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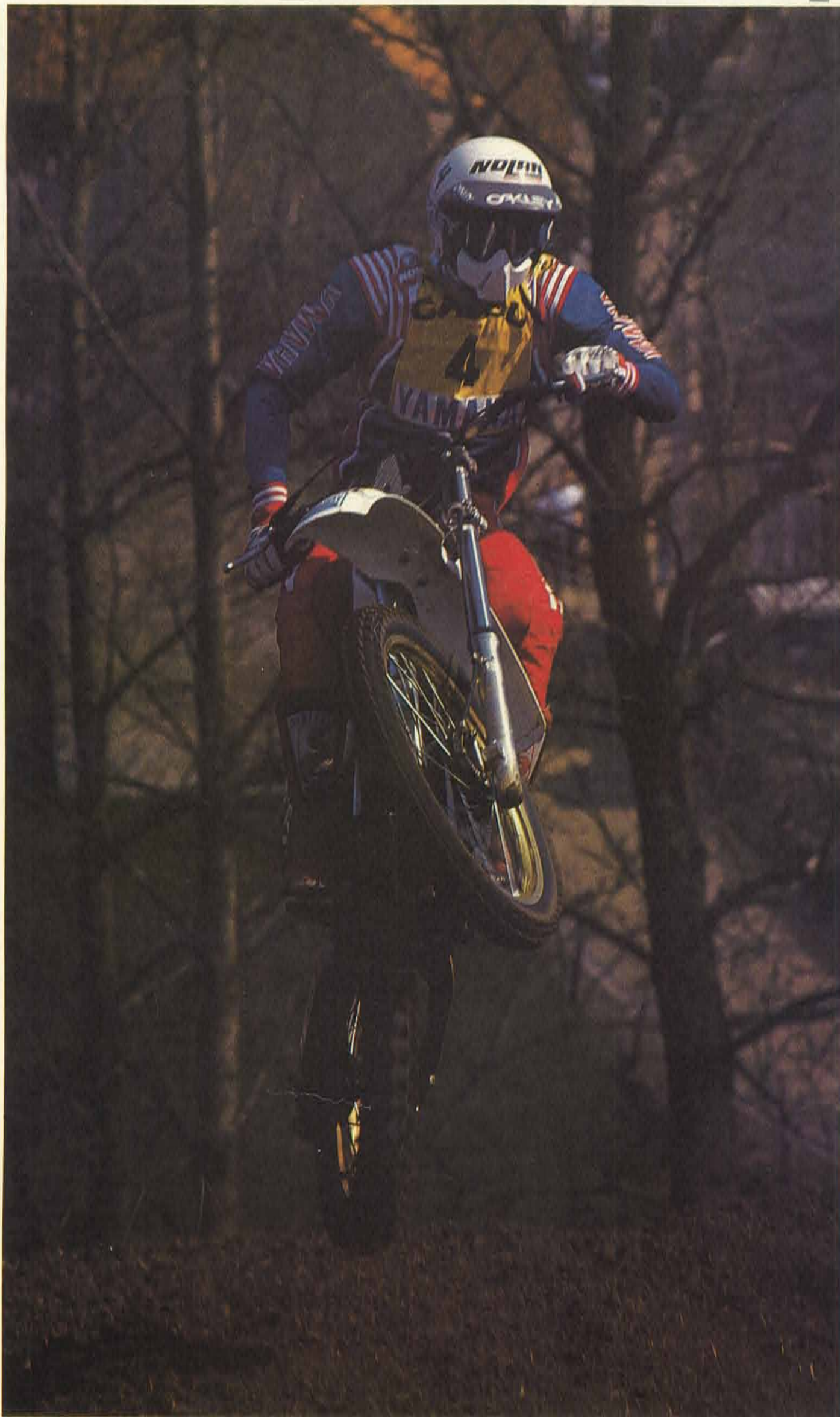
Marc Velkeneers

125cc
Motocross

Leading the Championship

Two GP wins in a row

Leading the Championship



Belgian motocross star Marc Velkeneers on a Yamaha YZM125 gained a clear lead in the 125cc Motocross World Championship by winning the first two rounds of the series in a row. He placed first and second in the two races of the '82 series opener Dutch GP on March 28 and hit double top in the Belgian GP on April 4. With these magnificent results he already collected 57 championship points.

Go right ahead that way, Marc!
(see page 2 for more details)



The 21st Tokyo International Boat Show

The Tokyo International Boat Show, an annual spring event, was held this year from March 24th to 28th at the Harumi International Trade Center Hall. In the Yamaha corner, which was the largest space of any manufacturer, the brilliant new models and newly improved former models were lined up one after another in a display that drew the attention of all the visitors who packed the Hall.

(See the articles on pages 4-5 and 6)



22-year old Velkeneers is in full action on his home circuit.

SPORTS NEWS

World Championship Road Racing

“King” Kenny gets the 82 season off to a great start

Round 1—Argentine GP

What an exciting start to the '82 season! “King” Kenny on a new YZR500 racer chalked up a magnificent win in the 500cc class of the Argentine GP on March 28. Kenny finished first after a hectic race-long battle with Barry Sheene on another YZR500 and Freddie Spencer on a new 2-stroke Honda racer. It was truly a split second sensation!

New Zealander Graeme Crosby of the Marlboro Agostini Team who also rode a YZR500 racer, led the race for the opening lap, with Kenny, Sheene and Spencer in hot pursuit.

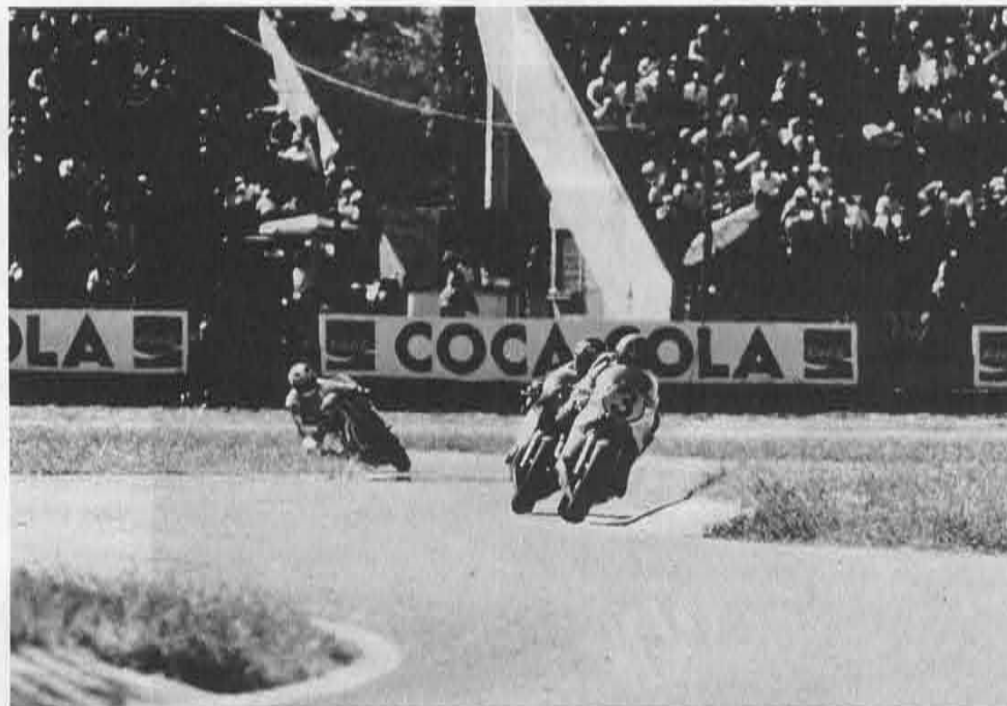
Crosby retired during lap 4 with one cylinder broken, leaving the field to the above high-speed trio. In the meantime, Suzuki ace Randy Mamola whipped his new RG500 racer to regain the lost ground after a poor start. Soon after, however, gear selection trouble sidelined him.

The leading trio continued to thunder almost nose to tail round the tricky 2.47-mile circuit, thus keeping the 25,000 crowd thrilled and excited.

The circuit was very difficult to overtake on but the top position was not so long retained by any one of them.....lap 13 Spencer, lap 14 Kenny, lap 15 Sheene, lap 16 Kenny and so on.

With a few laps to go, Sheene accelerated his Yamaha to pull ahead of the others, especially Kenny.

The battle became more intense during the closing stages of this 32-lap race. The



Yamaha aces showed their most determined ride and Spencer also did not ease the pace.

Kenny crossed the line first and took the checkered flag. Sheene was second but only three fifths of a second separated him from the winner, to make it a brilliant Yamaha one-two victory!

RESULTS

500cc class—32 laps (79.32 miles)

| | |
|-------------------|----------|
| 1. K. Roberts | Yamaha |
| 2. B. Sheene | Yamaha |
| 3. F. Spencer | Honda |
| 4. F. Uncini | Suzuki |
| 5. M. Lucchinelli | Honda |
| 6. T. Katayama | Honda |
| 7. M. Fontan | Yamaha |
| 8. K. Ballington | Kawasaki |
| 9. J. Middelburg | Suzuki |
| 10. L. Reggiani | Suzuki |



World Championship positions

| | | |
|-------------------|----------|---------|
| 500cc class | | |
| 1. K. Roberts | Yamaha | 15 pts. |
| 2. B. Sheene | Yamaha | 12 pts. |
| 3. F. Spencer | Honda | 10 pts. |
| 4. F. Uncini | Suzuki | 8 pts. |
| 5. M. Lucchinelli | Honda | 6 pts. |
| 6. T. Katayama | Honda | 5 pts. |
| 7. M. Fontan | Yamaha | 4 pts. |
| 8. K. Ballington | Kawasaki | 3 pts. |
| 9. J. Middelburg | Suzuki | 2 pts. |
| 10. L. Reggiani | Suzuki | 1 pt. |

350cc class

30 laps (74.26 miles)

| | |
|-------------------|----------|
| 1. C. Lavado | Yamaha |
| 2. J-F. Balde | Kawasaki |
| 3. D. De Radigues | Yamaha |
| 4. E. Saul | Yamaha |
| 5. J. Cornu | Yamaha |
| 6. G. Reiner | Yamaha |
| 7. E. Aleman | Yamaha |
| 8. U. Minguzzi | Yamaha |
| 9. F. Cerdera | Kawasaki |
| 10. H. Eckel | Yamaha |

Velkeneers has the 125cc title in his sights!

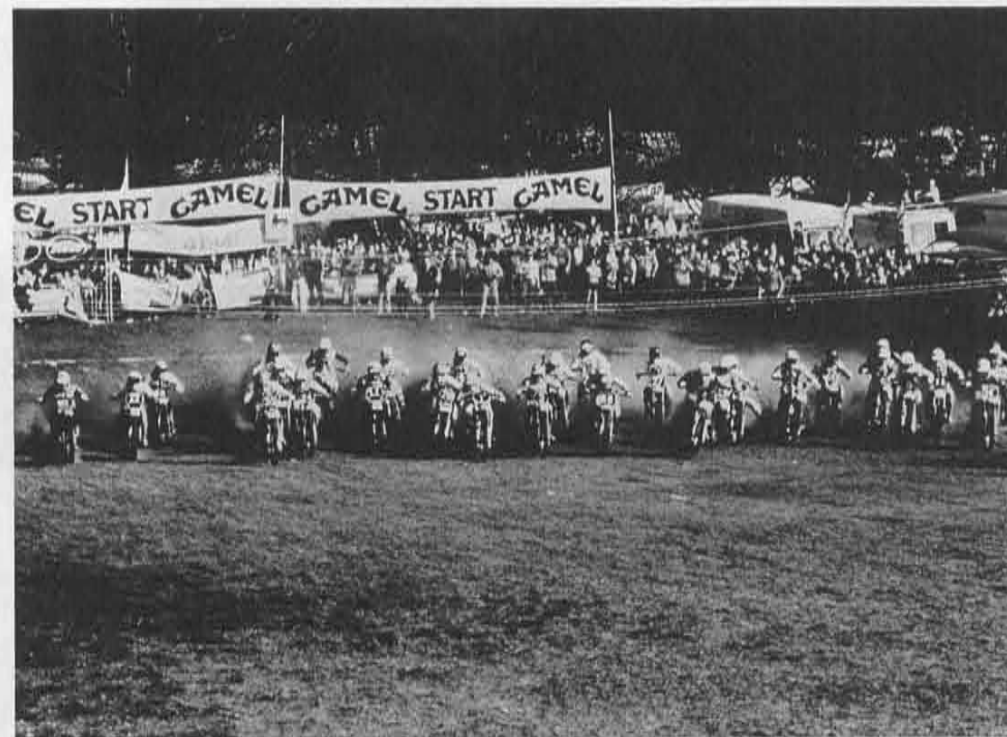
World Championship Motocross



Belgian motocross star Marc Velkeneers who is a Yamaha's title contender, won the first two rounds of the series in a very impressive manner. With these wins Velkeneers has the title in his sights already!

Round 1-Dutch GP (March 28)

The season opener Dutch GP took place on the sandy Venri circuit on March 28. Velkeneers won the first race easily from



early leader Michell Rinaldi on a Gilera works machine. In this race Velkeneers rode his YZM125 expertly to overtake the Italian ace during lap 9, thus proving himself to be a real sand master. In the second race Velkeneers finished second by giving the best to his countryman Erick Geboers (Suzuki).

First race results

| | |
|-------------------|--------|
| 1. M. Velkeneers | Yamaha |
| 2. H. Everts | Suzuki |
| 3. M. Rinaldi | Gilera |
| 4. E. Geboers | Suzuki |
| 5. J. Martens | Honda |
| 6. G.J. van Doorn | Suzuki |
| 7. P. Vehkonen | Yamaha |
| 8. A. Ensing | Suzuki |

| | |
|--------------|--------|
| 9. J. Hensen | Yamaha |
| 10. Y. Sugio | Honda |

Second race results

| | |
|------------------|--------|
| 1. E. Geboers | Suzuki |
| 2. M. Velkeneers | Yamaha |
| 3. M. Rinaldi | Gilera |
| 4. C. Maddii | Gilera |
| 5. J. Hensen | Yamaha |
| 6. P. Vehkonen | Yamaha |
| 7. J. Martens | Honda |
| 8. J. Postema | Yamaha |
| 9. A. Watanabe | Suzuki |
| 10. A. Ensing | Suzuki |

Round 2—Belgian GP (April 4)

Velkeneers repeated his spectacular performance in the Belgian GP, the second round of the series held at Angeau on April 4. By chalking up a double victory on his home circuit he opened up a substantial lead in the 125cc title battle. Velkeneers led the first race right from the start, allowing no serious challenge from the others including reigning world champion Harry Everts (Suzuki).

The Yamaha ace was unchallenged in the second race as well, while Everts made a poor start and managed to place fifth eventually.

First race results

| | |
|------------------|--------|
| 1. M. Velkeneers | Yamaha |
| 2. H. Everts | Suzuki |
| 3. M. Rinaldi | Gilera |

SPORTS NEWS

| | | | |
|---------------------|--------|----------------|--------|
| 4. A. Watanabe | Suzuki | 7. A. Watanabe | Suzuki |
| 5. C. Maddii | Gilera | 8. E. Geboers | Suzuki |
| 6. D. van Verhaegen | Suzuki | 9. J. Martens | Honda |
| 7. Y. Sugio | Honda | 10. J. Hensen | Yamaha |
| 8. J. Vimond | Yamaha | | |
| 9. E. Geboers | Suzuki | | |
| 10. M. Magarotto | TGM | | |

Second race results

| | |
|------------------|--------|
| 1. M. Velkeneers | Yamaha |
| 2. Y. Sugio | Honda |
| 3. C. Maddii | Gilera |
| 4. Y. Kudiakov | Cagiva |
| 5. H. Everts | Suzuki |
| 6. J. Vimond | Yamaha |

World championship positions after two rounds

| | | |
|------------------|--------|---------|
| 1. M. Velkeneers | Yamaha | 57 pts. |
| 2. M. Rinaldi | Gilera | 30 pts. |
| 3. H. Everts | Suzuki | 30 pts. |
| 4. E. Geboers | Suzuki | 28 pts. |
| 5. C. Maddii | Gilera | 24 pts. |
| 6. Y. Sugio | Honda | 17 pts. |



New XT550 performs faultlessly!



From France: An absolutely standard XT550 showed its superbly reliable performance in the eighth annual Le Touquet Beach Enduro Race in Northern France. The XT550 which was ridden by Mitsui U.K. Public Relations Officer, Patrick Wills, performed faultlessly throughout the gruelling three hour race and finished second overall in the Trail Bike Class. This was an excellent debut for this outstanding trail bike.

Le Touquet Beach Enduro Race attracts over 1,200 riders and 200,000 spectators each year and the official entry for the 1982 event was, in fact, an incredible 1,284!

The race is run over a 16-km course on the beach at Le Touquet, an exclusive coastal resort favored by the wealthy. Speeds of over 100 mph are reached by some riders on the 6-km straight which is extremely hard on the bikes as the sea air causes a number of carburetion troubles.

The powerful Shell/Yamaha racing team

From Brazil: Back in 1980, Shell Oil and Yamaha Motor do Brasil started their joint race activities in Brazil. The primary objective of this cooperation was to attain a common target—development of more economical fuel and more fuel-saving machines. Both companies have already



Neto on a high performance Yamaha TZ racer.

gained the expected results for the past two years and their cooperation has been more increased for 1982, in order to achieve a higher level of goal by putting even greater efforts in race activities, as follows:

18-year old Antonio Jorge Neto will ride Yamaha TZ250/350 machines in a number of national and international road race events including Copa Brazil. He is one of the most promising riders and showed his superiority by winning five road race championships last year—Copa Brazil, South American Championship, 350cc Brazilian Championship, 125cc Brazilian Championship and 350cc São Paulo State Championship.

Brazilian motocross starts, Nivanor Bernardi and Roberto Boettcher will use new YZ125 and YZ250 machines in national and international championship races.

Nivanor and Boettcher who won the 125cc and 250cc São Paulo State Championships respectively last year, are enthusiastic about clinching the titles again.

Formula Yamaha Shell which was created by Yamaha and Shell two years ago, with the aim of promoting the spread of road racing among young riders, has already become one of the most popular race categories in Brazil. Race-kitted RX-125 bikes are used in this Formula and '82 calendar is announced as follows:

- * Round 1 April 4
- * Round 2 April 18
- * Round 3 May 16
- * Round 4 August 22
- * Round 5 August 29
- * Round 6 September 26
- * Round 7 November 7
- * Round 8 November 28

The Interlagos circuit will be used for these races.

Greetings to the Editorial Department of Yamaha News

My father is a Yamaha motorcycle dealer in Quebec (Sports Roland Grégoire Inc.). My brother, Serge Grégoire, and I, Gaby Grégoire, compete in motocross events.

Last year, in 1981, my brother became the champion of the Province of Quebec in the 125cc Veteran Division and also came in second in the 250cc class, and furthermore, he became the 125cc class. This year he is

competing in motocross races as a member of the Yamaha team. I myself have become the champion of Quebec in the 125cc Junior Division. I have been part of the dealer backed team, and I intend to continue racing in this team this year also. I would like to include a picture of my brother and I, for your publication.

Sincerely,
Gaby Grégoire



New road race star Antonio Jorge Neto.



Nivanor Bernardi, '81 125cc São Paulo State Motocross Champion.



Roberto Boettcher, '81 250cc São Paulo State Motocross Champion.



Formula Yamaha Shell at Interlagos.

A LOOK AT THE COMPLETE LINE-UP OF QUALITY FRP BOATS THAT ONLY YAMAHA

FISHING BOATS

Closed Deck Type

DY series: Designed and built for extra-reliable offshore fishery operations (pole-and-line, gill net, long line, etc.)

DY-199



• LOA: 21.35 m • BOA: 4.48 m • Depth: 2.20 m • Displacement: 28.0 tons • Recommended engine HP: 240 HP

DY-99



• LOA: 17.47 m • BOA: 4.02 m • Depth: 2.17 m • Designed gross tonnage: 12.63 tons • Recommended engine HP: 120 HP

DY-38



• LOA: 11.82 m • BOA: 3.25 m • Depth: 1.58 m • Designed gross tonnage: 4.94 tons • Recommended engine HP: 90 HP

Other DY models: DY-52, DY-41, DY-39, DY-35, DY-33, DY-32, DY-31, DY-28, DY-26, DY-25 and DY-22.

DT series: Almost the same type as the DY series; designed and built for coastal or offshore fisheries (trawl, purse seine, gill net, long line, pole-and-line, etc.)

DT-149



• LOA: 20.54 m • BOA: 4.16 m • Depth: 2.26 m • Designed gross tonnage: 14.90 tons • Recommended engine HP: 165 HP

DT-100



• LOA: 17.74 m • BOA: 3.88 m • Depth: 1.97 m • Designed gross tonnage: 9.90 tons • Recommended engine HP: 165 HP

Other DT models: DT-89 and DT-46

Yamaha 59-ton skipjack fishing boat



• LOA: 24.51 m • BOA: 5.45 m • Depth: 2.30 m • Displacement: 59 tons • Recommended engine HP: 150 HP

DD series: Designed and built specifically for coastal or offshore (shrimp trawl, and used also for long line, gill net, etc.)

DD-40-OB



• LOA: 12.08 m • BOA: 3.76 m • Depth: 2.05 m • Displacement: 9.0 tons • Recommended main engines: ME590, 90 HP/2,450 rpm

Other DD models: DD-35 and DD-30

DX series: Designed and built specifically for larger loading capacity in offshore or coastal fisheries (long line, gill net, purse seine, fish transportation, fish farming, etc.)

DX-199



• LOA: 21.35 m • BOA: 4.48 m • Depth: 2.20 m • Designed gross tonnage: 19.84 tons • Recommended engine HP: 240 HP

Other DX models: DX-149 and DX-21.

The newly developed FRP bulwark is strong enough to withstand a collision impact.

FRP Fish Searching Lightboat



• LOA: 28.5 m • LPP: 24.4 m • Depth: 2.06 m • Gross tonnage: 44.00 tons

Open Deck Type

W series: Japan's traditional flat bottom is featured in this series in use for shallow-sea angling, gill net, fish farming, fish transportation, etc.

W-33F



• LOA: 9.92 m • Beam: 2.36 m • Depth: 0.92 m • Weight: 950 kg • Recommended power: 55 HP × 2

W-25S



• LOA: 7.60 m • Beam: 1.87 m • Depth: 0.75 m • Weight: 370 kg • Recommended power: 25 HP × 2

W-18E

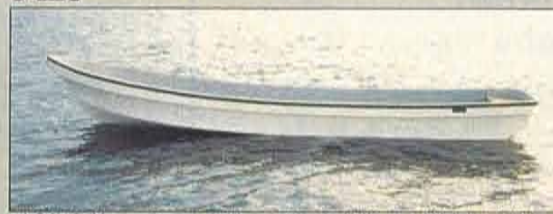


• LOA: 5.41 m • Beam: 1.61 m • Depth: 0.64 m • Weight: 180 kg • Recommended power: 25 HP × 1

Other W models: W-27, W-24, W-23, W-19 and W-14.

J series: This series, with slim, flat-bottomed hull, is used for shallow-sea shellfish or seaweed gathering.

J-22S



• LOA: 6.74 m • Beam: 1.47 m • Depth: 0.58 m • Weight: 170 kg • Recommended power: 15 HP

Other J models: J-18 and J-16.

U series: Used for pleasure angling.

U-23 FDX (23F)



• LOA: 7.11 m • Beam: 1.91 m • Depth: 0.85 m • Weight: 430 kg • Recommended power: 55 HP

U-17 FADX



• LOA: 4.92 m • Beam: 1.65 m • Depth: 0.71 m • Weight: 298 kg • Recommended power: 25 HP

BLC series: The hull retains the basic design of a local canoe and allows easy beaching so that fast and safe fish landing is ensured.

BLC-40-SD



• LOA: 14.65 m • BOA: 2.00 m • Depth: 1.10 m • Displacement: 1.30 tons • Recommended engine: ME120, 23 HP/2,600 rpm

Other BLC model: BLC 30

SPD series: Developed specifically for overseas markets; V-type hull is suitable for various kinds of fishery operations.

SPD/SPO 27



• LOA: 8.14 m • BOA: 2.30 m • Depth: 1.15 m • Designed gross tonnage: 4.32 tons • Recommended engine HP: 16 HP-30 HP

OTHERS

Speciality Boats

SR700 (patrol/rescue): This is a high performance boat with 360° self-righting ability.



Other speciality boats include a fireboat, coast guardboat, research boat, pleasure boat, etc.

YAMAHA CAN OFFER

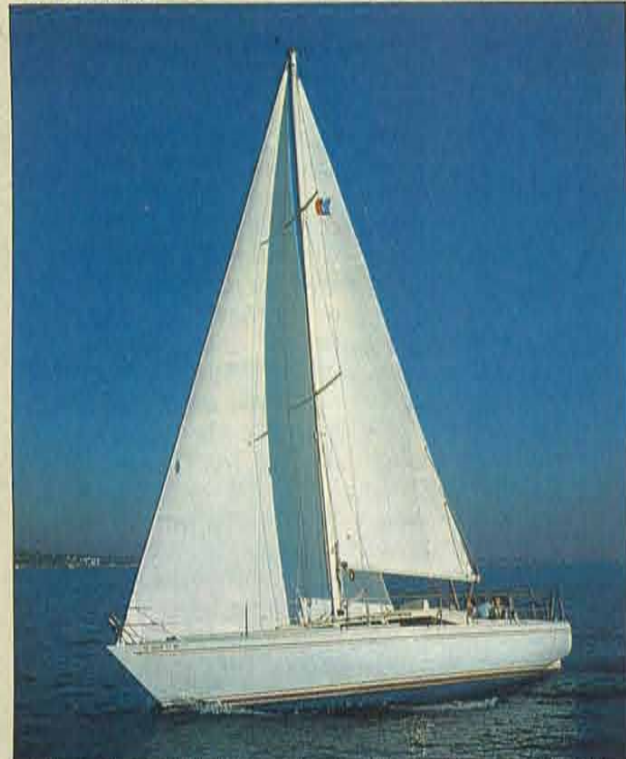
Yamaha FRP boats which are available in a wide variety of types and sizes have already become favorites with both fishermen and pleasure boatmen all over the world.

Take a look at the complete line-up of these quality boats that only Yamaha can offer!

SAIL/POWER BOATS

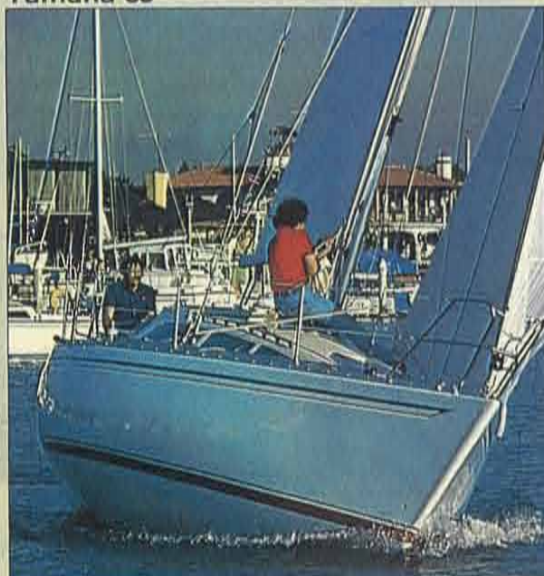
Sailing Cruiser

Yamaha-36



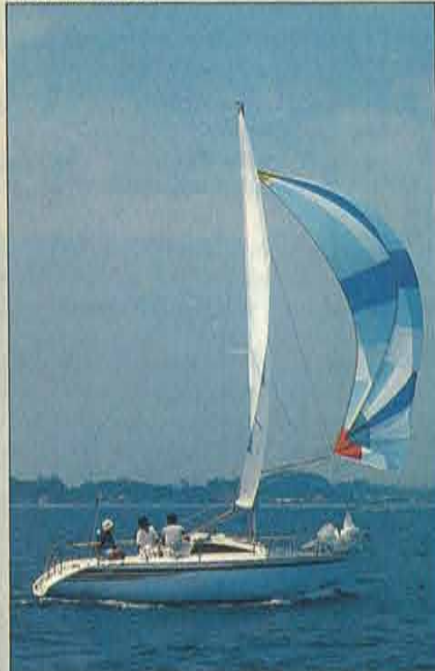
• LOA: 10.95 m • LWL: 8.86 m • Beam: 3.61 m • Displacement: 6.50 tons • Draft: 2.00 m

Yamaha-33



• LOA: 10.17 m • LWL: 8.20 m • Beam: 3.35 m • Displacement: 4.80 tons • Draft: 1.90 m

Yamaha-26



• LOA: 7.98 m • LWL: 6.40 m • Beam: 2.80 m • Displacement: 1.97 tons • Draft: 1.55 m

Yamaha MS-24



• LOA: 7.42 m • LWL: 6.50 m • Beam: 2.59 m • Displacement: 1.65 tons • Draft: 0.90 m

Other models: Y-35CS, Y-30S, Y-30, Y-26S, Y-21S, Y-21C and Y-19.

Dinghy

Yamaha 470



• LOA: 4.70 m • LWL: 4.44 m • Beam: 1.68 m • Displacement: 120 kg • Draft: 0.15 m/1.05 m

Yamaha-14 Sea Hopper



• LOA: 4.25 m • LWL: 4.02 m • Beam: 1.43 m • Displacement: 51 kg • Draft: 0.10 m/0.80 m

Yamaha-10 Duckling



• LOA: 2.90 m • LWL: 2.37 m • Beam: 1.31 m • Displacement: 49 kg • Draft: 0.12 m/0.68 m

Other models: Y-16, Y-14 Sea Falcon, Y-13 Cicala, Y-13 Sea Martin-S, Y-13 Sea Martin and Y-11 Mini Hopper

Row Boats

Row 22S



• LOA: 5.98 m • Beam: 0.83 m • Weight: 42 kg (without oars)
Other models: Row 12 and Row 22S

Runabouts & Cabin Cruisers

Passport 17CR11 New



• LOA: 4.96 m • Beam: 1.99 m • Depth: 1.01 m • Weight: 350 kg • Gross tonnage: 1.90 tons

STR-23CR



• LOA: 7.41 m • Beam: 2.45 m • Depth: 1.32 m • Weight: 1.25 tons • Gross tonnage: 4.87 tons

STR-25FB



• LOA: 7.68 m • Beam: 2.86 m • Depth: 1.33 m • Weight: 1.86 tons • Gross tonnage: 4.90 tons

Pacific Cruiser-30 NEW



• LOA: 9.11 m • Beam: 3.26 m • Depth: 1.73 m • Weight: 2.50 tons • Gross tonnage: 10.93 tons

Salon Cruiser-1200



• LOA: 11.85 m • Beam: 3.85 m • Depth: 1.96 m • Weight: 4.50 tons • Gross tonnage: 19.51 tons

Other models: Passport-17, Passport-17X, Passport-19CR-10, Passport-19CR-OB, Passport-19CRDX-10, Passport-19CRDX-OB, STR-16-10-D, STR-16-M, STR-19SP, STR-19CR, STR-21SCR, STR-21CCR, STR-22CCR, STR-25HT, STR-27SCR, STR-29CR and Salon Cruiser-950

Dinghies & Sports Fishing Boats

Sea Pack 10 (10S)



• LOA: 2.96 m • Beam: 1.33 m • Depth: 0.43 m • Weight: 52 kg

Fish-15 Custom NEW



• LOA: 4.39 m • Beam: 1.66 m • Depth: 0.76 m • Weight: 190 kg • Gross tonnage: 1.14 tons

Other models: Point 8, TR1-10FS, FISH-12II, FISH-13, FISH-17II, FISH-22DX, FISH-24 O/B, FISH-24 I/O, FC-33II, U-15AFDX(15AF), U-17FADX(17F), U-19BFDX(19BF) NEW, U-23FDX(23F), UW-14AF(14A), UW-18FF, UW-19FA-5 and UW-23AF-2

Fish-22II O-B NEW



• LOA: 6.64 m • Beam: 2.19 m • Depth: 0.96 m • Weight: 550 kg • Gross tonnage: 2.93 tons

FC-33IIFB NEW



• LOA: 9.90 m • Beam: 2.82 m • Depth: 1.63 m • Weight: 2.17 tons • Gross tonnage: 7.05 tons

FC-27II



• LOA: 7.96 m • Beam: 2.43 m • Depth: 1.13 m • Weight: 1.71 tons • Gross tonnage: 3.32 tons



The 21st Tokyo International Boat Show

From Tokyo: Approximately 70,000 people visited the Tokyo International Boat Show held in the Harumi International Trade Center from March 24 to 28. As in previous years Yamaha occupied the largest display space, and adopted the theme of "New Wave of Marine Life." Numerous brilliant models were put on display under colorful lighting. Among the display were 17 motorboats (ten of which were pleasure fishing boats) including FISH-22II O/B, FISH-15 Custom, Yamaha-14 Seahopper II and Pacific Cruiser-30 Convertible. Also on display were seven sailboats, 16 outboard motors and five diesel engines. In addition to all this, a "marine advice corner" was set up so that people who visited this show could ask questions about getting started in marine life. This idea was conceived to get as many people as possible, aside from boating and sailboating enthusiasts, to better their understanding of marine recreation since interest in marine recreation is growing among the general public.

Charlie Young (Pty), Ltd., the Yamaha importer for South Africa, and about 20 of its dealers also visited Tokyo for this boat show. South Africa is a big market for outboard motors, and since marine recreation is very popular there, the



Power boat display corner

dealers showed tremendous interest in the show. One of the dealers, Mr. Peter Smith spoke as follows concerning his impression of the boat show.

"The displays in the Yamaha corner were very excellent. It was great that all the while we were looking at the displays young women were constantly reading out all kinds of information. Of course we did not understand the explanations since it was in Japanese, but the set up for the show was very instructive for us as members of the Yamaha dealer team, since we can go back home and apply some of the ideas."

From this year on the Kobe International Boat Show is also being held every year. The first Kobe show was held from April 1 to 4 at the Kobe Portopia grounds which attracted a large crowd every day of the show. The total number of visitors, putting together that in both shows of Tokyo and Kobe came to a huge figure of about 120,000.



Outboard motor display corner

Outboard Club Yamaha in South Africa

From South Africa: Charlie Young (Pty) Ltd. has established a membership system Marine Pleasure Club by offering the following invitation

"Join the Outboard Club Yamaha... being a member entitles you to exclusive benefits not available from any other Outboard Motor Distributor... if you are new to boating and are considering the purchase of a motor, pop into any Yamaha dealer and take a look at the '82 range... it's very exciting—from 2 hp to 115. Alternatively if you are an "old-hand" at boating then you will know that Yamaha Outboard Motors are fantastic value for money, incredibly reliable and quick, and enjoy an outstanding resale value... also you will appreciate the nationwide after-sales service... a point that few newcomers to boating consider important when drenched in the initial excitement of choosing a first boat and motor."

Presently Charlie Young Ltd. is in the process of building up membership, and they seem to be off to a good start. Charlie Young had been strongly convinced of the need for a close link and communication channel between the owner, dealer and distributor, so this caused the company to go ahead with this outboard club.

To become a member of this club, all a

person needs to do is purchase a Yamaha Outboard Motor through a Yamaha Appointed Dealer in South Africa and fill in the warranty registration form and return it to Charlie Young's. Just this automatically makes a person a member. There are the following benefits to be had by becoming a member of Outboard Club Yamaha.

- * A personal membership card with Name, Outboard Motor Model and engine number embossed on it.
- * Service at any of the Yamaha Outboard Dealers Nationwide.
- * Free subscription to the Yamaha SA Newsletter.
- * A Yamaha Outboard Club peak cap.
- * A flotation key-ring printed with club logo.
- * Outboard Club Yamaha stickers for boat, car, trailer, in fact anywhere.
- * A club stitch-on badge for track suit or wind breaker.
- * A towel printed in club colors.
- * Two free opportunities of winning a trip of a lifetime to Mauritius. The first draw: 31 December 1981 and the second: 30 April, 1982.

Three further items are available for purchase by club members only

1. A Club Yamaha beach umbrella.
2. A beautifully woven Yamaha tie.
3. T-shirts in both mens and ladies sizes.

Mr. C.T. Mcgreager, the sales manager of Charlie Young Ltd., spoke as follows concerning this club.



Mr. C.T. Mcgreager

"We are off to a smooth start with this club. We already have 3000 members and our members are very pleased with the club, and our future outlook is very bright. We at Charlie Young Ltd. also handle Yamaha motorcycles and portable generators, and the Yamaha brand name is known by practically everybody in South Africa. If this club lets us serve as a pipeline connecting the manufacturer with the owners to further improve the quality of the products, the owners and company should be happy, not to mention ourselves."



Pamphlet and magazine introducing Outboard Club Yamaha

Superiority and dependability just like her



From left to right—Mr. Kawase, Mrs. Victoria Carrasco Mr. Terasawa, General manager, Miss Ana Maria Carrasco and Mr. Sugiyama, Manager From Iwata: Recently Yamaha Motor welcomed an unusual visitor from Venezuela—Srta. Ana Maria Carrasco, the water ski world champion. After having participated in the water skiing competition in Australia around the end of March, Ana Maria took the opportunity to stop over and visit the headquarters of Yamaha Motor at Iwata.

The parents of Ana Maria operate a marina in Higuote, a resort area in Venezuela. Her elder sisters, Maria Victoria and Maria Esperanza, both started water skiing at an early age and were also champions. Ana Maria herself began water skiing at the young age of two, and learning under these privileged conditions, in 1980 she took after her sisters to

assume the current title of world champion.

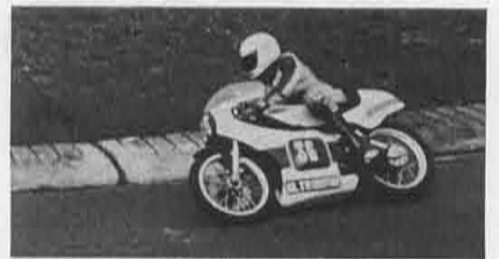
VENEMOTOS, the Yamaha importer for Venezuela has been the backer of these girls, and at the same time has been making a strong appeal for the superiority and dependability of Yamaha outboard motors. These characteristics match the character of Ana Maria perfectly.

Activities of Ultramotor, S. de R. L.

From Honduras: The popularity of Yamaha motorcycles in this country has become simply remarkable, and it is not too much to say that Yamaha dominates the market. Comercial Ultramotor, S. de R. L., the Yamaha importer there, has contributed greatly in creating this situation by their promotion efforts spanning a wide range of activities. Racing events are one of their big promotional activities. Just recently they fully backed up the international motocross meeting in Guatemala, and sent one of their top riders to compete. This motocross meeting was one of the events in a nationally designated Sports Week, and large crowds gathered from early in the morning to watch the races held in Tegucigalpa. Felipe Danzilo, who rode the Yamaha YZ125H in the 125-250cc class, gave a big boost to the Yamaha image by winning by a big margin, leaving the second man 12 points behind. The outcome of this race was as follows;

| 125-250cc | |
|--------------------------------|-----------|
| 1. F. Danzilo YZ125H (Yamaha) | 30 points |
| 2. H. Rivera RM125 (Suzuki) | 18 points |
| 3. J. Zepeda YZ125G (Yamaha) | 16 points |
| 3. H. Tercero YZ125G (Yamaha) | 16 points |
| 3. R. Lowenberg RM250 (Suzuki) | 16 points |

Yamaha made good showings not only in motocross, but also in road racing as well. Manuel A. Perdomo (nicknamed Yoyo), the champion in the 250cc class who rode the TZ250, was chosen as the "Sportsman of the Year" by the sports magazine "Deportes La Tribuna."



Yoyo blazes away.

Aside from motor sports activities, Ultramotor, S. de R. L. has recently put Yamaha products on display in the Exposición Ganadera e Industrial (Livestock Industry Exposition) including an XT250, water pumps and portable generators. This display had a big impact on this industry.



Display of Yamaha products.

Furthermore, aside from such promotional activities, Ultramotor, S. de R. L. has been providing their customers with careful and conscientious service. For example, one day a young man by the name of Edgardo came to the Ultramotor sales office. Although Edgardo was missing part of his left leg, the people at the office thought that he had only come to look at the models they offered. As it turned out, Edgardo had come to look for a motorcycle he could ride himself. So Ultramotor took on the task of modifying a bike to suit Edgardo. The bike was completed after devoting four days of mental and physical efforts. The wonderful Yamaha DT-100 was handed over to Edgardo upon completion with the full conviction that it would be a real aid to him. It was decided through the thoughtfulness of the supervisor Frank Paz, that the cost for the modification work would be covered by Ultramotor.

Barcelona Boat Show

From Spain: About two months before the Tokyo and Kobe boat shows were held, around the end of January, a boat show was held in Barcelona. LEDASA, the Yamaha importer for Spain, displayed power boats, portable generators and the new line-up of outboard motors in this show. Some 230,000 people visited this show which lasted for nine days, and the eyes of marine enthusiasts and dealers poured over the Yamaha models with great interest.



Yamaha outboard motor display corner (behind to the right is the power boat corner).

Good Idea by Norkis

Currently, importers of various countries are publishing their own versions of "Yamaha News," and these have been introduced in this Yamaha News from time to time. Now we would like to introduce a rather unique version.

It is the Norkis Press put out by Norkis Trading Co., Inc. of the Philippines. It consists of 12 pages filled with sales promotions, graphics, and articles on many topics. Its unique feature, however, lies elsewhere. This paper which measures about 30cm by 20cm is folded in three and the top side is printed with the address of Norkis Trading Co. All

that needs to be done to this ready-made "envelope" is to address it, place a stamp on it and stapled, then it is ready to mail. Isn't this a clever way to distribute a news bulletin?





The main entrance to Ultramotor filled with motorcycles which are all ready to be delivered or handed over to customers.

Important police officials from Singapore visit Yamaha

From Iwata: The government of Singapore has decided to revise their motor vehicle licensing system as well as their driver education system in order to reduce the number of motorcycle accidents. Therefore, to learn from Japan, where the rate of motorcycle accidents is very low, Mr. F. J. Samuel, the Assistant Commissioner of Police, Mr. Loh Hook Meng G., a police officer, and Mr. Hioe Willy from the Ministry of Home Affairs (Planning and Research Division) were delegated to Japan in March. Mr. Tan Bee Chuan, the chairman of the Singapore Motorcycle Trade Association also accompanied these officials since the new driver training school planned for construction in January 1985 is tentatively to be operated with cooperation from his association.

During their two week stay in Japan, these officials visited the main office of Yamaha Motor accompanied by Mr. Hoe Boon Meng, the sales manager of Hong Leong Company Pte Ltd., acting as their guide. They stated that they found the visit very worthwhile, receiving advice from the staff at the Yamaha Safe Riding Promotion Center, and touring the Yamaha Technical Center, the authorized motorcycle driving school run by Yamaha.



From left to right—Mr. Hioe, Mr. Tan, Mr. Loh, & Mr. Samuel

Service seminar for new dealers

In preparation for local production of Yamana bikes

From Spain: Last October Yamaha Motor Co. Ltd., in line with the policy to continually expand the market in Europe, formed a new company in partnership with the Banesto Group, one of the major banking groups in Spain. This Spanish company by the name of Sociedad Española De Motorcicletas, S.A. (SEM-SA) is the very first manufacturing operation of Yamaha Motor Co. Ltd. in Europe. SEMSA has set the ground for the sales of the first locally produced Yamaha bikes in the near future through dealer networks it has established in the major districts of Spain.

Keeping ahead of this development, a service seminar for mechanics was offered in a college in Barcelona. 26 mechanics sent from the newly established dealerships attended this seminar held on the 15th and 26th of February. All who attended were very impressed with the high level of Yamaha technology. All the dealers in



The mechanics listen to the lecture attentively.

Spain are now prepared in every way, and they only await the delivery of the new motorcycles.

Off-road school in Djibouti



Off-road school in Djibouti



The awarded riders and committee members surround the instructor Mr. Izzo and CNS Chairman Mr. God (second and third persons from the left in the back)

From Djibouti: The achievements of the motocross team of Etablissements Makill were introduced in a previous issue, and up to this day they have continued to actively expand their role in races and promotional events including gymkhana and enduro races. One of the activities which they place special emphasis on is the off-road school. Gilbert Milhac of the Djibouti Motocross Team who won the Ethiopian Motocross Race is a staff member and also a volunteer instructor and teaches 12 riders every month. The first group of successful student riders have just recently received their completion certificates.

This motocross school has two main objectives; the first is to train riders with sufficient riding technique to be able to handle their machines in the best manner possible under all conditions; the second is to enable the riders to find their route in off-road races. The training in this school is very tough and only 50% of the students make it. This is the very reason why sure riding techniques can be learned well.

The first batch of completion certificates were awarded to the students with the members of the Djibouti Motor Club Committee in attendance. Mr. Milhac who devoted himself especially to their instruction seemed particularly pleased. The certificates were conferred to the six youthful riders by Mr. M. Izzo, the General Manager of Etablissements Makill, who has been zealously active in promotion of motor sports activities, but the actual presentation of the certificates was done by Mr. God, the Chairman of the National Sports Committee (CNS).

The following are the rides who received the certificates;

1. Ali Awad (124 points)
2. Chaher Hamdi (118 points)
3. Aden All Mohamed (115 points)
4. Didier Alberti (109 points)
5. Luc Marill (104 points)
6. Pascal Ruyer (103 points)

"Yamaha Family Day" in Thailand

From Thailand: Siam Yamaha as part of their public relations activities, is featuring "Yamaha Family Day." This event has been held in many parts of the world and the "Yamaha Family Day" is planned full of all kinds of activities so that the whole family can enjoy it.

The very first "Yamaha Family Day" in Thailand was held on March 19, 20 and 21,

in Ubul Rachatani about 700km east of Bangkok. The main events were as follows;

• Motocross School (19th and 20th)

This event was held with DT100X and DT125 Mono-cross bikes. Aside from teaching correct riding and enjoyment of motorcycles, there was a great advertising function to the users about the types and performance of our motorcycles.

• Rally (20th)

About 100 bikes (150 people) including Y80s, DXs, RXs and DTs were ridden. This event leads to after-service and follow-up relations with Yamaha owners. Also, since the bikes in this rally raced down public roadways, the position of Yamaha was demonstrated to the owners of motorcycles of other companies. Also the proceedings from this event were donated to a local charitable organization.

• Music Show (evening of 21st)

The most popular pop music group in Thailand was featured for a concert appealing to teenagers. This concert also helped advertise Yamaha musical instruments.

• Free Service Campaign

Mr. Ohno and Mr. Kai from the Overseas Service Department took part. This type of inspection prevents accidents and mechanical trouble, and also increases durability.

In addition to the above activities, there was a display of motorcycles and portable generators, a spare parts campaign and games of soccer, volleyball, basket ball and BMX (bicycle motocross). Concession stands and merry-go-rounds were also set up for this event. Even by conservative estimates 20,000 people visited Ubul Rachatani during the "Yamaha Family Day."

The "Yamaha Family Day" schedule in Thailand was as follows;

| | |
|------------------|---|
| ANGTONG | April 16.17.18 (Central Thailand) |
| LAMPANG | April 23.24.25 (Northern Thailand) |
| HADYAI | May 7.8.9 (Southern Thailand) |
| NAKON SRITAMARAT | May 15.16 (MXS-Service Campaign only) (Southern Thailand) |



The start of the Rally



Kind instruction is provided (motocross school)

Ken George's Open House



Yamaha Display

From Australia: Here we present news of an "Open House" which did not make it in time for the Australia/New Zealand Special Feature in the No.3 issue of Yamaha News.

The first time the general public of Western Australia laid eyes on the New '82 Yamaha line-up was at the Perth Motorcycle Show held March 19-20. This motorcycle show was jointly sponsored by four companies, but the Yamahas displayed by Ken George, the Yamaha importer for Western Australia, was received with particular admiration and praise, not only by the public, but the newspapers and magazines as well. Apart from the motorcycle show, Ken George held "Open Houses" at the end of March and April in time with the refurbishment and opening of dealerships.

Below is an excerpt from an article carried in the March 18 issue of the Daily News concerning the Yamaha Motorcycles:

Mark Anderson and his sales staff at In-City Yamaha are very excited.

The weekend's Motorcycle Show will mark the unveiling—almost literally—of the ultimate Yamaha machine for the motorcycle enthusiast: The XJ650L Turbo. The bike, which costs \$5199, is being released for sale to the public at the show, though delivery is not available until mid-May.

The bike which will be on display at the show is the only one in the State and has been seen so far only by Yamaha dealer principals and sales Managers. It was brought here specially for the show. "We've ordered 10," said Mr. Anderson, "and we expect to sell the lot." He is, needless to say, very excited about the bike.

"As well as the turbo, there will be the XZ550R—a water-cooled, V-twin, double overhead-cam eight valve which absolutely, flies. No one has made a superfast V-twin before, and this one is ultra-high performance—it redlines at 10,000rpm. There is also the XS400R and the XT125, XT200 and XT550 road trail bikes. The XT550 is a whole new concept in engine design—a twin-carb single."

With this wealth of new models joining an already extensive range, it's not hard to see why Perth's Yamaha dealers are excited.

CONTRIBUTIONS WANTED

We, the editorial staff of "Yamaha News", are always grateful to you for the supply of various news materials which are of great use for the improvement of our "News".

We have plans to devote several pages to introducing our overseas factories in their entire aspect under the title (provisional)—Ever-growing Yamaha Overseas Factories—in the forthcoming issue (No. 7).

We are looking forward to the supply of the following editorial materials from you at the earliest possible time:

- Black-white photos or color transparencies of your factory, together with short captions.
- Necessary data and information

concerning your factory, such as scale, production capacity, number of workers, production models, etc.

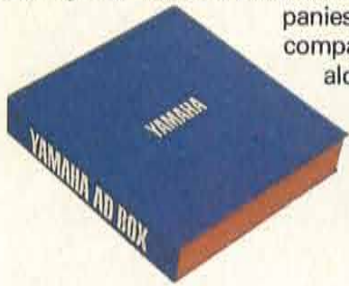
- Other data or information as considered essential to the said issue.

Address: Editorial Room of Yamaha News Advertising & Public Relations Div. Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken (Japan)

Tel: IWATA 05383-2-1111
Telex: IWATA 4263 751 YAMAHA J
Cable: YAMAHA MOTOR IWATA

AD BOX (for all Yamaha importers)

Unifying the corporate visual image in various media used around the world will serve to insure quality and service, distinguish Yamaha from other companies and boost company morale, along with its

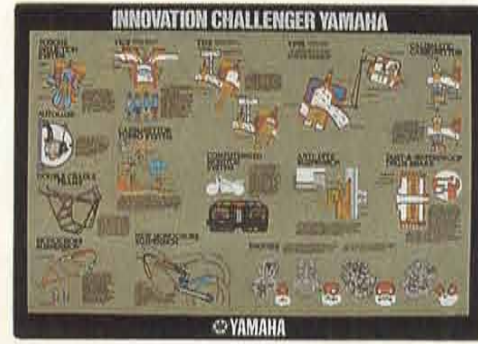


direct contribution to the formation of a stronger brand image in the minds of customers. To make usage guidelines simple and easy, we have created this AD BOX, hoping that it has already reached you, and that you will make the most of it in an effort to form a consistent Yamaha image for better business. You will understand fully the use of the company mark, logo, image and colors. In addition, we can provide a transparency service as for each and every photo to order.

SPECIFICATIONS
 Box size: 320mm x 280mm x 60mm (containing a Yamaha AD kit)
 Box material: Vinyl coated hard paper
 Price: ¥5,000 FOB Japan

DESK MAT "INNOVATION CHALLENGER YAMAHA"

We feel that Yamaha has the best products on the market, and it is our duty to get this point across to the customer. We hope this desk mat, illustrating Yamaha's innovative technology, will be a way to help you improve the efficiency of your sales force.



SPECIFICATIONS
 Order No. X-412
 Size: 364mm x 512mm
 Material: Vinyl coated polyurethane
 Price: ¥1,200 FOB Japan
 Captions: English

POSTER BOARD

A large-sized poster (728mm x 1,030mm) can be put on it.

SPECIFICATIONS
 Order No. W274
 Material: Gold finished polyvinyl chloride
 Size: 1190 x 885mm
 Price: ¥2,000 FOB Japan

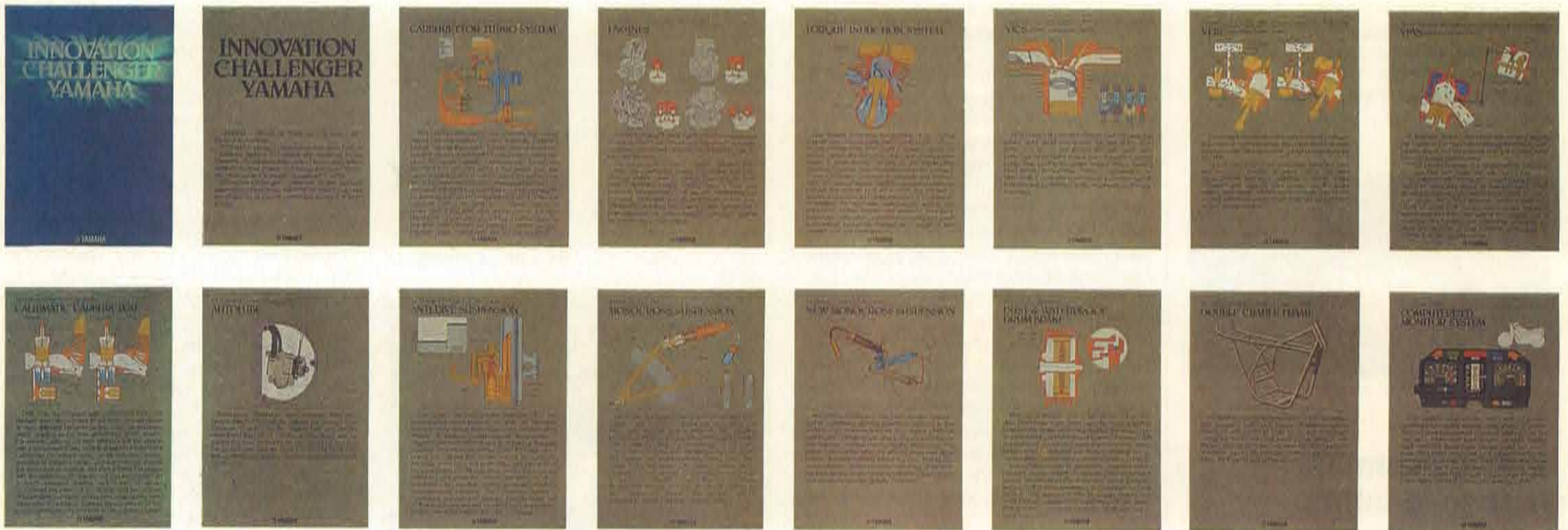
SET-POSTER "INNOVATION CHALLENGER YAMAHA"

This set of 15 full-color posters dramatically illustrates Yamaha's progress in various fields of advanced technology. They can produce a strong impact on customers if posted at a prominent place in your shop.

SPECIFICATIONS
 Order No. 031197
 Size: 593mm x 420mm
 Captions: English or Spanish
 Price: ¥1,000 per set FOB Japan

YAMAHA
New Sales Promotion Tools

Introduced here are the new sales promotion tools which have been completed as part of Yamaha's extensive and many-sided sales promotion back-up program for worldwide importers and dealers.

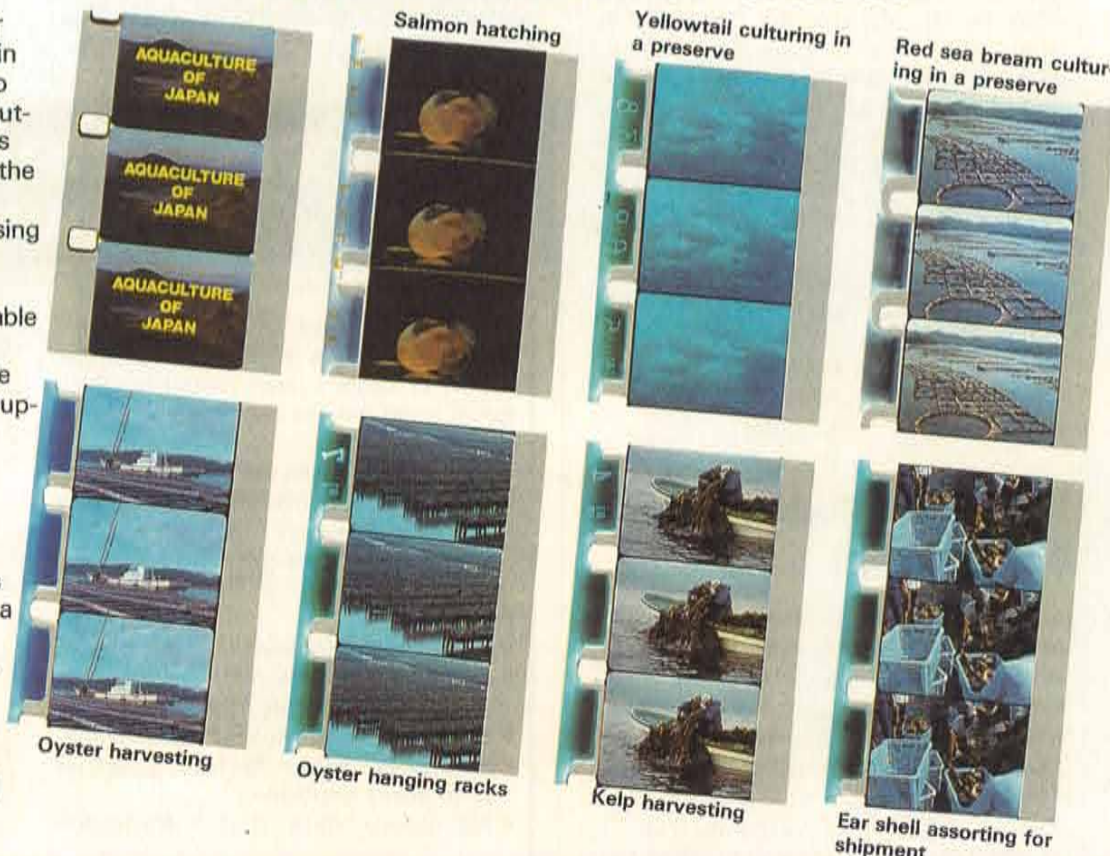


New PR Film "AQUACULTURE OF JAPAN"

Aquaculture is one of the most popular coastal fisheries in Japan. It ranks top in terms of output, that is, more than two thirds of Japan's total coastal fishery output come from aquaculture. This means that specific importance is attached to the effective artificial control of aquatic resources, rather than to merely increasing the catch of natural fish, shellfish and seaweed.

This stems from the fact that 1) the stable amount of very fresh aquatic products must be supplied to customers at stable prices, to keep ideal balance between supply and demand, 2) aquaculture facilities and techniques including artificial yielding of "seeds" have been improved, and 3) better rationalization of fishery management must be realized due to declaration by individual nations of a 200 nautical mile fishing zone and a steep rise in oil prices arising out of worsened physical environment and increased importance of resources conservation.

Aquaculture of Japan is rich in variety with the backing of such improved and advanced facilities and techniques, and our new PR film "AQUACULTURE OF



JAPAN" is compiled to show the realities of this important and flourishing fishery. The film covers the aquaculture of the following species of fish, shellfish and seaweed:

- Chum salmon
- Young yellowtail
- Red sea bream
- Prawn
- Black ear shell
- Scallop
- Oyster
- Laver
- Kelp

The film will be a good practical guide for those people who wish to know more about this kind of fishery, or who are engaged in this line of work.

SPECIFICATIONS
 Order No. F940
 Title: AQUACULTURE OF JAPAN
 Size: 16mm, multicolor (439m)
 Running time: 40 minutes
 Narration: English only
 Price: ¥72,000 FOB Japan