



President Koike cutting a tape for the completion ceremony.

# NEW R & D CENTER IS COMPLETED!

*A big step taken toward the new goal*



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

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

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

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

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

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

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



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



Most advanced layout and ultra-modern equipment and facilities



# YAMAHA RIDERS PROFILE FOR '82

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



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

### World Championship Road racing

American superstar Kenny Roberts will ride a YZR500 works machine in all the rounds of world championship 500cc road racing under the Yamaha banner in an effort to recapture the title.

In addition, the following powerful Yamaha line-up will be entered in a 500cc title battle:

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

contract with Sonauto Yamaha

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

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

### World Championship Motocross

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

Marc Velkeneers (Belgium) who was one of the strongest threats to Harry Everts (Suzuki) last year will again spearhead Yamaha's powerful onslaught in the 125cc class. Jacky Vimond, a 20-year old French rider who ranked 9th in the final 125cc championship positions last year will team up with Velkeneers. The above 6 riders are all under contract with Yamaha Motor N.V. in Amsterdam, Holland.

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

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

### AMA Motocross Championships

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

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

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

### National Championships in Japan

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

#### Road racing

- Hideo Kanaya
- Ikujiro Takai
- Keiji Kinoshita

#### Motocross

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

#### Trials

- Fumihiro Kato

### ROAD RACING

#### Kenny Roberts



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

Height: 168 cm  
Weight: 53 kg

#### Race career:

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

#### Barry Sheene



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



#### Graeme Crosby



#### Race career:

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

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

Race career:

- 1980: Formula 1 TT World Champion.
- 1981: Formula 1 TT World Champion, British Formula 1 Champion, Shell Oil 500cc British Champion, 5th in 500cc Road Racing World Championship.
- 1982: Won Daytona 200

#### Marc Fontan



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

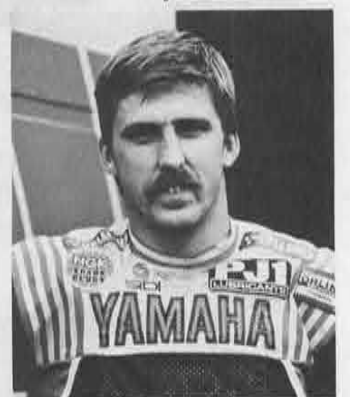
Height: 170 cm  
Weight: 65 kg

#### Race career:

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

### MOTOCROSS

#### Hakan Carlqvist



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

#### Race career:

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



# YAMAHA RIDERS PROFILE FOR '82

## 1982 RACING CALENDAR

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

\* R.R.....Road Race M.X.....Motocross

1980: Placed 3rd in 500cc World Championship.  
Won Swedish national championship.  
1981: Placed 3rd in 500cc World Championship.

\* He played ice hockey professionally in Sweden until 1971.

### Neil Hudson



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

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

### Danny Laporte

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

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



Championship.  
1979: Won AMA 500cc Championship.  
1980 to 1981: Placed high in Super Cross & AMA Championships.

### Dave Watson



Nationality: Great Britain  
Date of birth: Jan. 31, 1961, 21 years

Height: 183 cm  
Weight: 65 kg  
Race career:  
1976: Rode a YZ125 in schoolboy motocross in Northern Ireland.  
1980: Took part in under-21-years-old European championship.  
Took part in Monocross des Nations.  
Placed 5th in British national championship.  
1981: Placed 8th in 250cc World Championship.

### Marc Velkeneers



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

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

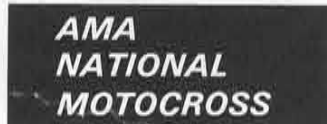
### Jacky Vilmond

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

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



1980: Won French 125cc championship.  
1981: Placed 9th in 125cc World Championship.



### Bob Hannah



Nationality: USA  
Date of birth: Sep. 26, 1956, 25 years  
Height: 178 cm  
Weight: 63 kg

Won AMA 125cc Championship.

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

### Broc Glover



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

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

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

### Scott Burnworth



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

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

### Mike Bell



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

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



# MOTOPARK YAMAHA CAUSING A SENSATION

The first sports and leisure land in El Salvador

## From El Salvador:

A great new sports facility has opened in San Salvador, the capital of El Salvador. The original conception of this sports riding facility goes back three years when Dr. Marino H. Salazar, President of Motomundo S.A., visiting the main office of Yamaha at Iwata became very impressed when seeing the sports and leisure facilities at Tsumagoi and Sportsland Sugo. He then decided to build similar facilities in El Salvador.

In the opening ceremony for this new facility, the President spoke with great pride and delight as follows: "At long last a sports park for learning how to ride and enjoy motorcycles has been opened. There isn't anything quite so wonderful. The name of this new facility is Motopark Yamaha."

In fact, there were a great number of obstacles in building this motopark, including a coup d'état in October 1979, and the suspension of almost all shipments of motorcycles from Japanese companies from February 1980.

Under these and many other adverse conditions, this long standing dream of Dr. Salazar was made a reality mostly through his own efforts.

Motopark Yamaha with a land area of 19,449 square meters has a course for Chappy (LB50) for beginners and women, and a course for motocross where AG100s are rented, as well as a third course LTR for children where bicycles, tricycles, and baby vehicles are rented. Already this new facility has become very popular.

On Sunday, October 18 the first Motopark Yamaha GP (Motocross) was held and heated races were run in three classes. The results were as follows.

	Mini-motocross class
1st	J. Revelo (Honda)
2nd	R. Revelo (Honda)
3rd	G. Barahona (Yamaha)
	125cc class
1st	A. Rampone (Yamaha)
2nd	O. Ortiz (Yamaha)
3rd	M. Ruffatti (Suzuki)
	Open capacity class
1st	A. Rampone (Yamaha) YZ125
2nd	O. Ortiz (Yamaha)
3rd	H. Hellebuyck (Honda) RX185

Both the riders taking part in the races and the spectators were very much impressed and satisfied with the wonderful grounds and facilities. The current rise in the export share of Yamahas to El Salvador from 42.7% in 1977 up to 75.1% in 1981 is a clear mark of the popularity of Yamaha motorcycles there, and the efforts of the importer.



An overall view of Yamaha Motopark



A. Rampone just before reaching the finish first in the open capacity class race



Chappy course and display corner (in back)



Top three riders in 0-125cc class race

## "THE MOTORBIKE LIFE SHOW FOR MODERN WOMEN"



The stage of the Motorbike Life Show with the Salient and Poppal prominently displayed behind



The display auditorium

### From Iwata:

Yamaha has so far produced and sold such scooters as Passol, Passola, Pasetta, and others specially for female users. As the life of women becomes more active, motorbikes and scooters are becoming popular among them. In response to the diversified needs of these women, Yamaha has developed and introduced two new models of scooters, the "Salient" and "Poppal", for domestic sales.

Both models are equally excellent in quality, performance, and fuel efficiency. The Salient has been developed after the design concept of the "Beluga," which is designed more for men. A softer touch has been added in the design of the Salient, and it has a more feminine look about it. The elegant image of this model will appeal to a wide range of age groups of women, both young and not young. There has been a demand for fashionable scooters which pay attention to the riding comfort of women, and also that for scooters mainly for sporty riding and touring. The Poppal has been designed with the concept for a model that serves both these needs. It is truly a model that can be called both sporty and fashionable.

On January 8th at the Prince Hotel in Tokyo, Yamaha held a show announcing the introduction of the two new models, the Salient and Poppal, with the title of "The Motorbike Life Show For Modern Women - Be more Active and Fashionable." People from motorcycle magazines and related publications together with other members of the mass media were invited to the show to let them acquire a good knowledge of the two new models and to encourage them

to provide accurate information about them and about the enjoyment of motorbike riding.

This exciting show included the showing of a film, the demonstration of the usage of these two scooters, and the introduction of fashionable motorcycle wear and accessories. All these features were neatly scheduled with short speeches in-between by some Yamaha executives on the concept behind the development of these two scooters. After the show the motorcycle wear and accessories were put on exhibit and test rides of these scooters were given at the back of the hotel.

Yamaha is trying out a new sales campaign as part of their sales promotion activities and is tying up with one of the leading cosmetics companies of Japan, Kanebo. In department stores and in retail stores handling Kanebo products, Yamaha will leave pamphlets and gather information from their customers. In return, Yamaha will promote the sales of Kanebo products in their dealerships. The two products are completely different, but since both are of major interest to women today, it is believed that the new campaign will provide big results.



The test riding area behind the hotel

## YAMAHA OUTBOARD MOTORS VOLLEYBALL TOURNAMENT

### From Fiji:

Volleyball is probably the fastest growing sport in Fiji largely due to its simplicity needing only a net and ball as basic essentials. Last year this sport took a big step forward with the first Yamaha Outboard Motors East Volleyball Tournament sponsored by Automotive Supplies Company which is handling all the imports and sales of Yamaha outboard motors. The tournament which was held in Suva, the capital city of Fiji, attracted well over 200 players from all over the country. Participating teams tried to win the outstanding prizes including digital watches, and trophies all donated by Automotive Supplies Company. A number of newspaper gave much space to reporting this event and several broadcasts were also made on Radio Fiji in both English and Fijian.

The name of Yamaha outboard Motors is now synonymous with volleyball in Fiji and the company intends to promote a tournament for the Eastern Division of Fiji at a date to be fixed in February, culminating in the Yamaha National Championship later in 1982.



## YAMAHA PORTABLE GENERATOR EMERGENCY DEALER ASSISTANCE PROGRAM

### From YMUS:

Everyone is well aware that America was hit by a powerful cold spell this winter, and that record snow falls were received. With this development in mind, YMUS is encouraging its Yamaha Generator dealers in the United States to make use of the Emergency Dealer Assistance Program. This program was initiated to facilitate distribution in times when a large quantity of generators come into demand in a short period. This program was utilized several times last year, and several hundred generators were sold in this way. The details of the YMUS Emergency Dealer Assistance Program are as follows:

### PURPOSE:

A fast-reaction generator dealer program to provide adequate quantities of Portable Generator for resale in communities struck by tornadoes, hurricanes, floods, and other disasters requiring emergency consumer stand-by power.

### PROCEDURE:

- Dealer must personally contact (by phone) a member of the Power Products Department to request program approval.
- Dealer must have been franchised with Yamaha Portable Generators prior to request.
- Credit approval must be received before putting the Emergency Program into action.
- Minimum order under this program is 50 units.
- Dealer may request a specific model mix when he places his order, but availability will be subject to warehouse inventory levels.
- Order will normally be shipped from the closest stocking warehouse, since time is off the essence in an emergency situation.
- Yamaha will absorb all warehouse special handling costs to "hand pull" the approved emergency order.
- Yamaha will absorb all freight costs from the closest stocking warehouse to the Dealer's place of business.
- The Power Products and Distribution Departments will jointly coordinate shipping of the order. Every reasonable effort will be made to expedite delivery.
- Yamaha will not assume responsibility for problems associated with common carriers (strikes, delays, etc.); such areas are beyond the control of YMUS.
- Under this program, the Dealer will be billed at net 30 days on his generator order.
- At the end of two weeks, the dealer must exercise one of the following options:

#### Option #1

If there are any unsold units remaining, the Dealer must make arrangements — at his expense — to return those units to the shipping warehouse prior to the due date on his invoice. Serial numbers will then be checked and the dealer will be credited for the returned units.

#### Option #2

The Dealer who has (a) sold his entire shipment of (b) elects to keep any remaining unsold units will qualify for a 4% quantity discount when the invoice has been paid in full before the due date.

#### Note:

By utilizing the above Option, the Dealer has saved the return freight costs and gained an additional 4%. Since BWAC and ITT are flooring Yamaha Generators in most market areas, the additional 4% discount could defray a major portion of the Generator Flooring costs on any unsold units under this program.



## "BETTER DEALER BACK-UP AND RS125P'S DEPENDABLE PERFORMANCE"



Jimmy's wife and baby on his mighty wonder bike RS-125P

**From the Philippines:** Mr. Jimmy Uy Ong who lives in Bayawan has just become a new Yamaha dealer. He is getting off to a good start with the thorough back-up and service provided by his distributor. Actually, this is Jimmy's second time around as a dealer.

In 1977 Jimmy became a Yamaha dealer for the first time. Since he was inexperienced and could not get adequate back-up and support, however, he says that the business did not go well for him. In the end, all he had left was one RS-125P. Nevertheless, this bike turned out to be a fantastic performer, and it helped him tremendously in his new business. What was the new business? It was a delivery service using a sidecar attached to his RS-125P. His delivery vehicle was able to carry 15 bags of cement, 12 sacks of rice, and more, in just one haul. Also it could easily maneuver in and out of small alleys. Spare parts for his bike were cheap and maintenance and repair were simple to do. Jimmy was in this delivery business for several years and it proved quite successful.

One day Jimmy thought to himself, "why not give the Yamaha dealership business, which did not last but a year last time, one more try." As things turned out, a distributor of the Norkis Trading Co. in Dumaguete City (Norkis Yamaha Distributors Inc) proposed that Jimmy should try becoming a dealer again. Jimmy had been using his Yamaha bike for several years by then, and knew what good performance they gave, and he gladly agreed. Norkis Yamaha Distributors capitalized on their experience to give Jimmy all the support he needed. As stated in the beginning of this article, Jimmy's business is off to a good start. Jimmy spoke as follows about the pride and excitement he felt when he became a Yamaha dealer again.

"I'm proud to be a Yamaha dealer again. I cannot speak highly enough of the dealer back-up and service I am receiving from Norkis Yamaha Distributors Inc. I have dealt with many companies in the past as well as many motorcycles and parts distributors, but not one of them can match Norkis Yamaha Distributors Inc. of Dumaguete City managed by Mr. Pet Estrera and assistant Mr. Lester Magto, who are both from Cebu City and have transferred to Dumaguete Branch. They are always glad to help us dealers as much as possible."

Jimmy also spoke of his complete confidence in Yamahas. "The performance of my Yamaha wonder bike, RS-125P, is just excellent. I speak from my own experience, and not just because I am now a Yamaha dealer. It is a good motorcycle for your own transportation as well as for businesses such as delivery with a sidecar. It saves fuel and conserve energy. It's

a fast runner and a mighty power wonder-bike. Now it's time to own a Yamaha.

## YAMAHA WITHSTANDS A STORM!

**From Mexico:** Mario Lorenzo, accompanied by another fisherman, was caught in a sudden storm in a 26-foot boat powered by a Yamaha 75. For nine hours they battled twenty to thirty foot waves, running their Yamaha 75 at wide open throttle. At the crest of each wave the motor cavitated severely. Throughout this desperate fighting, however, the Yamaha 75 never faltered for a second! Had it faltered even once, they would have been lost. Mario states that pounding was severe enough to tear the seat loose, and he expected it to break in two at any time. After all, the cyclone that roared through the waters resulted in the loss of several boats and 21 lives. The key in saving the lives of Mario and his fellow fisherman in such a furious storm was their Yamaha 75 outboard motor.

Mario brought the motor to the service dept. of Motomarina San Blas, S.A. for necessary repair, and upon disassembling it, the staff found one connecting rod damaged, but it was still in running condition.

## STUDY OF '81 OWNER PROVES INFORMATIVE

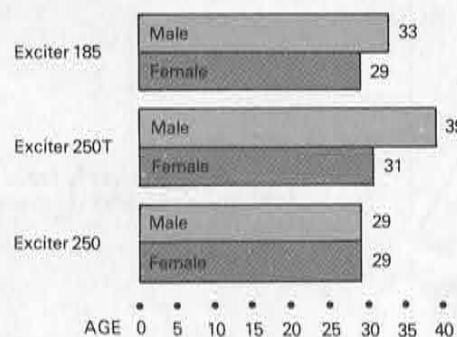
### '81 Market Survey (YMUS)

**From USA:** YMUS conducted a survey of owners by random selection from the warranty files of '81 model owners. These results were announced in the United States in several installments in the "Communicator" starting with the last November issue. Certainly the consumer profile and the motorcycles in demand in each country differ greatly according to each market background. But still, many parts of this survey provide useful information for all Yamaha dealers, so we are briefly introducing these results here. YMUS has a policy of putting the results of these surveys each year to good use in their design of new products and advertising.

In this last YMUS survey, 150 owners of 11 models were contacted. The eleven models of the ownership survey were: the Exciter 185, 250, 250T; Seca 550, 750; Maxim 550, 650, and Midnight Maxim; Virago, XV920, and the YZinger.

The research of owners showed that our Exciters had a relatively high amount of female ownership. In fact, 40% of the owners of the Exciter 250T were females. It is also interesting to see 5% female ownership of the Maxim 550 and Midnight Maxim, while 10% of our YZinger riders are female, close to 30% of those who purchased the YZinger for their families were women. It seems that we shouldn't neglect the increasing numbers of females in the motorcycle marketplace!

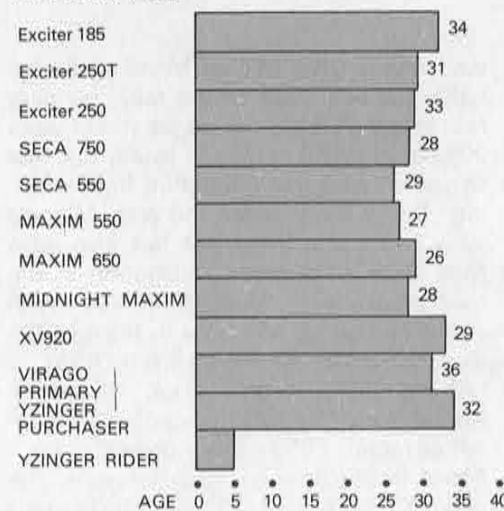
### AVERAGE AGE



The average age of the Exciter 250T owner was oldest at 36, while the average age of the XV920 owner was 33. The youngest average age was found to be among the Seca 550 owners, 26 years old. The average age of the YZinger owner is six years old while the average age for the purchaser of the YZinger was 34 years. Because of the high incidence of female Exciter ownership, we have also

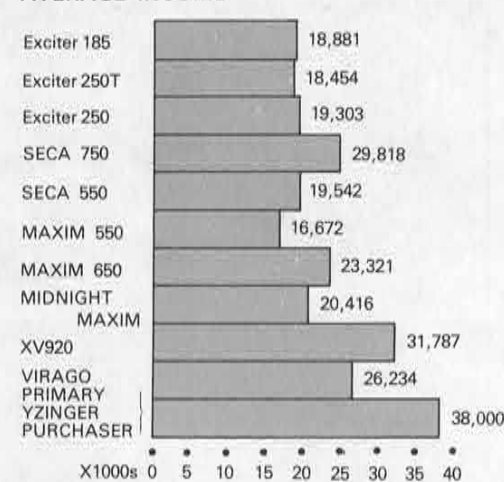
analyzed male and female Exciter owners separately. For the Exciter, average age for the male owners was 33 and for females was 29. The Exciter 250T male average age was 39 compared to 31 for the female. Among Exciter 250 male and females, the average was the same at 29 years old.

### AVERAGE AGE



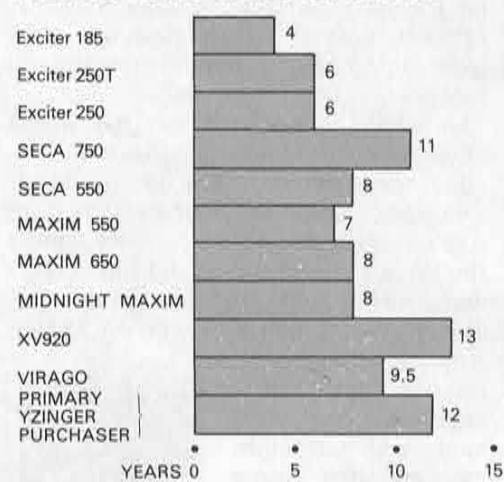
The highest average income among those owners was found to be the YZinger purchaser at an annual salary of \$38,000. Next was the XV920 owner at close to \$32,000. The Seca 750 owners average salary was close to \$15,000 while the Maxim 650 owner was around \$23,000 per year.

### AVERAGE INCOME

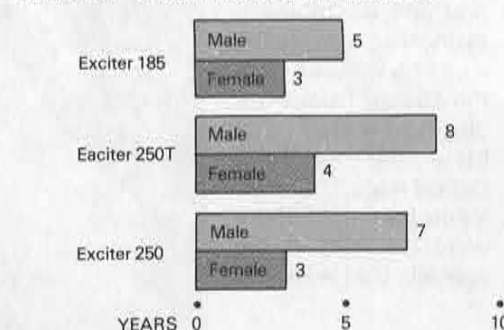


When looking at previous motorcycling experience among these owners, the XV920 had the highest amount of owners who had owned another model just before purchasing their XV920, 91%. The Seca 750 also had a high incidence of owners who had owned another model just before purchase of the Seca 750, 84%. The models with the highest percentage of first time motorcycle buyers were the Exciter models. For the Exciter 185, 55% were first time buyers, for the Exciter 250T, 51%, and for the Exciter 250, 52%. It is interesting to note that close to 30% of the Maxim 550 owners were first time purchasers.

### AVERAGE YEARS RIDING EXPERIENCE



### AVERAGE YEARS RIDING EXPERIENCE

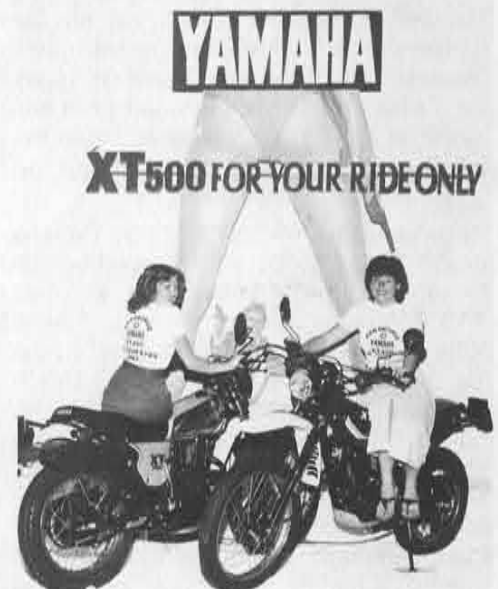


The XV920 owners had the highest average years of motorcycle riding experience at 13 years. The next most experience was among YZinger purchasers at 12 years. Additionally, Seca 750 owners averaged 11 years of motorcycle riding experience. Also, among Exciter owners, the males had more riding experience than females.

## "FOR YOUR RIDE ONLY" IN AUSTRALIA

**From Australia:** The news of the Yamaha XT500 displaying its fantastic performance in the 12th movie of the James Bond series, "For Your Eyes Only," was featured in the 6th issue of Yamaha News last year. At Perth in Australia, this movie was showing for 12 weeks from the end of November. The Yamaha importer there, Ken George Pty. Ltd. seized upon this opportunity to undertake a very worthwhile promotion scheme.

To begin with, the XT250 and 500 models were put on display along with promotional posters in the foyer of the theater while the movie was being shown. Also, the lady ushers were given T-shirts to wear with Yamaha promotion slogans on them. Several thousand movie-goers visiting this theater will have viewed the brilliant performance and fantastic looks of the XT500 in the movie. This along with the real motorcycles on display in the theater no doubt created a deep impression on the audience. The staff of Ken George were all full of enthusiasm and wore the same promotion T-shirts to heighten the mood during this promotion period. Furthermore, Ken George and his staff demonstrated impressive thoroughness in this promotion by showing slides about Yamaha motorcycles during intermission which were supplied by the Yamaha Headquarters.



The ushers pose on the Yamaha XTs on display

## A SUCCESSFUL OUTBOARD SALES PROMOTION

**From Singapore:** Supratechnic (Pte.) Ltd. organized a large-scale sales promotion campaign for the pleasure-oriented 85E(T) and 115AET, jointly with Panyin International Pte. Ltd., Singapore importer of water buggies of the same type as one seen in James Bond's "For Your Eyes Only" film. The campaign which was held in conjunction with the film premier featured lucky draws as an attraction, for which a water buggy powered by a Yamaha outboard was offered as the grand prize. Another attraction was a fashion show by glamorous models. Both attractions appealed greatly to the audience, helping to enhance the Yamaha brand image.



Fashion show at Thompson Plaza





# 1982 Paris-Dakar rally Tough XT550!

The 4th Paris to Dakar rally was the "baptism" of the brand new Yamaha XT550. Basically, to enter such a brand new machine in the most difficult rally of the world was a kind of gamble. Indeed, Yamaha did not win the rally, but for many observers, the XT550 and its top Sonauto rider, Jean-Paul Mingels, were morally the winners of Paris-Dakar 1982.



M. Merel

Once again, Yamaha relied on Sonauto's French experience to compete the 4th rally Paris-Dakar against the factory teams of Honda and BMW. Yamaha supplied Sonauto in last December with 2 XT550's (real prototypes, but very close to the standard XT550 now appearing on the markets) which were given to top riders Mingels (one of the best 250cc GP riders on Yamaha) and Michel Merel (Yamaha dealer in France, who finished twice the rally in second and third places on XT500).

Second finisher of the 1981 rally, Yamaha dealer Serge Bacou was completing the Sonauto Yamaha forces with a tuned XT570 Yamaha. As usual, a lot of private XT's were also at the start in Paris, on the 1st of January, including a solid Dutch Yamaha team, including a TR1 machine, ridden by an ex-sidecar cross European champion, Lubbers. The competitors, Honda and BMW, had really put huge efforts to fight Yamaha; Honda was entering 5 complete factory XR550's, BMW 4 complete factory GS1000'S, of course with 1981 rally's winner, Hubert Auriol.

The rally itself was harder than ever, and many competitors were forced to give up. Dutch rider Bert Oosterhuis died after a heavy crash in the desert.

On the top, factory BMWs were quite rapidly retired from the race, suffering from some mechanical troubles and lacking of spare parts. It was then mainly a terrified fight between Honda and Yamaha, though Yamaha quickly lost serge Bacou (he had lost his way somewhere in the desert for two days but



S. Bacou

was found OK). Michel Merel was probably the best rider of the rally, winning non less than 6 special stages (there were 20 special timed stages in total), but few minor troubles prevented him from winning. Some days before the end, Mingels who had made a brilliant but also wise race (it was his first participation in the rally) was clearly leading the rally with about one and a half hour in front of the closest Honda. At 800km from Dakar ... unfortunately, a bad crash ruined all Yamaha and Mingel's hopes of winning. Africa remains tricky any moment! Merel finally finished 5th. However, the new XT550's had proved their great reliability and high performance, especially during the hardest sections, dominated by Merel and Mingels. Team mechanics only had to apply daily maintenance on both new XT550's. While most of the competitors had problems with engines (new engines were fitted), the XT550's could just go on through all the difficulties; the only thing which could

damage the XT550 engines was on a day an incredibly poor quality of what people should not even call ... petrol.

The new XT550 did not win Paris-Dakar. But they proved their superior performance and reliability to the world. The gamble was positive, for sure. As queen of the desert, the XT550 is a good successor to the XT500...

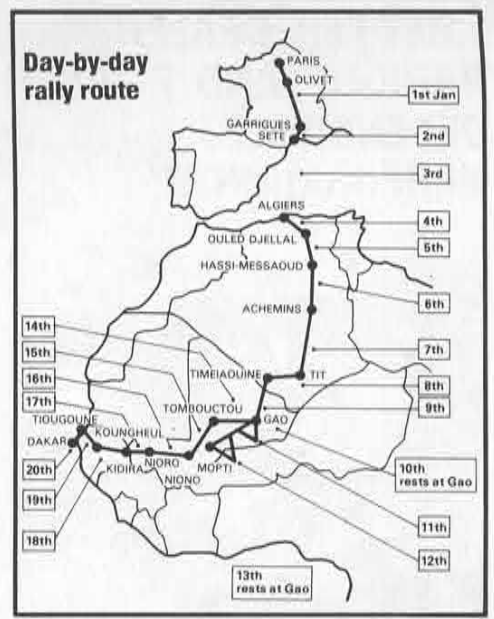
Yamaha won 10 of the 20 stages, 6 with Merel, 1 with Mingels (on both XT550's), 1 with Bacou, 1 with Albaret and 1 with Kirkpatrick as follows:

Merel 6, Neveu 3, Joineau 2 (Suzuki DR500), Chabanette 1, Bacou 1, Auriol 1, Bassard 1, Verley 1 (Barigo), Mingels 1, Albaret 1, Barat 1 (Honda), Kirkpatrick 1

1982 (1981-1982)

### Final results:

1. Neveu ..... Honda XR550
2. Vassard ..... Honda XR550
3. Verhaeghe ..... Barigo 500
4. Albaret ..... Yamaha XT500
5. Merel ..... Sonauto Yamaha XT550



## First Stadium Motocross in Europe



The winner - Mike Bell

**From Holland:** As you are aware, the following for stadium motocross events is growing tremendously in the United States and Australia. As of recently, this stadium motocross fever has landed in Europe. Last autumn, the first stadium motocross event in Europe was held in the Olympic Stadium in Amsterdam. Although N. Hudson, the reigning 250cc world champion was unable to compete due to injury, M. Bell, H. Carlqvist, A. van Herpen, D. Zizlstra, M. Velkeneers, and D. Watson rode for Yamaha. A track of considerable size, even incorporating part of the concrete bicycle race track, was built for this event.

This motocross event proceeded as follows. First the participants were divided into three groups for the preliminary each heat, a total of 30 riders, along with 10 more added in from a repechage race, went on to semi-finals. Each heat lasted 15 minutes, and then the semi-finals were run with the selected 40. Thus 20 riders were eliminated and the final race was run by the remaining 20 riders.

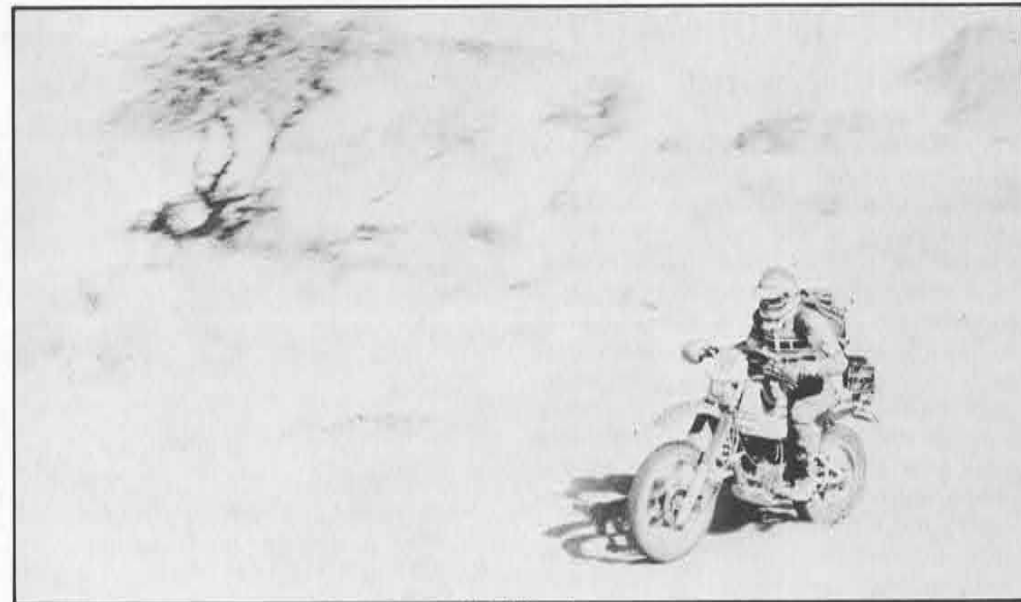
In the first preliminary heat, it did not take very long for H. Carlqvist to overtake J. Verwaayen who had jumped out ahead at the start. Carlqvist kept the lead and came in first. M. Bell from Yamaha won the second heat, and V. der Ven from KTM won the third preliminary heat.

Of the Yamaha riders, M. Bell and H. Carlqvist made it to the semi-finals. Carlqvist was doing quite well in the third position when Bell in the 7th place, came up from behind in one powerful drive and snatched the lead.

In the much anticipated final race, it again became a duel between Carlqvist and Bell. Carlqvist got off to a good start and took the lead. But the slipped down the upper section of the concrete banking to drop back to the 20th place. Bell meanwhile took the lead, but Carlqvist began his hot pursuit back up to the top and he reached the 8th place by the 8th lap. The chase continued, and he got up to the second place, but nonetheless, Bell held off Carlqvist to win the race.

### Results of Final Race

1. Mike Bell (Yamaha)
2. Hakan Carlqvist (Yamaha)
3. Gerald Rond (KTM)
4. Arie van Herpen (Yamaha)
5. David Thorpe (Kawasaki)



J-P. Mingels

## My XT550 could handle it, but I fell off by J-P Mingels

What a bad luck! Mingels fell in a hole only with 3 days and 800km from the finish when he had a lead of 1.5 hours.

Everything started so well for him. The new XT550 had arrived in Paris from Japan just three weeks before the start. The 10,000-km Paris Dakar Rally should be the best test for the new Yamaha. Mingels, who is now in hospital, looks back upon his great experience as follows:

The bike continued to run hard. The adventure started so well. I took the second spot after the "special" of Olivet. The Rally entered the African stage from Algeria. I rode my XT550 carefully behind the leaders. Carefulness paid me good. I was fifth just behind Merel at Timeiaouine. Merel also rode an XT550. And I took the fourth

place in Gao. Then, I captured the third spot, which brought me in third place overall. Merel won his first special. In short, everything was going well and I myself won the special from Bondiagara - Thiou and Merel the one from Djibo-Gao. The two Yamaha XT550's were the best in the specials that were the

most demanding sections of the whole rally.

Then came a well-deserved rest in Gao. The Yamaha's withstood the attack! Merel won the special Gao-Tombouctou and I was second, even after a crash. In Tombouctou I was the leader. Our XT550's continued to display their surprisingly dependable performance. In Niono, I firmly believed in the victory. Only 3 more days and 800-km special stage, and 1.5 hour lead from the nearest rival. My XT550 could handle it but I fell off! 10 out of the 20 special stages were won by Yamaha, 7 of which were taken by the two XT550's.

**Ma XT550 a fait le trou. Moi, je suis tombé dedans.**

Une photo de J-P Mingels en train de se relever de son lit d'hôpital, tenant un bandage sur sa tête. À côté, une Yamaha XT550.

J-P Mingels (Reproduced from Moto Journal - Feb. 4 issue)



# World side-car cross champions Ton van Heugten-Frits Kiggen: target achieved at the end of Paris-Dakar rally with TR 1 Yamaha



Ton (left) and Frits

Reigning side-car cross world champions van Heugten and Kiggen began to think about achieving the famous Paris to Dakar rally on ... a side-car outfit, around last September. Of course, they never thought anything else but tackling this huge rally on a side-car outfit. Not only because van Heugten and Kiggen are first side-car cross specialists of the world, but also because not one side-car outfit managed to reach Dakar during one of the first three Paris-Dakar rallies.

Ton and Frits read a lot of magazines and newspapers about the rally; they knew it was going to be the hardest experience of their lives. Awarding Ton and Frits for their 1981 cross title, and because Yamaha had placed confidence in its famous TR 1 "V twin engine", Yamaha Motor NV decided to help the world champions in their attempt to be the first ever side-car outfit rider and passenger to reach Dakar.

The WASP company in England provided a special outfit for the rally, and a very standard TR 1 engine was fitted in to accomplish the "big challenge".

The official start of the rally was given on the very first of January, from the famous "Place de la Concorde" in Paris, watched by a huge crowd of Parisians. As usual, the competitors of the rally had to drive their way to the South of the country. The first special stage was run again near-by Orléans (Olivet); Ton and Frits had no problem at all in this very muddy section. The second stage was run in the South, nearby Nîmes (Les Garrigues-military

camp) and it was a kind of nightmare for our world champions as a broken secondary chain prevented them from finishing the special stage. As the rear sprocket was damaged, a new chain would not have solved the problem of Ton and Frits, who "collected" 15 hours penalty. Despite this disadvantage on the two other side-cars of the race, the Dutch pair was confident when arriving in Algeria.

## Ten hours a day!

The 4th of January, the rally was leading the competitors among the Atlas mountains. Mainly big stones and rocks were at this day's "menu", but even hidden rocks could not prevent van Heugten and Kiggen to fight their way on the final target: Dakar. Later, the long distance stages in the Sahara desert, a marvellous sea of sand, should not even affect the good health of the outfit. Despite their good physical condition, Ton and Frits realized that the rally would be very, very hard to them, also on a mental aspect. Riding very often more than ten hours a day on all kinds of bad track conditions may create some problems ... between the rider and the passenger. Ever tried to handle a 490 kilos outfit in Africa? Riding there has nothing common with side-car cross riding. The handling is especially affected by the much heavy weight. Moreover, stones and rocks were particularly hard for tyres. On their way to GAO (State of Mali), riding in the night, Ton and Frits did not realize that the swinging arm of the side-car was bent due to excessive efforts, and this trouble destroyed the side tyre as it was permanently touching the shock absorber. Burned rubber's smell warned Ton and Frits but it was too late. However, they could reach GAO. Unfortunately, as they didn't have any spare tyre with them, they should just wait for a press car on which they had stocked some more tyres. But this car was lost somewhere in the desert ... (it is good to specify that van Heugten-Kiggen were making the rally on their

own, mainly, without having any proper assistance).

There was a resting day in GAO before tackling the worst part of the rally, GAO-MOPTI-GAO (two days of timed stages), and the Dutch pair was looking for emergency tyres freight ... from Holland. Good luck was really against them, as the airplane had been delayed at Paris airport (snow) and arrived in GAO when all the competitors were already in MOPTI. By missing this part of the rally (about 1,400km — total distance Paris to Dakar 10,000km), Ton and Frits were definitely out of time, but decided, after they could place new tyres, to go on till Dakar.

## Enough tricks

In GAO some attention could finally be given to the Yamaha TR 1 engine. So far, it had just received petrol and very little oil. In fact, this engine did not need anything else, and it would be the same till Dakar. All parts were really OK. "We did not even have to adjust valve clearance once," said Ton, who added: we had some good confidence in the engine before the rally; since that time, our confidence has never stopped increasing.

Some people say that the rally is much easier after GAO-MOPTI-GAO. But in fact, it isn't so true. Wherever you are, Africa remains Africa, and the after-GAO part was very hard too: sand, deep sand, invisible holes, permanent dust, ... Racing in Africa includes enough "tricks" every ten meters ... But the YAMAHA TR 1-WASP combination and its crew could avoid all these tricks, and arrived in Dakar. Being the first ever side-car outfit at the finish was not an exclusive privilege to van Heugten-Kiggen. Another outfit achieved the target too, and, must we say, in time. Though, even arrived out of time because of their tyres problems, Ton and Frits were undoubtedly as satisfied as their "rivals". Even the organizer did not forget them at Dakar and he gave them the unique sportmanship price of this 4th rally. An award to which WASP and the high reliability of the TR 1 "V engine" of YAMAHA certainly contributed.

## YAMAHA TR1: successfully used in Paris-Dakar

To achieve the target fixed by van Heugten and Kiggen, Yamaha provided a standard TR 1 engine which underwent very few modifications by the mechanics of the world champions. In fact, only stronger clutch springs were fitted, as the total weight of the outfit, with petrol, oil, rider, passenger should approach 500 kilos. Exhaust pipes used were two plain pipes of an internal diameter of 40mm running into a joint silencer from a Ford car. Carburetors used were blue Magnum type (intake diameter 40mm — indeed, this diameter was probably a little too big). Air filters were KN type, with a Twin Air element. Quality of petrol varied much from a place to another, as usual in Africa. Generally, the octane grade is very low, but no accurate specifications are available.

The journey from Paris to Sète (South France) did not cause any problem. In Algeria, the Atlas mountains consisted of pure rocks and stones. Then the rally went through the desert, consisting of a very fine but deep sand. The engine had to pull very hard through the sand, not only in the desert, but also later in Mali and Senegal, as sand is still in majority on the tracks of the rally. Despite permanent hard work and high temperatures (average outside temperature in the day: 30, 35 degrees), the V engine TR 1 never suffered from any problem. Even the valve clearance remained normal till the finish. On harder grounds, top speed of about 120km/h was easily reached. Thanks to the enormously powerful torque of the V engine, van Heugten and Kiggen were always trying to use the higher gears (4th and 5th), however, the deep sand, combined to the very heavy weight of the outfit (let's remember, almost 500 kilos) often forced Ton and Frits to a riding technique on 2nd and 3rd gears, sometimes even the 1st gear was used. Everybody knows that using often an engine on the lower gears demands more efforts of this engine. But these terrible conditions were not hard enough yet to let the TR 1 engine fail.

Oil level was frequently checked, but oil was never changed. In total, about 3 liters of oil were added. One must say also that the total oil capacity of the engine had been increased by 1.2 liters.

## The XT500 Wins!

### — Paris-Tunisia Rally —

**From Morocco:** The big rally between Paris and Tunisia was held late in 1981, and Luc Duriez taking part as a private entrant won with his XT500. Luc is a 31 year old Frenchman who works in Morocco, and he grabbed this victory on the machine purchased a few years back from MIFA.

The course of the Paris-Tunisia Rally for the first day was very rough with gravel mountain roads for the first half and sand slopes for the second half. Even the very experienced veterans, the brothers Hubert Auriol (BMW) and Marreau Auriol (ILI-20), had a hard time finding the route. Luc who had looked over the terrain from several days before was able to hold the lead position.

On the second day, H. Auriol (BMW) took over the lead and came in first. Following him, Michel Mérel (Yamaha), who rode the last 100km with his rear tire flat, came in second. The winner for the first day, Duriez, came in fourth.

The course for the third day consisted of a sand road with a series of big curves, and here riders began dropping out one after another. The outcome was H. Auriol first, Duriez second, and Mérel third. On the fourth day, H. Auriol ran into mechanical problems twice and got behind. After a savage duel for the top position, Mérel held back Duriez to take the first place.

On the last day Luc Driez came in first leaving Mérel more than 40 minutes

behind, and became the overall winner. The second place went to Bernard Ferry (Honda 500XLS); the third place, to Alain Martin (Honda 500XR); the fourth place, to Pierre Hollewegar (Yamaha 540); and the fifth place, to Jahann Kerkoff (KTM). Mérel and Picard who were doing so well in the beginning lost out because of penalties, while H. Auriol was unable to stay among the front runners due to mechanical difficulty. Luc who won the rally is also the enduro champion of Morocco, but it is his first win in this big African rally.

Luc Duriez is praised highly for winning the event by riding consistently through punishing terrain without making any major mistakes.



L. Duriez

(Reproduced from "Moto Journal")

## Follow-up on Marco A. Navas

**From Chile:** The adventure and friendship travels of Marco A. Navas from Colombia which was reported in the May 1980 issue of Yamaha News, is now drawing close to its end. Marco is now in Chile. He started from Colombia back in August 18, 1969. After finishing this world travel of 13 years and 4 days in August, he plans to return to Bogota, the starting point.

In Marco's words, "rather than traveling simply as a tourist, I will visit as many countries as possible to extend friendship and further understanding." From the United States, Canada, and the Dominican Republic, to Puerto Rico, Spain, and The European continent, and then over to Africa, Turkey, Australia, Indonesia, Japan and back to South America where he visited Brazil, Paraguay, Argentina, and Chile, the countries he has visited number 51 so far. Originally Marco started out on bicycles with his then 16 year old son, Jorge. Three years later he was joined by his daughter, Izabel. His son and he were still riding bicycles at that time, but they got a Vespa for Izabel. Later, both his children became married in the middle of their travels, so Marco took the Vespa left by Izabel to continue his travels alone. When he got to Japan, he traded it in for a 250cc Yamaha. Marco, becoming thoroughly satisfied with his Yamaha which got great gas mileage and never caused him any pro-



Marco and his Yamaha 400 with a sidecar

blems, later when he reached Rio de Janeiro traded his 250cc for a 2-cycle 400cc model and attached a sidecar for his travels up to now. Marco prominently displays the Yamaha logo on his bike so that he is always warmly welcomed by each Yamaha dealer along the way. He says, "whenever I was in need of help, there was always someone there to lend a helping hand, especially at the Yamaha dealers. They all were different people, but they all were very kind."

Marco has celebrated his 53rd birthday in Chile. From there, he plans to visit Bolivia and Peru. In August, when he will end his travels of 140,000 kilometers, he plans to write a book titled "13 Years and 4 Days on Wheels." And he has more plans. After writing this book, he plans to save money and visit once more those places which he liked especially well. Cheers for Marco and Yamaha motorcycles packed with vitality!



# '82 Yamaha Consumers Shows in Canada

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

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



Virago 750's cutaway model



PR for Yamaha Motocross School at the show



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



Simulation turbo display



XV550's cutaway engine and simulation cycom display

'82 Yamaha Consumers Shows in Canada

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



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

