



YAMAHA MOTOR CO., LTD. AD & PR DIVISION
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111
 Telex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata



The Hamburg show: Despite bitter cold and bad weather large crowds turned out for the event.



The Bremen show: A poster designed for display on telephone boxes was also used as decoration for the exhibition hall.



The Giessen show: Reigning 250cc class MX World Champion, Danny LaPorte, signs autographs and gives a demonstration ride.



An attractive poster for the backs of telephone boxes.



The Berlin show: The XT600Z which recently won the Rallye de l'Atlas is fast gaining popularity.

LINKING QUALITY PRODUCTS WITH EFFECTIVE SALES PROMOTION

As one of this year's first pieces of news from Yamaha, we featured a message from Yamaha's head offices to the worldwide Yamaha community. The message was an appeal for all the members of the Yamaha Family around the world "to work in closer cooperation than ever before in continuing our unflagging efforts in all the areas of corporate activities from product development and production to sales and service". Also, at the same time, we printed New Year's messages from all parts of the world, most of which stated that their policy for the future would be one of continued hard work towards our common goals. Already a half a year has passed since then. At this point we would like to give you a report on what is happening in West Germany, as an example of one of the many news items we receive from around the world. We hope that perhaps it will be of use to you in your own business efforts. This year Yamaha's West German importer, Mitsui Maschinen GmbH's Yamaha Division, is conducting an extensive grass roots campaign of effective sales promotion activities, including a "road show" that toured the 12 major cities of West Germany, tie-ups with fast food stores, outdoor, newspaper and radio advertisements, XJ900 test ride events, etc. In this way they are gradually strengthening the Yamaha image among the people of West Germany. (see pages 4 and 5, too)



The Yamaha Sallent decorates the interior of a McDonald's restaurant.

**World
Championship
Road Racing**

"King" Kenny hits back!

— Intense 500cc title battle —

Triple world champion "King" Kenny beat a trio of Honda riders to win the West German GP held at Hockenheim watched by the massive 150,000 crowd on May 8.

Honda-mounted Freddie Spencer looked to be heading for a fourth consecutive GP win until an exhaust trouble hit and stopped his works Honda.

A hot race in inclement weather

The 19-lap race started in the threat of rain. It was the Honda ace that made a clear getaway from the pole position, followed by Kenny and his team-mate Eddie Lawson (Yamaha). By the end of the opening lap Spencer's team-mate Marco Lucchinelli had taken the lead. Kenny and Spencer were competing for second spot. During the second lap Spencer forged ahead of the



K. Roberts

Spencer. Kenny still went on to lead the race as the rain began to patter.

The race was stopped after only 15 laps because the weather condition became more terrible. Roberts led Katayama by about 4.37 seconds through the spray at the finish.

Into the final lap, both riders were about to lap other riders. Spencer, with a marginal advantage, got past them more smoothly than Kenny and went on to take the chequered flag first.

Kenny does it again!

— Austrian GP —

Kenny reduced Spencer's championship lead to mere six points when he won the Austrian GP, 6th round of the series held at the ultra-fast Salzburgring on May 29. In this 31-lap race Kenny stormed

into the lead at the start of the fourth lap. A lap later Spencer climbed to second spot. Kenny continued his progress but Spencer dropped from second to fifth when he had a partial seizure on the 10th lap. Four laps later he gave up racing eventually. With the toughest rival out, Kenny eased the pace toward the finish, but was over six seconds ahead of Eddie Lawson, his team-mate who secured his best-ever grand prix result. Kenny scored one of the most important grand prix victories for many years.



E. Lawson

others. In his typical form the Honda ace began to pull away from his pursuers, headed by Kenny followed by Lucchinelli.

In the meantime, a fierce battle began between T. Katayama (Honda) and R. Roche (Honda) for 4th place, while at the same time 6th spot was being even more hotly competed between reigning world champion F. Uncini (Suzuki) and R. Mamola (Suzuki). Then the course of the whole race was suddenly and dramatically changed by two incidents, that is, first, Spencer began to ease his pace with a split exhaust and second, the threat of rain turned to reality.

Kenny relentlessly accelerated his Yamaha to close on the ailing Honda during lap 7. And a lap later Kenny snatched the lead from Spencer.

Four laps later Katayama and Lucchinelli also pulled ahead of

A split second!

— Spanish GP —

Kenny Roberts (Yamaha) and Freddie Spencer (Honda) raced a magnificent Spanish Grand Prix at Jarama on May 22.

It was one of the hardest races ever for both riders.

It was Ron Haslam (Honda) that led at the end of the opening lap of this 37-lap racing. Spencer snatched the lead from the team-mate on the third lap, with Kenny also pulling away from Haslam, Takazumi Katayama (Honda) and Marco Lucchinelli (Honda).

Determined Kenny forged ahead of the Honda ace on the ninth lap. A lap later, however, Spencer recaptured the lead.

Changing the top position between them almost each lap both riders continued a hectic battle until the finish.

World Championship Motocross

Carlqvist still challenging



Hakan Carlqvist

— 500cc class —

Tough Swede Hakan Carlqvist (Yamaha) showed his superb ride and finished 2nd and 6th in the two legs of the West German GP on May 8, thus adding 17 more points to the tally.

His ride in the Swedish GP held at his home circuit on May 29 was even more spectacular.

In the first leg of this round Carlqvist and his team-mate Jukka Sintonen were locked in battle until five laps from the finish. Then Carlqvist pulled ahead and Sintonen settled for a safe 2nd spot just behind his team-mate.

The second leg was run in heavy rain and Harry Everts (Suzuki)

streaked into the lead right after the start, followed by Dave Thorpe (Honda), Graham Noyce (Honda) and Carlqvist.

Everts continued to lead the race but by half distance Noyce and Carlqvist had shot past Thorpe. During the last stage of the race Carlqvist forged ahead of Noyce and finished second to Everts. With these brilliant results Carlqvist scored a total of 22 points.

ROAD RACING RESULTS

4th round — May 8 — West Germany

500cc class

1. K. Roberts (Yamaha)
2. T. Katayama (Honda)
3. M. Lucchinelli (Honda)
4. F. Spencer (Honda)
5. F. Uncini (Suzuki)
6. M. Fontan (Yamaha)

250cc class

1. C. Lavado (Yamaha)
2. T. Espie (Chevallier-Yamaha)
3. M. Herweh (Rotax)
4. M. Wimmer (Yamaha)
5. J. Cornu (Yamaha)
6. H. Guilleux (Kawasaki)

5th round — May 22 — Spain

500cc class

1. F. Spencer (Honda)
2. K. Roberts (Yamaha)
3. T. Katayama (Honda)
4. R. Mamola (Suzuki)
5. F. Uncini (Suzuki)
6. E. Lawson (Yamaha)

250cc class

1. H. Guilleux (Kawasaki)
2. C. Sarron (Yamaha)
3. M. Wimmer (Yamaha)
4. A. Pons (Rotax)
5. T. Espie (Pornod)
6. J-F. Balde (Chevallier)

6th round — May 29 — Austria

500cc class

1. K. Roberts (Yamaha)
2. E. Lawson (Yamaha)
3. R. Mamola (Suzuki)
4. T. Katayama (Honda)
5. F. Uncini (Suzuki)

250cc class

1. H. Herweh (Rotax)
2. D. de Radigues (Chevallier-Yamaha)

3. T. Espie (Chevallier-Yamaha)
4. C. Sarron (Yamaha)
5. M. Wimmer (Yamaha)
6. H. Guilleux (Kawasaki)

MOTOCROSS RESULTS

500cc class

3rd round — May 8 — West Germany

1st heat

1. A. Malherbe (Honda)
2. H. Carlqvist (Yamaha)
3. T. Pikkarainen (Honda)
4. G. Noyce (Honda)
5. D. Thorpe (Honda)
6. N. Hudson (Yamaha)

2nd heat

1. A. Malherbe (Honda)
2. G. Noyce (Honda)
3. J-J. Bruno (Suzuki)
4. A. Bromans (Suzuki)
5. D. Thorpe (Honda)
6. H. Carlqvist (Yamaha)

4th round — May 29 — Sweden

1st heat

1. H. Carlqvist (Yamaha)
2. J. Sintonen (Yamaha)
3. H. Everts (Suzuki)
4. G. Noyce (Honda)
5. A. Malherbe (Honda)
6. D. Thorpe (Honda)

2nd heat

1. H. Everts (Suzuki)
2. H. Carlqvist (Yamaha)
3. G. Noyce (Honda)
4. D. Thorpe (Honda)
5. G. Semics (Honda)
6. Y. Vanden Broeck (Suzuki)

250cc class

4th round — May 8 — Holland

1st heat

1. G. Jobe (Suzuki)
2. D. LaPorte (Yamaha)
3. J. Martens (Yamaha)
4. J-C. Laquaye (Honda)
5. R. Dieffenbach (Honda)
6. G. Rahier (Hva.)

2nd heat

1. G. Jobe (Suzuki)
2. J. Martens (Yamaha)
3. K. Vander Ven (Suzuki)
4. D. LaPorte (Yamaha)
5. H. Van Mierlo (Yamaha)
6. G. van Doorn (Suzuki)

5th round — May 29 — Bulgaria

1st heat

1. G. Jobe (Suzuki)
2. D. Rangelov (Suzuki)
3. H. Kinigadner (KTM)
4. A. Drechsel (Honda)
5. D. Watson (Yamaha)
6. S. Mortensen (Yamaha)

2nd heat

1. D. Rangelov (Suzuki)
2. G. Jobe (Suzuki)
3. D. LaPorte (Yamaha)
4. A. Drechsel (Honda)
5. J. Whatley (Suzuki)
6. R. Dieffenbach (Honda)

125cc class

5th round — May 1 — France

1st heat

1. E. Geboers (Suzuki)
2. M. Rinaldi (Suzuki)
3. J. Gibson (Yamaha)
4. J. Vimond (Yamaha)
5. P. Vehkonen (Yamaha)

2nd heat

1. E. Geboers (Suzuki)
2. J. Gibson (Yamaha)
3. M. Velkeneers (Gilera)
4. A. Lejeune (Cagiva)
5. C. Maddi (Gilera)
6. P. Vehkonen (Yamaha)

6th round — May 15 — Yugoslavia

1st heat

1. E. Geboers (Suzuki)
2. J. Gibson (Yamaha)
3. M. Rinaldi (Suzuki)
4. M. Velkeneers (Gilera)
5. P. Vehkonen (Yamaha)
6. G. Andreani (KTM)

2nd heat

1. E. Geboers (Suzuki)
2. C. Maddi (Gilera)
3. M. Rinaldi (Suzuki)
4. M. Velkeneers (Gilera)
5. J. Vimond (Yamaha)
6. P. Vehkonen (Yamaha)

7th round — May 29 — West Germany

1st heat

1. P. Vehkonen (Yamaha)
2. K-B. Kreutz (Honda)
3. M. Rinaldi (Suzuki)
4. C. Maddi (Gilera)
5. P. Desendre (Yamaha)
6. J. Gibson (Yamaha)

2nd heat

1. E. Geboers (Suzuki)
2. K-B. Kreutz (Honda)
3. M. Velkeneers (Gilera)
4. C. Maddi (Gilera)
5. P. Vehkonen (Yamaha)
6. M. Rinaldi (Suzuki)



K. Roberts (right) and E. Lawson

Yamaha RD Cup in Holland

Holland has become the latest country in Europe to adopt the RD 350LC Cup series, joining France, Germany, Denmark, Switzerland and the U.K. in running, what is proving to be Europe's most popular and exciting production race series.

The introduction of RD racing in Holland has received the whole hearted support of the Dutch Motorcycle Federation (The KNMV) who have cooperated with Yamaha Motor NV, to the extent of organizing the race series in conjunction with Dutch national and International events.

The 1983 RD 350LC's, to be used by the riders in the series, were delivered to the dealers one week prior to the first event at Hengelo in the east of Holland, and amid great excitement many riders were waiting at their local dealer shops for the arrival of their machines.

In the case of Yamaha dealer Johan Van De Wal, former Endurance racer, and Holland's motorsport man of the year in 1982, 15 young RD riders were on hand to help uncrate their machines. With expert guidance from Johan and his team of experienced mechanics the riders prepared their machines for racing in Johan's workshop before leaving to get in some practice prior to the first race.

The first 9-race RD Cup series starts

On April 17th 1983, the first RD350 cup race was held on the Hengelo circuit.

The race, organised by the Hengelo car and motor association "Hamove" under the auspices of the K.N.M.V., was the first out of a total of 9 races, of which the last one will be an international meeting which will probably take place in Germany.

The background, which led to the creation of this class, is as follows:

"A SUITABLE MACHINE FOR THIS PURPOSE, TO GIVE YOUNG PEOPLE AN OPPORTUNITY, TO PRACTICE THEIR HOBBY/SPORT ON A PAYABLE BASIS"

"Verselling" in Hengelo is a 4.848km public road circuit where races are run clockwise. There are 4 square-like curves: Veldermansbocht-Van Manenbocht-Boschbocht and Molenbocht. Public is only permitted to view the races from the outside of the circuit. A 'sitting' stand is located at the start/finish. A 'standing' stand is located at the Veldermans- and Molen-bocht.

The pavement is in excellent con-

dition. Wherever necessary stones are placed in the verges of the curves to prevent accident.

Most exciting!

Timed practices were run in ideal weather conditions on April 16. But it was rainy and windy a bit on April 17. The race, however, was little affected by these inclement weather conditions.

28 riders qualified out of 70 young thrusters on timed practices filled the places on the race grid.

Rob Bakker, entered by his local Yamaha dealer Mr. Piet van Dijk of Enschede qualified on pole position for Sunday's race.

The race lived up to the crowd's expectations, despite Rob Bakker winning by several seconds, competition for point scoring positions was fierce, with Tjerk Jansen finally getting the better of Ap Vink to finish second. Both Tjerk Jansen and Ap Vink were entered by Johan van de Wal. The racing at Hengelo has wetted the appetite of riders and spectators alike and all are eagerly awaiting the further development of the series.

Excellent facilities and services

Apart from racing itself, the facilities and services were also very good as follows:

Safety: Safety precautions for riders and public were given most serious consideration. A "closed" television circuit allowed the race officials to view every race. In addition, they were in direct contact with the KNMV leaders via walkie-talkie.



No.57 is R. Bakker, No.59 T. Jansen and No.67 A. Vink



The Yamaha girls present flowers and trophies to the 1st, 2nd, and 3rd placed riders.

Medical centre: There's a mobile hospital with surgeons, anaesthetists and nurses at the entrance of the racing quarters, so that the wounded could be given first-aid treatment or taken to a hospital.

Four doctors were present at posts alongside the track, as well as 12 first-aid posts and two ambulances.

Assistants: Besides their own members, the organizers were able to rely on assistance from Hengelo Municipal Gld., Police, Fire Brigade, First-Aid, Music-Associations, Rifle Clubs and Dog Clubs.

Sanitary Arrangements: There were toilet-, shower- and washing facilities available in the racing quarters. Toilets were also situated alongside the circuit.

The success of the first Dutch RD Cup event shows that a good cooperation between Yamaha Motor Nederland B.V., K.N.M.V. and the organizing associations guarantee an attractive race-happening in 1983.



A. Carter



T. Rapicault

RD Cup-bred riders

As mentioned on page 3 in our previous issue, 18 year-old Alan Carter became the youngest rider ever to win a motorcycle Grand Prix when he got the first place in France on April 3rd. Alan from Halifax in Yorkshire is Team Mitsui Yamaha's rider. He has some fellow riders who are also active in 250cc class road racing.

They are Thierry Rapicault, Philippe Robles, Martin Wimmer and so on. Thierry, Le Mans "home town boy" is Team Sonauto Gauloises rider and got 2nd place in the 1982 European 250cc Championship. Philippe is the Team Pons Yamaha Gauloises rider, while Martin, Team Mitsui Yamaha's. All are 250cc stars.

What is in common with them? What is the formula for the success of these young men? The answer is that they are all RD Cup-bred riders.

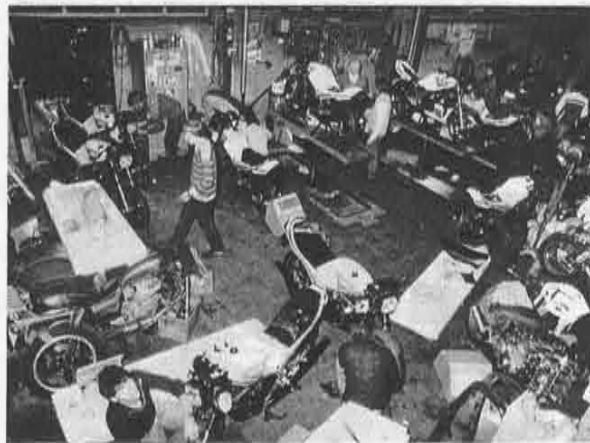
Yamaha believes in competition and continuity in rider development. The RD 350 LC Cup series currently being run by Yamaha in the United Kingdom, France, Germany, Holland, Switzerland and Denmark gives young riders racing experience on powerful production sports motorcycles of equal specifications and performance.

Yamaha is the world's largest producer of racing motorcycles and the TZ 250 K machines are the same over-the-counter racers that can be found competing in European Championship and national clubmans races.

provide the type of thoroughbred production sports and racing motorcycles that will generate the stars of tomorrow.



RD 350 machine preparation in the workshop of Yamaha dealer Johan van de Wal.



RD Cup riders unpacking their race machines at the shop of dealer Johan van de Wal. Mr. v.d. Wal is on the extreme right of the photograph.

LINKING QUALITY PRODUCTS WITH EFFECTIVE SALES PROMOTION

In West Germany the Yamaha Division of Mitsui Maschinen GmbH is the sole importer of Yamaha motorcycles for the country. Yamaha's current success in the German market is due largely to the efforts of this company in supporting its network of 650 excellent local dealers in combined sales activities. Since the beginning of this year Mitsui Maschinen has continued to strengthen its support of these dealers through the promotion of a variety of promotional activities.

A road show visits 12 cities

From January to March of this year a "road show", of the type that has been so successful in England and Australia, was held in West Germany. The general aim of the "road show" is: (1) to show the new models to as many people as possible before the season actually begins and in this way to create an advance boom for these models, and (2) to help all dealers concerned review their individual sales

ever, in some areas the show was held as part of a larger show for which admission was being charged. The shows that were exclusively Yamaha displays, however, were basically free of charge, making it easy for the customers to enter and thus contributing greatly to their success. Concerning the customers response to the models, the RD80LC was praised with words like;



Hamburg Show: This display room is decorated as beautifully as a museum (1). The show room is so full of activity that it's a nice advantage to be able to view the displays from a mezzanine as well. In one corner of the mezzanine a video room has been set up (2 - 4).



plans based on the results of a show. A 7.5 ton truck was used to carry 10 to 13 bikes around to 12 major cities where halls of hotels and restaurants were used as display rooms. In addition, technical advice corners and video rooms were set up to encourage further communication with the customers. Each display combined the models brought by the truck with additional models provided by the local dealers. The cities that were visited included Berlin, Hamburg, Bremen, Schwerte, Koblenz, Nurnberg, Ulm, München, and Giessen which was a special success thanks to a guest appearance by 250cc Motocross World Champion Danny LaPorte, who signed autographs and gave a short riding demonstration. Originally it was planned to make all of the shows exclusively Yamaha events. How-

"The best on the market"
"Good size"
"Fine instrumentation"
"Aggressive styling and colors"
while the DT80LC received fine comments like;
"A great bike in all ways"
As far as the relative popularity of the RD versus the DT models goes, since trail bikes are now the fashion in motorcycles, the DT models seemed to be the more popular. Because this was the first time that a "road show" was held in Germany there were a number of problems to work out with the local dealers concerning cooperation, schedule planning, and preparations.

Berlin Show: In spite of the cold many visitors come by bike (5). The displays arouse the visitors interest. There are also samples of Yamaha audio equipment on display (6 - 7). If you give out a questionnaire please don't forget the follow-up! (8)



Koblenz Show: A Yamaha banner is hung on the road leading to the display hall as a landmark (9). The display room (10).



Giessen Show: World champion D. LaPorte gives a riding demonstration.

However, since the events were held over a relatively long period of three months, there was plenty of time to learn from the mistakes and eventually overcome the problems, so the show improved with each holding. As a result, the success of the campaign far exceeded the organizer's expectations, and in spite of the severe cold and bad weather of this season several thousand visitors came to see each of the shows. After this success the organizers are already looking forward to making the next "road show" campaign even more efficient and effective.



Bremen Show: In the display room (12). The PWs are also very popular (13).

A close look

Unique ads that fit the

Tja. Fritz fährt ab auf Yamaha
Oho. Mama auf Yamal



Die neue, starke Yamaha RD 80 LC/2
Flüssighebelgesteuertes 1-Zylinder-2-Takt-Motor, 79 cm³, 21 kW (27 PS), YES, CDI-Zündung, 80 km/h, 6 Gänge, Doppelbremse, C-Steuer-Federung, Brem-Yamaha-Händler

Die neue, gelbe Yamaha Flüssighebelgesteuertes 1-Zylinder-YES, CDI-Zündung, 80 km/h, 6 C-Steuer-Federung, Brem-Yamaha-Händler

As with other types of sales promotion, it is always a good idea to create unique advertisements that are well suited to the locality in which they are to be used. An interesting fact about Germany is that the telephone boxes there are glass on three sides with a back made of sheet metal. Although many of the boxes are up against buildings so that the backs can not be seen, a large number of them are also situated so that their backs face pedestrians or traffic. When seen from the outside these backs are completely blank. What an excellent advertising medium these backs would be at busy intersections and along main roads!
This is the reason that Yamaha promoters signed a two year contract (the rental rate is lower at two years) with local authorities for the use of these telephone boxes and immediately set out to design three new

Big things are expected with McDonald

One promotional scheme that can sometimes be very effective is to tie up with the promotion department of another company that is doing a large volume of business. In Germany a contract was signed between



The interior of a Mc

Work at this year's activities IN GERMANY

locality



ing on telephone boxes.

posters about the same size as a telephone box, 80cm x 180cm. The posters were printed on PVC, a material that will stand up to rain and sunlight for at least six months. It was then decided to change the theme of the posters three times a year, with the first poster featuring an 80cc model in a motif that uses the currently popular "punk" fashion to appeal to the 15 to 17 year old market.

These posters which were put up on 300 telephone boxes in 14 cities have proved from the start to be very popular. As a result of an agent's study that showed these posters to be more popular than other ads, it was decided to print the posters again on regular paper so that the local dealers could sell them to the public. Everyone is looking forward now to seeing what the theme of the next poster will be.

ed from a tie-up

Yamaha and McDonald for the holding of a joint promotional campaign for a six week period starting in May. McDonald, with its rapidly growing worldwide popularity among people of all ages, was the perfect choice for a tie-up company because the



ald's restaurant.



The hanging decorations.

primary aim of this tie-up was: (1) to afford considerable savings in AD and PR budget and (2) to increase the market-penetrating effect of Yamaha scooters as a kind of public commodity by making their image overlap with that of another popular commodity.

The concept behind this tie-up was to have each of the 170 McDonald's restaurants hold a lottery in which the first prize would be a Yamaha Salient. The 170 Salients that would be given away to the McDonald's customers would be supplied free of charge by Mitsui Maschinen and in return McDonald's Promotion Department would do all the advertising for the campaign. Starting on May 1st all of the McDonald's interiors were decorated with paper-board models of Salient, posters, ceiling decorations and tray liners, all advertising the Salient.

The advertising campaign included two full-color ads in Germany's largest circulation nationwide Sunday paper, as well as a total of 223 thirty-second time spots on the radio during the month of May. According to McDonald's estimate they had about 35 million customers in a four week period in May, meaning that during the six week period at least 50 million people saw the Salient. This is a far larger number than it would be possible to try to reach by newspaper and magazine ads alone, and that within such a short period of 6 weeks, and even if it could be done, the cost would be enormous. So, now all the Yamaha dealers in Germany are looking forward to seeing what kind of results this campaign will bring.

In addition, individual Yamaha dealers can make this tie-up an occasion to organize their own shows jointly with local McDonald's restaurants in the future. The customers at McDonald's cover a wide range of ages including mothers who bring their young children, junior and senior high school students, and also the 18 to 25 year age group, so the advertising was aimed at these groups. If, in addition, other adver-

tising can be aimed at the same audience on a large scale and during the same time period, the results should be especially good. The telephone box ads are, of course, a good means of doing this. This year is a time to shift from "a one point" type sales promotion to a "wide area" type of promotion.

How can everything be put into action?

In addition to all the activities mentioned above, another campaign was launched to coincide with the release of Yamaha's proud new entry in the large displacement sports bike market, the XJ900. This cam-



A magazine advertisement for the XJ900 test ride event: It asks the customer: "why don't you try this unbeatable bike for yourself?"

paign involved getting all of the local dealers to cooperate in the holding of test ride events at every shop around the country. German customers in particular are very careful about making sure that the quality of a motorcycle is up to their standards before they buy. This is why Yamaha decided to supply the dealers with models that the customers, after registering with the dealer, take out on a free test ride to try out the bike's performance for themselves before they buy. This promotional campaign has been very well received by the customers and this fact is showing up in the excellent sales statistics for the XJ900 to date.

As you can see from this report, the sales promotion activities that have been going on in West Germany during the first half of this year are especially unique in concept and have brought about a very lively response from the public. How about your area? We hope that you can find some hints from these examples for effective sales promotion activities that could be adapted for your market as well. We would like to see everyone benefiting from sales promotion as effective as these cases have been in West Germany.

NEWS ROUNDUP

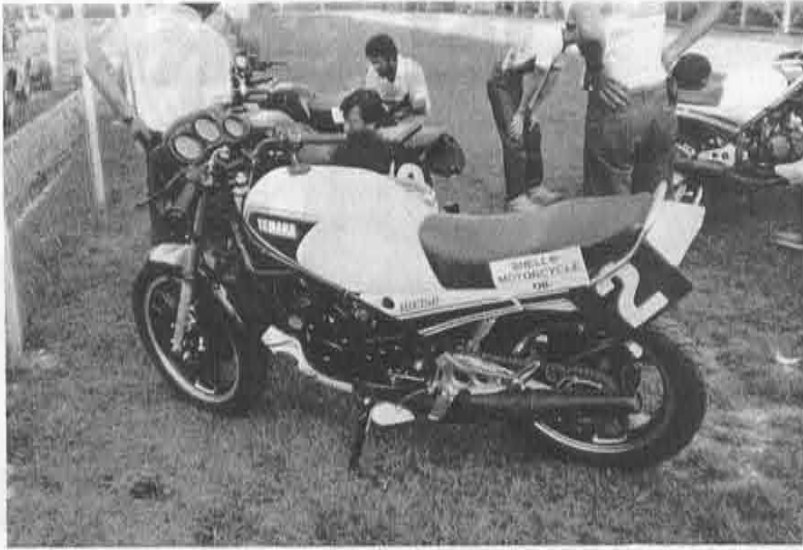
4-hour endurance race in Malaysia

From Malaysia: Recently a 4-hour endurance race named the "Shell Endurance 1983" was held at Malaysia's Shah Alam Racing Circuit. Although the temperature on race day soared above 35°C (105°F), this didn't deter Malaysia's avid race fans from turning out in unprecedented numbers to watch the race. With all the stands jammed to capacity, the spectators lined up four and five deep along the fences around the course to cheer wildly for their favorite bikes all day as they battled for the lead. In spite of the heat, everyone was lost in the thrill of the competition that raged out on the track.

A lot of interest surrounded the start of this race because of the fact that it was the first endurance race ever held in Malaysia, and also because of the fact that the new '83 model Yamaha RD350LC was making its debut in this race. Everyone was excited to see what kind of a challenge the new RD350LC could put up against the Honda CB1100R racing machine. The race eventually saw the three Yamaha RD350LC's, which had arrived just three days before the race, making an impressive showing, clinching 2nd, 3rd, and 4th, only one lap behind the Honda CB1100R racing bike. The Suzuki GSX semi-racing bikes never even came close to catching the Yamaha RD machines. Although Yamaha fans were a bit disappointed to see the victory go to Honda, it was a race that every one of the 30,000 spectators could enjoy. Despite the blazing mid-day heat, no one even thought of leaving before the very end of the 4-hour endurance contest.

Applause goes to the RD for a valiant effort

From the start of the race C.K. Choong, riding the Honda CB1100R jumped into the lead and aggressively built up a one lap lead over the second place bike by the end of the 16th lap. For a moment it looked like this might turn into a one-sided race, but on the 38th lap the CB had to pull into the pit for a new rear tire and oil change. Seeing the Honda take a 40 se-



This is the RD350LC '83 ridden by Foreman Oh and Garry Leong. It became the star of the race by closing the gap on the Honda over the second half.



The mechanics who work on the machines

cond time loss in this way brought the Yamaha and Suzuki fans back to life. The Honda continued to lose time as it was forced to stop in the pit again on the 74th and 112th laps. In contrast, the three Yamaha bikes only needed one stop each between the 74th and 76th laps for a change of tires. Two hours into the race it had become a fight for the lead between the CB1100R and the three Yamaha RD350LCs. The pace of the CB continued to drop throughout the second half of the race, while on the other hand Foreman Oh, a Hong Leong Yamaha rider continued to pick up the pace and close the gap. The latter stages of the race were dominated by a hectic battle between these two bikes. The CB would open up a large lead on the straightaway only to have the RD catch up again in the turns. When the RD would pass the CB in the turns the CB would come back on the straightaway to take the lead once again. As the

battle for the lead raged on in this way the fans would cheer to see their bike take the lead and then sigh to see it taken away again. To the end the RD350LC ridden by Foreman Oh and Garry Leong performed beautifully, coming just short of catching the CB ridden by C.K. Choong and Vincent Wong. The 30,000 fans cheered in appreciation of the valiant fight that the RD350LC put up against the Honda racing machine with an engine three times larger in displacement than the Yamaha. The Yamaha RD riders and mechanics all gained a lot of confidence and experience from this, their first endurance race, and you can be sure that they are already looking forward to the next endurance contest.



Gathering from the early morning, more than 30,000 fans turned out for the race.

of a lottery. The scooters were provided by MMS.

As you can see from this advertisement, the Beluga also has a close relationship with racing. For this reason YMNV is supplying two Belugas each to the Yamaha Marlboro World Championship Team, the Marlboro McLaren Team and the Marlboro Alfa-Romeo Team for use as paddock bikes.

The publicity value of the two scooters to be given away was greatly enhanced by the fact that Kenny Roberts and Eddie Lawson rode them during their appearance at Marlboro's press conference in London.

Police bikes are presented



Police officials inspect the new XJ550P's.

From Malaysia: In Kuala Lumpur recently, Yamaha Motor Co. presented the local police with 10 new XJ550P motorcycles, fulfilling the promise that was made to the Prime Minister of Malaysia when he visited Yamaha's home offices in Iwata.

On the day that the motorcycles were presented representatives from the Police and Yamaha distributor Hong Leong Yamaha gathered at one of the buildings on the Police Training Center grounds for an 11 o'clock ceremony. Also in attendance to report on the event were close to forty

newspaper and magazine reporters.



10 Police motorcycle drivers give a demonstration.

The presentation ceremony began with a speech by Mr. Lwek Leng Hai, Managing Director of Hong Leong Yamaha. In his speech Mr. Kwek announced that in addition to the motorcycles from Yamaha Motor Co., Hong Leong Yamaha was also presenting the Police force with Passolas for the women Police riders. This speech was then followed by greetings from the Police representative, Director of Management, Commissioner Datuk Haji Mohamed Shahir Abdul Majid. After this Mr. Kwek presented Mr. Datuk with the keys to the 10 motorcycles as well as a special tool set. Some informal talk between the representatives followed as they viewed the new Yamaha bikes, and then the ceremony was moved outside for a driving demonstration by 10 Police motorcycle drivers.

Finally, from 1:30 to 4:00 the 10 new XJ550P's were used as Police drivers received detailed instruction on safe and proper riding of the bikes by a Yamaha instructor, Mr. Toh, at the driving school facilities on the Police Training Center grounds. Scenes from this presentation ceremony were shown that evening on the evening news programs, and followed the next day by articles in almost all of the local newspapers.

Yamaha outboards in a park



From West Germany: The Holiday Park and co-sponsor, Yamaha Motor NV started wonderful waterski show from last April.

The park is in Hassloch, near Heidelberg. They will perform the show 3 times a day, during the season, which will end on the last day of this coming August.

The show is using the following boats: 2 jumping boats with Yamaha 50CMS, 2 fliver boats with Yamaha 20CMS, 1 pick-up boat with Yamaha 50CMS, 1

clown boat with Yamaha 9.9DMS and 2 Starcraft towing boats with build-in Ford motors.

Sofar the American crew, which is running the show, is very satisfied with the Yamaha outboards. Special the 1:100 mixture is very interesting for less smoke and less oil on the water during the show on the relatively small lake.

During this period they expect about 2 million visitors to the show.



You can win Kenny's scooter



The Belugas look nice in Marlboro colors. The riders are, of course, Kenny (right) and Eddie.

From the U.K.: Prior to and during the running of the Marlboro Sun Transatlantic Trophy race, Marlboro's promotion agency conducted an interesting promotional campaign with motorcycles.

WIN KENNY'S BIKE

"HIGH-SPEED champion Kenny Roberts likes nothing better than a joy ride on his Yamaha paddock bike. It's the machine the stars use behind the scenes at big race meetings. And next week The Sun is giving away two of these bikes in a free easy-to-enter competition. Don't miss out, folks, it's your chance to travel like a champ!"

This is an advertisement that appeared on the pages of "The Sun". Because they thought that the "Beluga" would suit their readers well, "The Sun", which was a co-sponsor of this race, decided to give away two of these scooters to their readers by means

NEWS ROUNDUP

A Fully Illustrated Driver's Manual

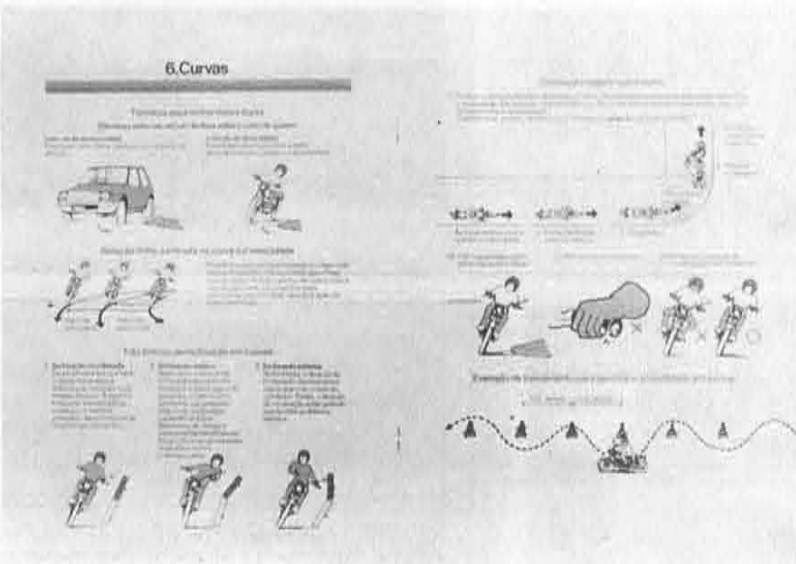
From Brazil: Yamaha Motor do Brasil has long shown great enthusiasm in promoting the education of novice motorcyclist. The most recent example of their continued efforts in this field is the completion of a new driver's manual entitled "Como dirigir a sua motocicleta com segurança — Curso de Pilotagem Yamaha". Consisting of 23 pages on heavy, quality paper in a 21cm x 29.5cm format, it feels more like a well-

made book than just another pamphlet. Here are the subjects covered in the manual:

1. You and your motorcycle
2. Proper riding position
3. Starting the engine, starting and stopping the vehicle
4. Making a complete stop
5. Starting forward again
6. Curves
7. Uphills
8. Rough roads
9. Driving in the rain
10. Recognition, judgement and adaptation
11. What to watch for in other cars

All of these points are discussed with plenty of illustrations to make them extremely easy to understand.

This manual was handed out recently at the opening ceremonies for new Yamaha Riding Centers that have been established independently by dealers in four different locations. All students who sign up for the riding course are given a manual free of charge. They value their manual highly for the help it gives them not only on the training course but also later on when they will ride on the roads.



A Joyful Yamaha Day



Prize-winning boys and girls

From Guadeloupe: Karukera Motos which is handling the imports and sales of Yamaha bikes in Guadeloupe, an island country on the Caribbean Sea, recently organized a joyful bike event as part of its extensive Yamaha promotion program.

The event was given much variety including moped games, model introduction, trial run, riding school and many other joyful ac-

tivities which appealed especially to the youth.

Boys and girls who won the first places in these games, were awarded nice prizes. Beverages were served free of charge. In the riding school these boys and girls were instructed on how to ride safely and correctly.

A Yamaha moped was displayed indoors. Major technical features and correct, enjoyable use of it

was also shown to visitors. More than 300 people participated in the event and the number of visitors and spectators was much greater, thus bringing the event to a significant success.



"Mr. Venga" is also taking a part in this joyful event.

Student Coop Motorcycle Fair

New communication brings college students and motorcycles together



During the four days more than 1,600 students visited the Fair, and 98 bikes, mostly new models, were either sold or reserved.

From Tokyo: For a four day period from April 26th through 29th, the Tokyo branch of the University Students Cooperative Association, which deals with students from 38 universities in Tokyo, Chiba, Saitama and Kanagawa Prefectures, held a "Student Coop Motorcycle Fair" at the Student Coop's Convention Hall in Tokyo.

In addition to its display of

scooters and sports bikes, the Yamaha corner also featured a variety of services such as a "Technical & Safety Advice Corner", 50cc license class, an introduction and registration desk for YRS (Yamaha Riding School), as well as a VTR showing scenes from a current first-run motorcycle movie which was especially popular with the students.

SL Off-road Riding School being held regularly at more and more locations nationwide



At the end of the SL school class, an endurance rally was held.

From Iwata: The SL Off-road Riding School, a course which uses the fun of off-road riding to encourage new riders to master proper riding technique, is being held on a regular schedule now at a rapidly growing number of locations nationwide, thanks partly to a promotion contest held this spring. The winner of this

Athens Boat Show

From Greece: YAMAHHELLAS, sole importer for Yamaha outboards, motorcycles and generators in Greece, participated in the "5th Athens Boat Show" which took place from February 26 to March 6, 1983.

The "5th Athens Boat Show" covered the entire available space of Zapion Palace in Athens, Greece. Fifteen halls of approximately 8000 sq. meters floor space inside and 3000 sq. meters outside Zapion was divided into 120 stands of 12 to 145 sq. meters each. "Athens Boat Show" is a specialized international show that occupies one of the best positions in the sector of pleasure yachts, displaying all the dissension of Greek shipbuilding and the evolutions of accessories and marine engines.

The stand Yamahellas was a separate hall out of the fifteen covering an area of 200 sq. meters. The main products that were exhibited were outboards and generators which covered 3/4 of

the whole space. Visitors were astonished with Yamahellas stand since it was the best in the boat show in terms of space occupied and decoration. Yamaha Motor Co., provided the layout and decoration drawings, which were very colselly followed. Walking along the whole fair you



spring's promotion contest, said about his SL Off-road Riding School, which among many customers is know affectionately by the nickname "Off-ride"; "At our off-ride there was surprisingly large number of whole families coming to learn together, which I think is a very good trend. It helps us promote trade-in deals on new bikes. In the future I want to hold the course on a regular basis and give it the atmosphere of an event that people of all ages can enjoy together".

1983 Osaka World Sailboat Festival

From Iwata: Osaka stands next to Tokyo as being a major center of economic and cultural activity in Japan, and today as much as 40% of Japan's net foreign trade goes through Osaka. This city has a long history and Osaka's city planning commenced with the building of the Osaka Castle and the canal. 1983 marks the 400th anniversary of the building of the Osaka Castle, and in addition, this is the year when the 9.4 million square meter landfill project in the Bay of Osaka is being completed. An international festival of the seas, the 1983 Osaka World Sailboat Festival, is being held in commemoration of these events. The sailboats Nippon-maru and Kaiyo-maru from Japan, Esmeralda from Chile, Gloria from Columbia, and many other famous sailboats will take part in the sailboat parade to be held on October 23, and the first grand show of sailboats in Asia is going to be featured. Furthermore, this fantastic boat show in and around the Bay of Osaka will feature a cruiser race and cruiser parade as well as an exhibition of famous sailboats for the general public.



Information of a memorial regatta

had the impression that Yamaha was everywhere since Yamahellas had agreed with the organizers to print YAMAHHELLAS name on the banners hanging in the corridors throughout the exhibition.

Visitors were about 55,000 people and Yamahellas had good business transactions during this show.



Michel at the buoy, after 20 hours and flying to a marvellous performance.

Incredible Yamaha 60D!

— Roven 1983 —

Do you know about the boat race at Roven? Of all the boat races worldwide, Roven is a unique event. Just imagine, for 24 hours men, boats and motors are put under constant pressure. In Roven your biggest competitor is the natural elements; water conditions, rain and fatigue both for the men and their machines.

So many things can happen in 24 hours. A floating piece of wood damages your propeller or breaks a hole through the hull



Men and boats are set on the water



A large crowd!

of your boat ... the battery shows evident signs of depletion at 01:00 a.m. ... the fuel tank starts to leak at 03:00 a.m. ... Only the most durable will finish the race.

On the Seine River, in the heart of the historical French city of Roven, the boat race around the island Lacroix ... and around the clock. The distance of each lap is 3.6Km.

This year, 53 boats were on the starting line, but only 30 could finish the race. Four

teams had their boats rigged with Yamaha engines. Three were in the SE class (Catamarans equipped with standard motors of 701cc to 850cc), the boat Nos. 44, 47 and 80. Another one was in the T2 class (Monohulls equipped with standard motors of 550cc to 750cc), boat No. 70. Boat No. 70 with a Yamaha 60D was the sensation of the race. Considering that they had the smallest boat with the smallest engine to enter the race, for them to finish fifth overall, ahead of 48 more power-

ful boats was really a feat. Boat Nos. 44 and 47 finished sixth and twenty second overall respectively. Unfortunately boat No. 80 had to give up at midnight.

Mr. Michel Quirin who was the owner/driver of the No. 70 boat and also Yamaha dealer in Belgium, said. "If Yamaha could provide a competitive motor in the SE class, I feel that I could win overall". Still, he and his co-drivers Mr. Baillez and Mr. Malpa covered 1,556,167Kms in 24 hours, at an average speed of 64.84Kms per hour and that included all technical stops!



"We made it!"

Information from **AD & PR** Division

New PR Film "The Yamaha"

Let us tell you about a new PR film from Yamaha. This PR movie, entitled "The Yamaha" gives a view of the entire corporate activities of Yamaha beginning with its proud technical development capabilities and the products they have produced over the years, the constant improvement of these products leading to the development of newer models, and then through its current promotional activities we get a

look at the Yamaha of today. We get a look at such things as the wind tunnel experiments being performed at the R & D Center, engine tests, designers hard at work in a design conference, 2-stroke and 4-stroke engine production lines, test runs, and products in actual use both in Japan and abroad, with an additional look at technical development and manufacturing processes in the Marine Division as well. Scenes like a training school for police motorcyclists, a sailing school, yacht races and other promotional activities are followed finally by an introduction to Yamaha's various factories. All of these features

make this film undoubtedly the best one available for getting a full understanding of today's Yamaha. We hope you will make good use of this film in your business.

SPECIFICATIONS:

Film No.: F945
 Title: "The Yamaha"
 Size: 16mm/35mm
 Running Time: 23 minutes
 Narration: English
 Price 16mm: ¥60,000 (FOB Japan)
 35mm: ¥160,000 (FOB Japan)

Helpful business aids

Recently we at Yamaha Motor sent out our new Audio-Visual Library list and our new Sales Promotion Tools Catalogue. Have you received yours yet? As for the Audio-Visual Library the list of

Correction

The retail price of "Magic Marine Sandals" (introduced in the last issue) is changed from @¥2,500 to @¥2,200 (male type) and @¥2,100 (female type).

films and video tapes produced in 1982 to 1983 is enclosed. Most of the tapes provided are of the NTSC system. PAL system video tapes are also available.

As you see, there are a number of new sales promotion aids in our SP Catalogue.

We hope you will take a close look at the list and catalogue and plan to make use of anything in them that could prove helpful in your business concerning the sale of Yamaha products.

