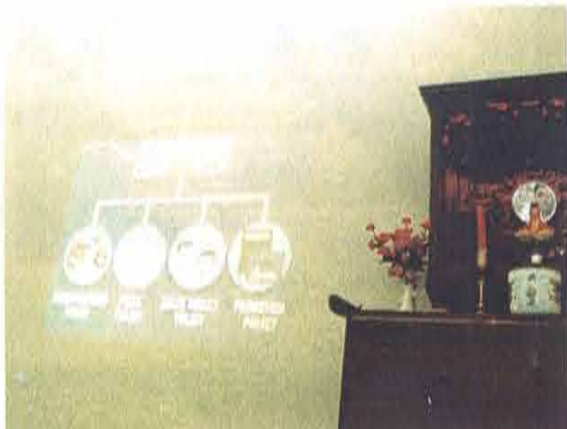
Various policies established for Yamaha as No. 1 in the Jakarta meeting were transmitted down to each & every dealer through the dealer meetings held by all main dealers subsequently in their own districts.

TEGAL Dealer Meeting

The format and scale of each district meeting was left entirely up to the main dealer who sponsored the meeting, and thus all these meetings showed their own features. In Tegal, a family atmosphere suited to the customs in that district was promoted. The meeting was a great success with all dealers participating and giving their full agreement.



The support vehicle provided jointly by Yamaha and Harapan Motor arrives loaded with tools and equipment.



Since the meeting is conducted in the living room, general presentation is rich in local flavor. In particular, slide presentation on the white wall next to a Buddhist altar helps to teach all dealers how to develop their sales promotion effectively.



The most popular thing in the meeting is the redecoration plan for the interior and exterior of stores. In the fact, the dealers are all so eager, just about everyone signs up for it right on the spot.

Dealer Meeting in Purwokerto

Less than a week after returning from Jakarta, the preparation for the meeting in Purwokerto was successfully completed. A small hotel on the outskirts of town was rented out for the event. Also, a meeting schedule detailed down to the minute was prepared. All the dealers who attended gave their warm applause in expression of their trust and appreciation.



The hotel atop the mountain is located right in a natural air conditioner, and the coolness belies the fact that it is right beneath the equator. There were times when the busy meeting schedule and an intense sales war in the world below were forgotten while the participants enjoyed pleasant conversation beside the cool pond.



The lunch is simply exquisite in the great hall of the hotel rich in local atmosphere. Thorough care given to each person in getting together as a family tells how they relate to each other.



However, it is a different story when it comes to business. Just as pictured in the sales banner, a rainbow of questions and orders fly like arrows, and enthusiastic responses are heard throughout the meeting.



In local dealer meetings, a number of dealers come accompanied by their wives. The way the wives become involved when it comes down to financial matters is no different than in Japan.



The presentation of awards for the best dealer was executed exactly as taught in the seminar at Jakarta. However, in addition, the main dealer sponsoring this meeting presented big prizes of two vehicles paid for right out of his own pocket.



The CKD generator gets its start with a golden wrench



The generator assembly line which had been under construction in the Pt. Adiasa Sakti factory was completed, and full scale production started on October 22. On this day, the new production line decorated with flowers in celebration was attended by many parties including production and sales staff as well as members of the press. At 10:00 a.m., the President of Harapan Motor, Mr. Hendra Rahardja, cut the tape. Mr. Arai, Senior General Manager from YMC used the commemorative golden wrench to fix an ignition plug in place. The very first CKD generator began to travel down the production line amidst the clapping of the audience.



Dealers from all over the country also attend ceremony

All the dealers attending and taking part in the discussions at the national power products speciality dealer meeting held just the day before by Harapan Motor also attended this opening ceremony. They all celebrated the birth of a new product which had become even more close and familiar to them. Everybody renewed their resolve to work for the brilliant success of these products.



husbands to operated the business alone. This very age is calling for the active participation of the wife."

All the wives watched intently and nodded to each other in agreement during this presentation reviewing the results of power-up seminars held in the last two years, along with recent business activity. On the second day of this convention, the group divided up into six sections at the "Tsumagoi" leisure complex where special seminars were held. Four of the seminars concerned education and business, while the other two were sports seminars, one tennis class and one athletic class, for those wives who wanted to take the opportunity to get a workout at these sports facilities.

In addition, a program was loaded with various activities including a visit to the main factory, lectures and get-together parties, and all the wives were as happy as could be! Their great appreciation for this convention was expressed in comments "This convention was so informative and such fun I want to come again next year."



A tour through the Main Plant



An athletic class

A Multi-purpose Engine to Expand African Market

From South Africa: Export of the Yamaha Multi-purpose Engine MT110VL to South Africa was begun back in 1976. J.T. Middleton & Co. (Pty) Ltd. is a company which also produces and sells 200,000 lawn mowers annually (100,000 each of gasoline and electric powered models) under the brand name "Stiletto." The MT110VL engine is installed in many Stiletto's. Just recently the market share of this product was expanded substantially and now it is in a position competing for the top share. The high quality of Yamaha has been proven here once again.



A lawn mower with the Yamaha MT110VL engine.



Grassnyer Service, one of the major outlets handling Stiletto products.

Yamaha golfcars are winning widespread popularity

Announcement of New Models for 1982

— U.S. Golf Car Meeting Held —



The dealers listen intently to the explanation given by the engineer.

From America (YMUS): Just recently YMUS held the third YMUS Golf Car Dealer Meeting in the Sheraton Hotel of New Port and Rhode Island, where the new models for 1982 were announced. After the opening address by Mr. Ron Frazier, the divisional manager of YMUS Industrial and Leisure Products, Mr. Takeshi Kimura, the new President of YMUS, gave a speech. The power behind his words resolving future advancement by introduction of new models and consolidation of a new sales system, was more than enough to win the confidence of the main dealers from all over the United States.

The new '82 models all have the new engine adapted to this age of energy conservation, with a 20% increase in fuel efficiency. Also, a very durable new material (urethane) is used for the front cowling, and many other improvements and superior features have been included. Every dealer came away satisfied at the thorough explanations given to them over the new models by the technicians from YMUS, detailing all the improvements and the advantages when compared to the competitors.

It was also announced that the second Japan Trip was being scheduled, and all participants were full of enthusiasm for the new sales season.

Golf Car Converted For Factory Use

This is another piece of news from the United States. One big dealer in San



The modified 4 seater golf car



Yamaha Golf Car converted into a dump cart



New Model for 1982—G1-A3

Diego modified an electric golf car of Yamaha for plant use. A dump cart was made by mounting a wooden cargo bed, leaving space only for the driver's seat. The sample model was delivered to a local Sony factory, and now an order has been received for another 25 units. The seats removed from the modified golf cars were used to build 4 seater golf cars. This is just one example of innovative merchandise where a golf car for sports and leisure is converted into a luggage carrier. They say that it is being very well received since the stock car is an electric powered unit and the air in the factory is not polluted and the noise is minimal.

Used in Shooting Championships As Well

—Yamaha Golf Cars and Passolas—



The officials happily ride about in their Yamaha Golf Cars and Passolas.

From Australia: The Australian Shooting Championship was held just recently. People not only from Australia but also

from New Zealand and even the United States took part in this competition. It stands to reason that the organizers want the events to proceed as smoothly as possible. Milledge Bros. picked up on this need, and decided to offer Yamaha Electric Golf Cars and Passolas to the officials during the championships. The Yamaha Golf Cars performed a wonderful job as the legs for the officials to oversee the smooth progress of the events, and also for the collection of score cards and the hauling of equipment. This golf car turns on a dime and runs quietly, while getting by for a whole day without the need for a recharge. The Passolas too were very useful, running around the crowded parking lots very nimbly. The offer by Milledge Bros. exactly suited the organizers' purposes, and they were very grateful. The value of the Yamaha Golf Car is becoming appreciated anew as not just for golf use, but for simple and convenient transporter use.

Golf Car Business Picking Up Momentum

Another piece of news from Australia about golf cars: Annand & Thompson Pty, Ltd., a dealer of Yamaha Golf Cars in Queensland delivered 39 Yamaha Golf Cars to the Kooralbyn Golf Course located in their area. This piece of news indicating that our golf car business is showing signs of developing in a big way, was received with excitement among all those concerned.



The Yamaha Golf Car of which 39 were just newly purchased.

SPORTS NEWS

Yamahas Dominate Sidecar Motocross

Van Heugten/Kiggen World Champions

Skill, determination and experience have brought Ton van Heugten and passenger Frits Kiggen the world-championship in one of the most demanding parts of the motorcycle sport: Sidecar Motocross. With their YAMAHA powered outfit the Dutch team managed to win ten out of eighteen heats making up the world-championship series. They natched up a considerable number of points, 216 in all, proving the reliability of the overbored YAMAHA twin, which is basically a XS650. Most of the outfits used a converted YAMAHA twins (only one Weslake is mentioned in the top ten of the world standings) usually with an increased cylinder-capacity up to 950cc, achieved by changing the stroke, crankshafts etc. Van Heugten, a 35 year old motorcycle-dealer from Amersfoort, in the center of The Netherlands, is one of the most experienced sidecar motocross riders. Ton, who also clinched a number of solo titles in his native country, changed to sidecar-racing nearly ten years ago. He is triple Dutch champion and with passenger Dick Steenbergen, Ton won the European championship in 1975 from the Swiss master Robert Grogg. Riding with passenger Frits Kiggen the Dutchman showed no respect for the opposition, mainly from his fellow countrymen plus the best teams from Germany and Switzerland. However, he had his bad luck too. After winning the first heat in the British GP, Ton and Frits were involved in a crash and Kiggen stayed injured with a damaged wrist and collarbone. All of a sudden a replacement had to be found and Sies Hurkmans climbed into the chair of the YAMAHA-Wasp. The talented young passenger helped Van Heugten to win the French GP and after



another GP he lost his place to Kiggen, with whom Ton wanted to take the title. "The best place to do that is in Switzerland. Beating the best men in the world on their home ground". So he did, winning the first race and making his point-score unapproachable for the others. The only man he really feared, Robert Grogg who changed from Norton to YAMAHA at the beginning of the season, crashed in the first lap, leaving the title-chaser on his own. Over 20,000 spectators were very appreciative of the performance put on by Van Heugten/Kiggen, who showed that they wanted to win the crown by beating their rivals and showing that they were the real champs, not just taking the few points they needed for the title. "I was worried until the last corner. Motorcycle racing still is a mechanical sport and you can never tell what's going to happen before you cross the finish-line", was his comment. Next year Ton will be back in action. At an age when makes most riders thinking of retiring, Van Heugten goes on. He knows how to stay in shape,

which is the basic demand for sidecar motocross, and he knows how to keep his YAMAHA engine reliable and fast!

Final Championship Positions

1. Ton van Heugten/Frits Kiggen (Sies Hurkmans), NL, YAMAHA/Wasp, 216 points
2. Jo Brockhausen/Hubert Rebele, BRD, Heos/YAMAHA, 154 points
3. Jan Bakens/Henk van Heek, NL, YAMAHA/EML 130 points
4. Emil Bollhalder/Karl Büsser, CH, YAMAHA/EML, 94 points
5. Reinhard Böhler/Erich Mies, BRD, YAMAHA/Wasp, 92 points
6. Robert Grogg/Andreas Hüsler, CH, YAMAHA/Wasp, 60 points
7. Hansi Bächtold/Hugo Jung, CH, YAMAHA/EML, 57 points
8. August Müller/Cor v.d. Bijl, NL, YAMAHA/EML, 55 points
9. Sven Larsen/Jimmy Christensen, DK, Weslake/EML, 51 points
10. Rein van Gastel/Erik Hurkmans, NL, YAMAHA/EML, 39 points

Sheene's sweeping victory

— '81 Malaysian GP —

On his works square-four Yamaha Barry Sheene chalked up a sweeping victory in the '81 Malaysian GP which was held in Kuala Lumpur on October 18, watched by a crowd of 70,000 people in blazing sunshine.

The Yamaha ace won the first leg from New Zealander Stuart Avant (Suzuki) and in the second leg he finished about 6 seconds ahead of Hiroyuki Kawasaki (Suzuki), with Randy Mamola (Suzuki) third and Oh Kay Beng (Suzuki).

The Malaysian GP is undoubtedly one of the most prestigious road race events in the Far East and all manufacturers attach great importance to this race. Sheene's brilliant victory must have a strong impact

on the vast Southeast Asian bike market.

Final results

- 1st leg**
1. B. Sheene Yamaha
 2. S. Avant Suzuki
 3. J. Looi Suzuki
 4. O.K. Beng Suzuki
 5. G. Coleman Yamaha
- 2nd leg**
1. B. Sheene Yamaha
 2. H. Kawasaki Suzuki
 3. R. Mamola Suzuki
 4. O.K. Beng Suzuki
 5. G. Coleman Yamaha

Aguri Suzuki (Yamaha) is Champ!

— '81 All Japan Kart Championships —

From Iwata: Aguri Suzuki, who previously captured the second place in the international division in the CIK-approved '81 Kart Grand Prix held in Sugo, driving a Yamaha Racing Kart, came through as the winner in the '81 All Japan Kart Championships which were held on the 7th and 8th of November at the Sakai Kart Land in Osaka. Aguri was also named the champion for 1981 at this time. Aguri gaining confidence by placing second in the international competition at Sugo with foreign riders including T. Zoserl,

took part in the sixth race of the All Japan Championships in good spirits. This was the final race in the series which was headed off by the first race back in March. Aguri placed 11th in the time trials and third in the elimination heat, and participated in the final heat on the up swing. He put behind him Mochizuki who had won last year's event as well as the other veteran racers Sugiyama, Asai, and Masuda, and after a scorching show down with Lee, he came in the first place and also grabbed the top spot for this

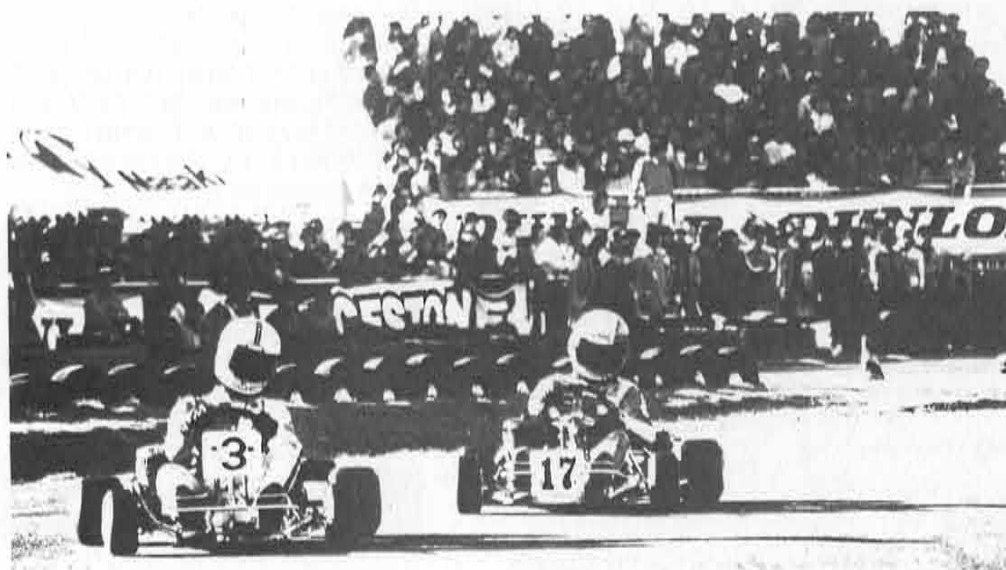
season. Aguri started using the Yamaha (RA II/KT100AX) for both his frame and engine this season and it has been going beautifully for him, and now he's made this achievement. The crowds which gathered for the race despite the chilly conditions gave their fervent attention and applause.

Final Championship Positions:

- (1) A. Suzuki (Yamaha), (2) Y. Lee (Yamaha), (3) S. Sugiyama (Yamaha), (4) S. Mochizuki (Yamaha), (5) F. Masuda (Dap/Parilla)

TONY ZOSERL

The international events which are held at Sugo including the TBC Big Road Race, motocross races, and kart races have been receiving tremendous praise from all participants both foreign and Japanese. The number one man in kart racing, Tony Zoserl of Austria, who took part in the Japan Kart Grand Prix recently gave the following complimentary remarks. "As far as karts are concerned, Japan only has about a ten-year history. Even so, very great strides have been made in driving technique and the machines themselves, not to mention the organizational aspect. Taking just the organizational aspect for instance, compared to Europe, Japan is quite a bit ahead. I'm sure there are a lot of reasons for this but I think that the back up given by the large manufacturer Yamaha is the biggest reason."



(3) A. Suzuki, (17) Y. Lee

Ken Robinson scores a triple victory!

From Dubai: Ken Robinson, who took part in the 10th round of the Dubai Dirk Donks 1980-81 Motocross Championship on his Interchoice Yamaha 465 entered by Yousuf Habid Al Yousuf, scored a triple victory to demonstrate the outstanding performance of the Yamaha machine. In addition, three other Yamaha riders finished 3rd, 5th and 7th respectively in this race.

Motocross racing has already won widespread popularity in this country, and Yamaha machines and riders score a greater number of race wins than any other competitors, which in turn helps to enhance the image of Yamaha brand.



SPORTS NEWS

The 9th Annual "TBC Big Road Race"

Kenny, the winner!



K. Roberts

One center of attention was King Kenny, who had shown his serious commitment to winning the race by symbolically shaving off his magnificent beard the day before, and another was the young Kinoshita who had beaten all the Japanese and foreign competitors the day before in the official practice with a record lap time of 1'01 43" to win himself the pole position.

Right from the start of the race, which consisted of two heats, each 30 laps of the 2,654km circuit, the two riders fought a fierce battle for the lead. Kenny was the eventual winner, finally breaking away in the last lap, but up until that point the two riders had continued to grab the lead back in forth in a display of racing excitement that was certainly the highlight of the day. In the second heat it was all King Kenny, showing perfect control as he handled his '82 version TZ500 and completely ran away from everyone for the win.

Adding to his win in the 6th running of the race three years earlier, this was Kenny's second win here. Fightin' Kinoshita even-

tually finished 3rd overall with veteran Ikujiro Takai finishing in second place.



RESULTS

1. K. Roberts (TZ500)
2. I. Takai (TZ500)
3. K. Kinoshita (TZ500)
4. B. van Dulmen (TZ500)
5. R. Mōri (TZ500)
6. B. Sheene (TZ500)



From left to right: K. Kinoshita, K. Roberts and I. Takai

There was King Kenny putting on an eye-opening display of speed and the young Japanese champion Keiji Kinoshita challenging with all his heart and thrilling the fans — the scene was the main event of the autumn season at Sugo, the "TBC Big Road Race" and again this year the 17,000 fans that packed the stands were treated to all the excitement and heat of road racing at its best.

The race, which was held for the ninth time this year under clear autumn sky, featured a number of international stars such as Kenny Roberts, Barry Sheene, B. van Dulmen, etc. together with Sadao Asami and Ikujiro Takai heading a field of Japan's top riders. It almost looked like a repeat of the world 500cc GP!

1981 FIM Tokyo Congress

From Tokyo: The annual congress (102th) of the Fédération Internationale Motocycliste (FIM), governing body of world motorcycle sports, took place in Tokyo during the period from Nov. 5 through Nov. 12, with a large attendance of the delegates of 41 nations from all over the world. A number of important matters were discussed during the meetings of the sports commissions held at the Keio Plaza Hotel located near the center of Tokyo. The congress which was organized by the Motorcycling Federation

of Japan (MFJ) was the first ever held in the Far East.

Decisions taken included the following matters.:

- * The 1982 classic calendar — dates, circuits and classes — was confirmed as published earlier this year.
- * Supercharging (not only turbocharging) will be allowed in TT Formula, Production and Endurance racing as from Jan. 1, 1984. The supercharged engines will be 4-stroke type only.
- * The decision to ban the use of multi-

cylinder engines in motocross racing was confirmed.

- * Special authorization was given to the international road race in Brazil "Copa Brasil" for riders to use alcohol powered machines.

- * The use of an integral helmet only in road racing is no longer obligatory. A jet type helmet can also be used. Effective from Jan. 1, 1982.

Champions' holidays in Japan



From left to right: Ton van Heugten ('81 Sidecar Cross World Champion — driver), Neil Hudson ('81 250cc Motocross World Champion) and Frits Kiggen ('81 Sidecar Cross World Champion — passenger). The picture was taken on Nov. 11 when they visited the Yamaha News Editorial Office in Tokyo. They are to attend the awards ceremony of the FIM Tokyo Congress on Nov. 12 at the Keio Plaza Hotel. The three Yamaha champions look very fine and express their confidence in defending their titles next year.

Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to your business. Any sort of news or information would be highly appreciated if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black/white to your news or information wherever possible. At the same time, we like you to clarify the following points:

- When
- Where
- Who
- Why (for what purpose)
- How

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A LETTER FROM OUR READER

My Yamaha YZ250

We received a letter from Colombia telling us about motorcycle touring there.

Dear editor,
I am Carlos Alberto Cardenas living in Popayán in the Cauca Province of Colombia. In May last year, my two friends, Armando and Enrique, and I rode two Yamaha YZ250s and one Honda XL185 to the crater at the top of Mt. Puracé. This mountain is a volcano 5000 meters in height located 57 kilometers away from Popayán. The temperature on the top of the mountain was 2 to 4 degrees Centigrade. When we finally reached the top after riding up the trail, full of rocks and muddy patches, we revved up our bikes together in celebration. It was all because of my good old YZ250 that we were able to make it up to the top of such a rugged trail. Editor: The YZ250s of Calos and his friend must have had a Calibmatic carb!



Just clearing a muddy stretch

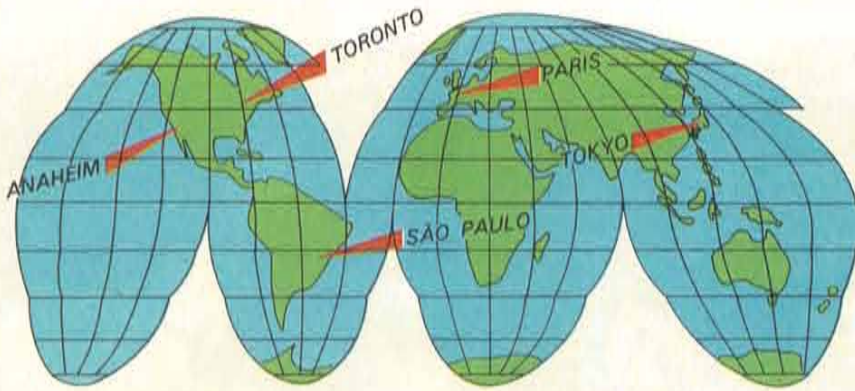


One last push to the top



THE NEW MODEL LINE-UP EVERYONE HAS WAITED FOR

The new '82 models were unveiled in the United States, Canada, Brazil, Europe and Japan almost simultaneously. One look at this page will tell you the kind of impact that these models had on all dealers and journalists. Yamaha's engineering excellence was a fine thing in itself but equally impressive and appealing



were the methods of display and presentation devised in such a manner that they met respective market trends. These shots will be useful when you plan similar new model shows or presentations in an effort to make an effective, successful approach to journalists and customers in your market.

PARIS
FRANCE



This is the road model corner of the Yamaha Sonauto display at the Paris Motor Show. The models upon the brilliantly lighted stage are the XJ650 Turbo with its integrated design and aerodynamic fairing, and the DOHC water-cooled, V-twin, shaft-drive XZ550. Also making its debut is the "European Model" XJ750.



Displayed in a way that suggests real power is the DT125LC, which along with its water-cooled engine has a whole new look for '82. One look tells you this is a machine with unrivaled drivability.



For the Press Meeting, Yamaha Motor N.V. rents the internationally famous Paris night club "Crazy Horse", and even the glamorous dancers at the show can't detract from attention given to the attractive new '82 bikes.



The dealers are extremely impressed with the brand-new XJ650 Turbo (Seca 650 Turbo) which makes its debut at the meeting.

TORONTO
CANADA



The Beluga CV80 is also new to the Canadian market. It is an attraction for people of all ages.

SAO PAULO
BRAZIL



Display models are used in displaying the RX180. YMDB includes such things as a fire-safe model and plenty of parts and accessories to give the '82 new model show display a feeling of wide range, large-scale business activities.



As the artificial smoke is cleared from the stage, appears the popular new DT180 equipped with the new Monocross suspension. Yamaha Motor do Brasil inspires and delights all dealers with artistic stage effects to unveil the attractive new models.



A glamorous display of the new models at the exhibition hall of the Disneyland Hotel.

ANAHEIM
U.S.A.



A new breath of power! The XJ650 Turbo—natural center of attraction. Here and there people gather for a clear look at the exciting new Yamaha technology.



Yamaha Motor Corporation, USA introduces the new '82 models at the Anaheim Dealers Show. At this show which brings together the leading dealers from all over the U.S., slide shows, movies and other events attract a lot of attention.



▲ Held every other year, the Tokyo Motor Show is a showcase for both 4-wheel and 2-wheel vehicles. At this year's show the Yamaha corner uses slide shows, declamations and video films to introduce the talked-about new line-up of fully-equipped '82 models like, XJ650 Turbo, XZ550 and XT550.

It is the same story over and over. People can't keep their eyes off the new XZ550. By the way the Tokyo Motor Show which lasted 12 days, drew an amazing 1,100,000 visitors.



▲ This corner displays the new XT550 with its unique new technical improvement — YDIS 4-valve big single engine. With "Yamaha makes dreams into reality" as its theme, the innovative Yamaha sports models are amazingly popular.

TOKYO
JAPAN