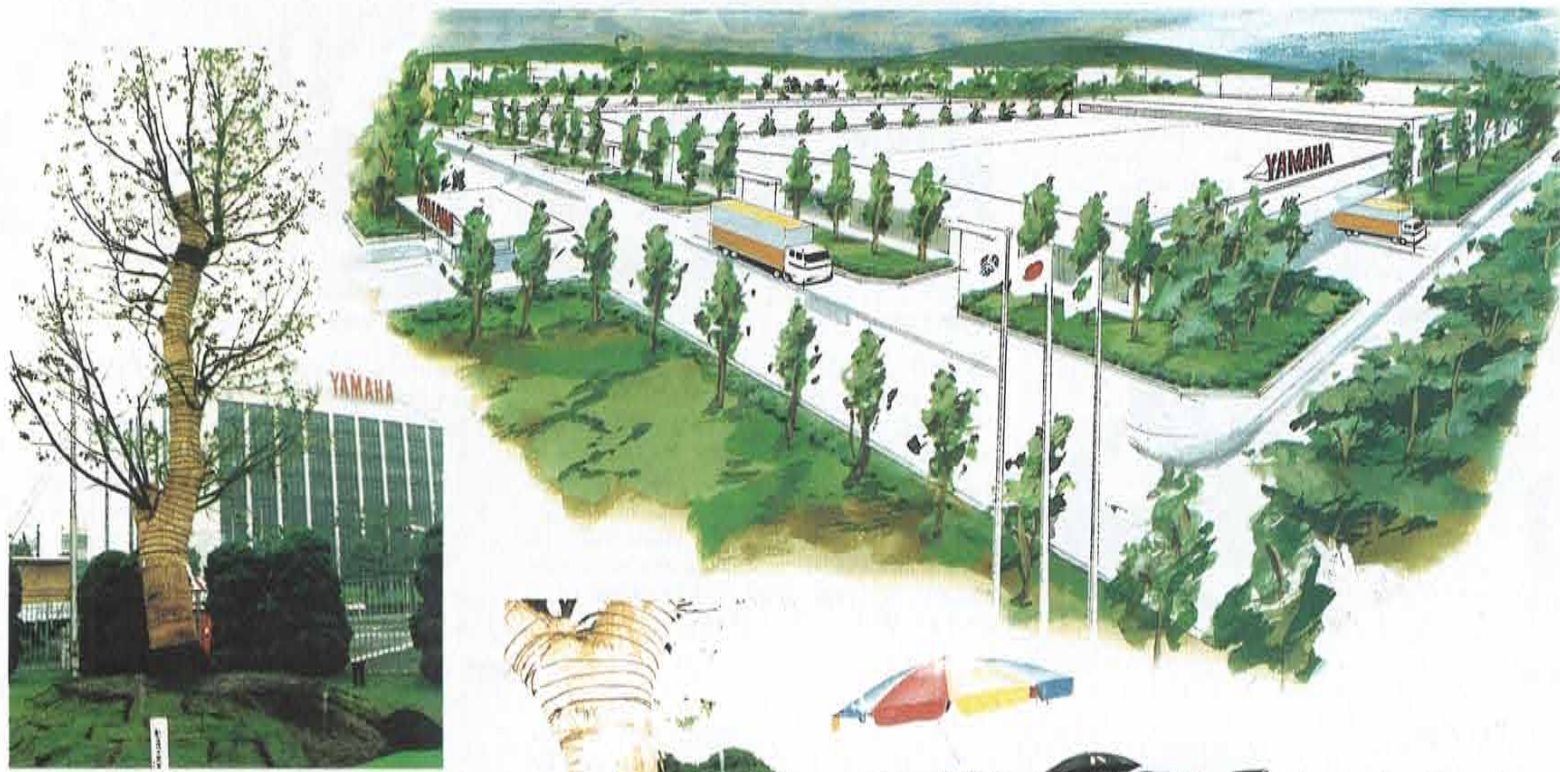


On July, 1st of this year we at Yamaha Motor attained the 30th anniversary of company's founding. We can all be proud of the fact that through the combined efforts of all Yamaha people concerned, we now stand at a point considerably ahead of the 2-year plan we adopted at the beginning of the company's "reconstruction" two years ago. Now we feel it is essential to take this opportunity to reemphasize the fact that the purpose of this "2-year reconstruction plan" was to build a new Yamaha that stands for quality in both word and deed, and to consider ourselves now as standing at a new starting point.

We now stand at the start of a new road

The road to building a Yamaha that stands for quality in both word and deed



The 30th anniversary is now attained



President Eguchi planting a commemoration tree with his dearest wish for the bright and great future of the company.

the areas of technology, manufacturing, marketing and management. As the means for these improvements we should first of all pursue unified standards for all departments of the company, and strive to advance with consideration for the needs of the company as a whole.

A commemoration with meaning for the entire company

In place of any kind of specific celebration, it has been decided to commemorate this occasion in a way that will have lasting value for the entire company and its employees by the initiation of the following new programs and new facilities.

1. In order to speed up product development a "Manufacturing Technology Center" will be built, a CAM Center will be organized and the company's factory system and the present maker-layout will be re-organized.
2. A 5-year "Greenery" campaign has already been initiated with the goal of creating a fresher and more pleasant working environment. Ten thousand plants and trees of 52 varieties are scheduled to be planted with some already planted, in this the first year of a 5-year, with an additional 30 thousand to be planted over the next 4 years to improve the environment within the factories and provide the employees with areas for rest and relaxation. In addition to all this, a special 30th anniversary commemorative key-holder was distributed to all company employees.

At this time, we must recognize that, as President Eguchi stressed in his address printed in Yamaha's house organ, in order to make a successful new start toward the future it is necessary, first of all, "to build a company of ever-higher value based on the development of sound new technology and new products." We must build on our present technology base new high-level technology which is competitive with the best in the present race for advanced-technology.

We must also recognize that it is essential for us to have the developmental capability to meet the new technological needs and the business mobility needed to reach into the new fields that future changes in the environment will make necessary.

Secondly, "Our overall production activities must be improved based on the highest level of manufacturing technology which we can achieve". The key to stable growth in the future will be in creating a company with the adaptability and foresight to constantly produce quality new products that will win customer trust and lead the market by meeting changes in customer needs and diversification in values; and to supply them to the market at the right time and at a competitive price. To achieve this end it will be necessary to unite all of the technological know-how of the entire Yamaha to raise the level of our manufacturing technology by making use of computers on a larger scale, to improve parts standardization and to refine the overall layout of our company's various manufacturing activities. Thirdly, "We

must apply ourselves to the improvement of productivity in all aspects of our corporate activities. Costs must be re-examined and efficiency maximized in all

American "Motorcyclist" Motorcycle Contest

Real muscle, Yamaha V-4 1198cc V-MAX has created a tremendous sensation since it was unveiled last year. Early in 1985 this model demonstrated its unmatched performance potential when driven by American dragstrip specialist Peewee Gleason, it set an incredible SS 1/4 mile time record at 10.33 sec. (129.87 mph) on the Baylands Raceway dragstrip. It was the highest speed ever achieved by a production bike.

Now comes in another sensational news from the United States. The V-MAX was selected as the Motorcycle of the Year '85 in an annual motorcycle popularity contest by "Motorcyclist", one of America's most influential motorcycle magazines. The judges cited this model as number one because of its unique aggressive styling and unsurpassed performance potential.

The previous year the FJ1100 was selected as the best one and Yamaha models shone in the glory of winning number one honor for two years in a row.

Motorcycle of the year '85

V-MAX



Welcome to Yamaha!

Brazilian dealers renewing their confidence in Yamaha products

Yamaha Motor accorded a cordial welcome to a party of 56 guests from Brazil, a country situated on the opposite side of the earth from Japan. The main part of this tour party was 40 dealers who achieved excellent sales results in CONCURSO VIAGEM AO JAPÃO (Japan Trip Contest) conducted for the period from April 1 to December 31, 1983, accompanied by the representatives of Yamaha Motor Do Brasil and other members.

Brazilian market has a great future

Now let's take a look at the situation of the Brazilian market. Back in 1974, Yamaha built a local assembly plant in Brazil. Since then, Yamaha has already grown into one of the leading motorcycle brands after getting through difficult times.

It is considered that the Brazilian market has still a great future. And plans have already been made to build a new modern plant in this country. On July 1 of this year Yamaha attained its 30th anniversary of founding of the company. At this significant time even greater efforts will be united to make another leap forward in all the aspects of Yamaha corporate activities, based on the improvement of "quality", say, human quality, product quality and after-sale service quality.

Sightseeing and a study tour

The Brazilian dealers arrived in Japan on May 10 and visited Yamaha Head Office the next day. The same day's afternoon schedule included the presentation of Yamaha introduction film "The Yamaha" and a study tour of the



Yamaha Course at Fukuroi.

In the evening a welcome party was given for them at Tsumagoi. They showed no trace of fatigue even after a 23-hour trip, singing and talking cheerfully with Yamaha people. In particular, they were greatly pleased to have a chance to renew their old friendship with those Yamaha people, A maiko dancer, not active but retired, being kissed by one of the dealers.



Farewell party.

ex-staff of YMDB who served as interpreters at the party.

The next day, they began a delightful sightseeing tour of Japan after making a study tour of the Main Factory, Parts Center and Sanshin Industries. Touring through Japanese ancient cities such as Kyoto, Nara and Kamakura abundant in historic remains, they had the best of time in Japan. The schedule included a



Just arrived at Yamaha Head Office all the way from Brazil.



Wives of Yamaha dealers.

conducted tour to Tsukuba Expo '85 (International Scientific Exposition) being held at Tsukuba about 100km north of Tokyo.

The future hall, the vehicle hall and other achievements of ultra-modern technology greatly pleased them all. They left Japan with happy memories after enjoying a 2-day sightseeing and shopping round Tokyo.

There are many things I want to see...

but, more than anything, I want to see the factory where the Yamaha outboards are made.

Lying exactly on the opposite side of the globe in the same southern hemisphere as Brazil are the countries of Australia and New Zealand. Recently a group of 40 dealers and their wives from these two countries visited Japan. Surrounded by ocean as they are, both of these countries are the home of a great number of marine sports lovers who enjoy fishing, yachting, cruising, racing and waterskiing. And, with the fact that last year Australia became the first country in 132 years to take the America's Cup away from the U.S., Australia is now experiencing an understandable boom in yacht racing.

The market condition has never been better

These dealers from Oceania arrived in Japan on May 18th. During their ten-day visit, their schedule included tours of the Yamaha Head Offices, Sanshin Industries, Ltd., the main factory for

Yamaha outboards, Hayama Marina, Zushi Marina, Hirano Boat Co., as well as sightseeing trips to Tokyo, Kyoto, and the Atami/Hakone area. During their visit to the Yamaha Head Offices the group was given a welcoming reception at the "Tsumagoi" facility. During the course of the tour the Yamaha News staff spoke to three of the couples in depth about the conditions in their markets and about their impressions of Japan. Here are some of things they had to say:



Study tour of Sanshin Industries.

Mr. and Mrs. Lionel Sands

(MILLER MOYES SEACRAFT LTD., New Zealand)

"Since New Zealand is a small island nation marine sports are very popular. Although at one time the market suffered along with the world-wide economic depression, now outboard motors have made a strong comeback and the market condition is better than ever in its history. My family has been involved in some form of marine business now for five generations, and I



On the shopping street in the precincts of a well known Buddhist temple.

also started my own sea craft company, becoming the first local outboard dealer in New Zealand. I first began dealing with Yamaha outboards in '82 and now they are the only outboards I handle. Now I'm starting to sell Yamaha generators as well. In addition to marine sports, our country has large areas of forest and prairie land that have made off-road motorcycling very popular, too.

Mr. and Mrs. Don Banning

(Kroboats/CORRIMAL, N.S.W., Australia)

Generally speaking, in Australia the middle range outboards are the most popular. There are three reasons for this. First of all, we like the oil injection, then there is the noise factor, and lastly, of course, we like their power and smoothness.

By the way, in the Ginza today when we stopped on the street to look at our map to try to figure out our way back, a complete stranger came up and offered to direct us to the subway station we wanted. He even followed along and helped us buy the proper tickets. On top of this the man didn't even speak English! We were very delighted and grateful.

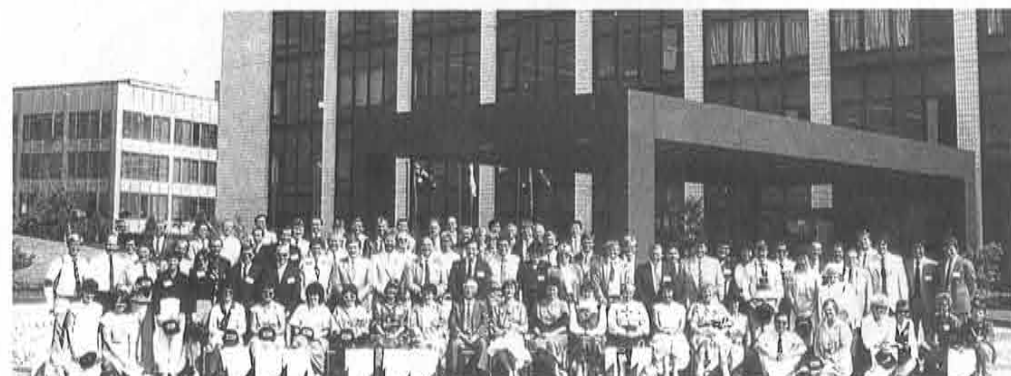
Mr. and Mrs. John Stavindis

(J.V. Marine/Melbourn, Victoria)

My main purpose on this trip was to see the factory where the Yamaha outboards are made. I am extremely interested to see how they are made, because the reason behind the tremendous reputation Yamaha outboards have won for themselves can be explained in simply one word. That word is "quality"!



Welcome party.



Hearty reception creates better friendship

between Yamaha and Scandinavian snowmobile dealers

Now it appears that snowmobile business has a bright future, especially in Europe. Just then, 33 Yamaha Scandinavian snowmobile dealers on their 9-day tour of Japan paid a visit to the head office at Iwata. These guests had an opportunity to personally contact those Yamaha people who are engaged in all different stages of snowmobile manufacture, that is, from product concept making, through assembly, down to shipment. They looked deeply impressed by the fact that each and every snowmobile they receive through a distribution channel has been manufactured with Yamaha people's ardent enthusiasm and best wishes. The staff of the Power Products Division serving as hosts accorded these guests a cordial reception, helping deepen mutual understanding. On the 5th day of their schedule these guests had a study tour of snowmobile assembly line after enjoying a personal talk with Yamaha engineers. In the evening a welcoming party was given for them. They, though considered somewhat conservative by nature, made themselves at home, performing a social dance and singing a folk song together. The next day a football game meeting was organized with the intent of promoting friendly relations between them and Yamaha people. In the first game the Scandinavian dealer team beat the Yamaha engineer team by a score of 2 to 1. All members in new uniform and shoes

were greatly pleased with this win. Then they had a match with the Young Ladies Team affiliated to the All Japan Women Football Association. This big game ended in a tie at 1 to 1 after a number of fun plays occurring in succession, keeping the audience burst into laughter. On the night of the same day they were invited by twos to a home party by Yamaha engineer. The use of chopsticks must have puzzled them but they enjoyed the best of their time over Japanese home-cooked meals. The following day they left Iwata with satisfaction that friendly relations were promoted between them and Yamaha Motor through personal contact with Yamaha people. From then on they made a sightseeing tour of Kyoto, Atami and Kamakura, completing the whole schedule of their 9-day tour.



You're pretty good with those chopsticks!



The game between the dealers and a girls team was a barrel of laughs and "great" plays!



A party at the home of one of Yamaha engineers.

Chinese VIP's visit Yamaha Motor



Ambassador (right) and President Eguchi renewing their old friendship

On June 4 Mr. Song Zhiguang, Chinese Ambassador to Japan, who was on a tour of the Enshu District accompanied by the Ambassadors at the invitation of the Japan-China Friendship Association, paid a visit to the head office of Yamaha Motor at Iwata.

The ambassador and ambassadoress were met by a great number of Yamaha people in front of the center building. They had a familiar talk with President Eguchi and other top executives of the company. Then they made a study tour of the main plant under the guidance of Director Nagayasu. They looked greatly interested in well-organized motorcycle and snowmobile assembly lines, thus deepening their understanding of Yamaha Motor.



Ambassador and Ambassadoress showing great interest in Yamaha motorcycles.

YAMAHA EUROPE CENTRALIZES OPERATIONS IN HOLLAND

From June 5th, 1985, Yamaha Motor (Europe) N.V. and Yamaha Motor (Netherlands) B.V. centralized their operations in a new, ultra-modern headquarters

building at Uithoorn in Holland. This move marked the final phase in a period of reorganization of this European subsidiary of Yamaha Motor.



Mr. Okawa and Mr. Brautigam, the mayor of Uithoorn.



Inside the new office.



Mr. K. Morinaga, Director of Yamaha Motor Company (Left) and Mr. H. Okawa, President of Yamaha Europe.

Yamaha Motor (Europe) N.V. has actually been in existence for 20 years, functioning as the European headquarters for the marketing of motorcycles, outboard motors and generators. Yamaha Motor (Netherlands) B.V. is the Dutch national importer of these Yamaha products. In fact, the first step in the centralization of Yamaha's European activities came in 1982. Previous to this time, the Dutch market was served by an independent importer based in Rotterdam. Yamaha Europe then took over the shares of the Rotterdam importer and in 1984 moved the administration of that company to their headquarters, which at that time were located in Amstelveen, near Amsterdam. The next move towards centralization came with the total takeover by Yamaha Motor (Netherlands) B.V. of the Dutch distribution of Le Coq Sportif brand of sports clothing and sports footwear. Sales and marketing of this major product line were also headquartered at the Amstelveen office. Even these changes, however, did not bring the desired effect of streamlining Yamaha's operations, as the company was still left with warehouses in different locations at Uithoorn, Rotterdam and Boesingherliede, Holland. The Japanese/Dutch management of

Yamaha Europe therefore decided on complete integration at a single location and, in 1983, launched their plans for a purpose-built new facility at Uithoorn, some ten kilometers from the Amstelveen offices. Now completed, the new building is extremely modern and houses 100 employees, with the accent on total efficiency and easy communication. The extensive administration needs are all computer-controlled, as are internal transport movements and spare parts stock supply. Both external and inter-office communications use the latest in technology and FAX-systems maintain constant direct contact with the mother-company in Japan. The Uithoorn building has 4000 sq.m. of office space and 6000 sq.m. of warehousing and service workshops for the various product groups. This is all protected by a special security system that has never previously been used in Europe. At this time, the President of Yamaha Europe, Mr. Okawa, commented: "Now, we mark the completion of a long period of centralization and integration of our various European activities. This will enable us to take an even stronger profile in the European marketplace in almost all countries. Information control and fast communications are major weapons in our highly competitive business and the installations at our new headquarters will give us a major advantage in this respect."



**'85
WORLD
CHAMPIONSHIP
ROAD RACING**

ROUND 6 500cc

Yugoslavian GP - June 16

E. Lawson hits back!

Reigning world champion Eddie Lawson (Yamaha) cut his archrival Freddie Spencer's lead to just 7 points by winning the Yugoslavian GP held at Rijeka on June 16. In this 32-lap (83.26 miles) race both Spencer and Lawson suffered from a poor start, lying 8th and 9th respectively far behind the leading pack including R. Mamola (Honda) and R. Haslam (Honda) during the opening lap. By the end of the 2nd lap, however, both riders had already climbed to 3rd and 4th. On lap 3 they went on to shadow Mamola in front after

shooting past Haslam. While Spencer ran off the track and hit a straw bale on lap 4, Lawson forged ahead to snatch the lead for the first time in this race. Spencer and Mamola were struggling for the runner-up position. But Spencer began to slow down, settling in for third spot with an injury he suffered in the right leg. The Yamaha ace kept his consistent pace, increasing his lead from Mamola lap by lap. It appeared that the race would end in this order but Mamola crashed out of the race on the long left hander after the start and finish straight, with 9 more laps to go. With Mamola out, Spencer racing on in agony automatically recaptured the runner-up position but Lawson had already built an unchallengeable lead. Setting a new lap record, Lawson won the race at an average speed of 99.89 miles. It was his 2nd and Yamaha's 3rd victory of the '85 season. "I am three points nearer now than I was when I came here".



R. Roche and C. Sarron (6)

250cc

Former world champion Carlos Lavado (Yamaha) had a trouble-free ride by himself almost from

the start to the finish in this 30-lap race (97.46 miles). He finished runner up to Freddie Spencer about 40 seconds ahead of L. Reggiani (Aprilia).

ROUND 7 500cc

Dutch TT - June 29

What a race! The three 500cc championship leaders all crashed on the rain-lashed van Drenthe circuit at Assen. Freddie Spencer (Honda) and Christian Sarron (Yamaha) crashed out of the race on the first lap.

With the strongest rival out, Eddie Lawson (Yamaha) needed only a 4th place to snatch the lead from Spencer but he also crashed and retired on the 10th lap.



"What a race!" (Kel Carruthers, the chief mechanic)

250cc

In the 18-lap race (68.61 miles) on the tricky van Drenthe circuit West German rider Martin Wimmer did it well aboard a Yamaha TZ250.

He placed second after a race-long fight with his countryman T. Mang (Honda). With this result he ranked second in the 250cc championship status.

ROUND 8 500cc

Belgian GP - July 7

The Belgian GP, the 8th round of the series, took place on the 6.94-km Francorchamps circuit in fine weather conditions. Right after the start Freddie Spencer led the 20-lap race and by the end of the opening lap Eddie Lawson (Yamaha) had taken the 3rd place just behind Randy Mamola (Honda). A few laps later

Lawson forged ahead of Mamola to take the runner-up position. At the halfway stage Spencer widened his lead to 8 seconds but Lawson braced himself to launch a strong challenge.

With several laps to go, Lawson closed gaps on Spencer to some 5 seconds, setting the fastest lap time at 2' 28" 35.

But gaps were no more closed until the finish.

250cc

Freddie Spencer scored a runaway victory from the start to the finish. Carlos Lavado (Yamaha) placed 2nd about 5 seconds ahead of Tony Mang (Honda).

**'85
WORLD
CHAMPIONSHIP
MOTOCROSS**

250cc

ROUND 7

French GP - June 16

Jacky's perfect victory

Sonauto Yamaha rider Jacky Vimond scored a perfect victory in the French GP held on June 16. On his home rain-soaked ground Jacky won both races and opened up a 31 points lead in the world championship. Italian KTM rider Arno Drechsel once more demonstrated his ability in the mud by finishing second and third respectively in the 2 races. But defending champion and Jacky's nearest rival Heinz Kinigadner (KTM) was not so happy. He retired from 6th place at half



distance in the first race blinded by mud. He battled his way into 2nd place in the 2nd race. He remained the only threat to Jacky in the title battle.

ROUND 8

Spanish GP - June 23

Jacky Vimond (Yamaha) held the top position in the 250cc title

chase by placing 2nd and 3rd in the two races of the Spanish GP held at Mangai on June 23. In the opening 40 minute race, Jacky finished a good second after a hot battle with reigning world champion H. Kinigadner (KTM). Kinigadner had a bad start in the 2nd race as G. Jan van Doorn (Honda) and Jacky battled with M. Rinaldi (Suzuki) in front. Van Doorn finally passed Jacky but immediately crashed. Kinigadner who fast moved up and pulled ahead of Jacky to settle into the runner-up place. After the Spanish GP 35 points separated Jacky and Kinigadner.

500cc

ROUND 6

Spanish GP - June 9

Carla battling his way

Swedish Yamaha rider Hakan Carlqvist battled his way into overall 5th place by finishing 5th and 6th in the two races of the Spanish GP organized at Guadalajara on June 9.

The first race was the most dramatic of all. In this race championship leader D. Thorpe (Honda) felt the pressure as Carla closed in. Still nursing a shoulder injury, Carla came through from 9th to close a big gap on the British Honda ace. For the last 10 minutes they were almost side by side. Thorpe almost lost control in one off-camber rutted turn. Footing frantically he managed to keep control.

"It was a good fight" said Carla after this heated race, "But it was fair as we never touched. I should have passed him but I was tired after closing so far."

R E S U L T S

ROAD RACING

**Round 6 - Yugoslavian GP - June 16
500cc class**

- 1. E. Lawson Yamaha
- 2. F. Spencer Honda
- 3. W. Gardner Honda
- 4. R. Haslam Honda
- 5. C. Sarron Yamaha
- 6. R. Roche Yamaha

250cc class

- 1. F. Spencer Honda
- 2. C. Lavado Yamaha
- 3. L. Reggiani Aprilia
- 4. M. Wimmer Yamaha
- 5. S. Minich Yamaha
- 6. H. Eckl Romer

**Round 7 - Dutch TT - June 30
500cc class**

- 1. R. Mamola Honda
- 2. R. Haslam Honda
- 3. W. Gardner Honda
- 4. B. van Dulmen Honda
- 5. P. E. Samin Honda
- 6. D. de Radigues Honda

250cc class

- 1. F. Spencer Honda
- 2. M. Wimmer Yamaha
- 3. T. Mang Honda
- 4. L. Reggiani Aprilia

**Round 8 - Belgian GP - July 7
500cc class**

- 1. F. Spencer Honda
- 2. E. Lawson Yamaha
- 3. C. Sarron Yamaha
- 4. W. Gardner Honda
- 5. R. Roche Yamaha
- 6. R. Haslam Honda

250cc class

- 1. F. Spencer Honda
- 2. C. Lavado Yamaha
- 3. T. Mang Honda
- 4. M. Wimmer Yamaha

- 5. C. Cardus Cobas

- 4. P. Fura Honda
- 5. G-J van Doorn Honda
- 6. Y. Kervella Honda

**WORLD CHAMPIONSHIP
POSITIONS AFTER 8 ROUNDS**

500cc class

- 1. F. Spencer Honda 96 pts.
- 2. E. Lawson Yamaha 86 pts.
- 3. C. Sarron Yamaha 62 pts.
- 4. W. Gardner Honda 61 pts.
- 5. R. Haslam Honda 51 pts.
- 6. R. Mamola Honda 40 pts.

250cc class

- 1. F. Spencer Honda 104 pts.
- 2. T. Mang Honda 70 pts.
- 3. M. Wimmer Yamaha 69 pts.
- 4. C. Lavado Yamaha 61 pts.

2nd race

- 1. J. Vimond Yamaha
- 2. H. Kinigadner KTM
- 3. A. Drechsel KTM
- 4. P. Fura Honda
- 5. J-C Laquaye Honda
- 6. M. Rinaldi Suzuki

Round 8 - Spanish GP - June 23

1st race

- 1. H. Kinigadner KTM
- 2. J. Vimond Yamaha
- 3. G-J van Doorn Honda
- 4. J. Nilsson Husqvarna
- 5. M. Velkeneers Maico
- 6. M. Rinaldi Suzuki

2nd race

- 1. M. Rinaldi Suzuki
- 2. H. Kinigadner KTM
- 3. J. Vimond Yamaha
- 4. A. Drechsel KTM
- 5. R. Diepold Kawasaki
- 6. Y. Kervella Honda

**WORLD CHAMPIONSHIP
POSITIONS AFTER 8 ROUNDS**

- 1. J. Vimond Yamaha 220 pts.
- 2. H. Kinigadner KTM 185 pts.
- 3. A. Drechsel KTM 177 pts.
- 4. M. Rinaldi Suzuki 164 pts.
- 5. G-J van Doorn Honda 159 pts.
- 6. J. Nilsson Husqvarna 138 pts.

500cc class

Round 6 - Spanish GP - June 9

1st race

- 1. A. Malherbe Honda
- 2. G. Jobe Kawasaki
- 3. E. Geboers Honda
- 4. D. Thorpe Honda
- 5. H. Carlqvist Yamaha
- 6. K. Nicoll KTM

MOTOCROSS

250cc class

Round 7 - French GP - June 16

1st race

- 1. J. Vimond Yamaha
- 2. A. Drechsel KTM
- 3. M. Rinaldi Suzuki

- 2nd race**
1. A. Malherbe Honda
 2. G. Jobe Kawasaki
 3. D. Thorpe Honda
 4. K. Nicoll KTM
 5. J. Martens Husqvarna
 6. H. Carlqvist Yamaha

Round 7 - Dutch GP - June 16

- 1st race**
1. A. Malherbe Honda
 2. D. Thorpe Honda
 3. G. Jobe Kawasaki
 4. A. Vromans Honda
 5. J. Ponjee Kawasaki
 6. J. Martens Husqvarna

- 2nd race**
1. D. Thrope Honda
 2. G. Jobe Kawasaki
 3. L. Persson Yamaha
 4. A. Malherbe Honda
 5. J. Martens Husqvarna
 6. T. Karsmakers Honda

Round 8 - US GP - June 30

- 1st race**
1. D. Bailey Honda
 2. B. Glover Yamaha
 3. G. Jobe Kawasaki
 4. D. Thorpe Honda
 5. M. Fisher Honda
 6. A. Malherbe Honda

- 2nd race**
1. D. Bailey Honda
 2. D. Thorpe Honda
 3. G. Jobe Kawasaki
 4. B. Liles Kawasaki
 5. E. Geboers Honda
 6. A. Malherbe Honda

WORLD CHAMPIONSHIP POSITIONS AFTER 8 ROUNDS

1. D. Thorpe Honda 247 pts.
2. A. Malherbe Honda 232 pts.
3. E. Geboers Honda 185 pts.
4. G. Jobe Kawasaki 170 pts.
5. K. Nicholl KTM 134 pts.
6. D. Chandler KTM 89 pts.

'85 JAPANESE NATIONAL CHAMPIONSHIP

ROAD RACING

Taira taking a giant step toward the national crown

Tadahiko Taira (YZR500) scored his 5th win of the '85 series when

he beat Masaru Mizutani (Suzuki) by less than one second in the 8th round held at Sugo on July 7. In this 30-lap race Taira had a good start from the pole position followed by Mizutani and Keiji Kinoshita (Honda). Until the halfway stage the race continued in the form of a heated 3-man battle, keeping the whole audience get up on their feet.

During the latter half stage the Yamaha ace showed a magnificent ride to pull ahead of the others. Taira kept the lead with Mizutani holding on until the finish. Less than one second separated the two riders. With this win Taira took a giant step toward his third consecutive national crown.



MOTOCROSS

T. Mitsuyasu in hot pursuit of the leader

Yamaha motocross rider Tetsumi Mitsuyasu (modified YZ250) is catching the leader within his shooting range.

With 6 rounds of the 12 round 250cc series already gone, Japan-based American S. Martin (Honda) leads the title battle but Mitsuyasu has already closed gaps on him to only 7 points. Especially, in the 6th round held at the Matsuyama Auto Tech track, West Japan on June 16, he scored his second overall win of the season by placing 1st and 3rd in the two races.



Observation trials

A. Ito in front

Japanese Yamaha riders are in full action in the 9-round observation trials championship. Spearheading Yamaha efforts in this type of competition, Atsushi Ito (Yamaha TY350R) is in front in a title chase. On June 2 the 5th round of the series took place on the hilly Keicho-zan course about 100km north of Tokyo. The 10-km course comprising 12 observation sections had to be lapped three times within 7 hours.

Ito placed a good third aboard a TY350R with 13 cleans. With this result, his championship points were increased to 89, good margins over the nearest rival.



RESULTS

ROAD RACING - 500cc

NATIONAL CHAMPIONSHIP POSITIONS AFTER 8 ROUNDS

1. T. Taira Yamaha 134 pts.
2. M. Mizutani Suzuki 111 pts.
3. K. Kinoshita Honda 88 pts.
4. Y. Hasegawa Yamaha 72 pts.
5. T. Ito Suzuki 50 pts.

MOTOCROSS - 250cc

NATIONAL CHAMPIONSHIP POSITIONS AFTER 6 ROUNDS

1. S. Martin Honda 163 pts.
2. T. Mitsuyasu Yamaha 157 pts.
3. Y. Tofukuji Honda 156 pts.
4. Y. Sugio Honda 117 pts.
5. T. Fukumoto Honda 114 pts.

TRIALS

NATIONAL CHAMPIONSHIP POSITIONS AFTER 6 ROUNDS

1. M. Yamamoto Honda 107 pts.
2. A. Ito Yamaha 104 pts.
3. K. Hattori Honda 84 pts.
4. Y. Kudo Yamaha 70 pts.
5. H. Yamamoto Honda 70 pts.

FZ750 demonstrates its great performance potential



M. Decker

Here is a good news from Swiss road racing scene.

Yamaha FZ750 dominated the 5th national championship round held on the small circuit in Le Castellet (Paul Ricard) as follows:

Sports Production Class I (500 - 1000cc 4-strokers)

1. M. Decker Yamaha FZ750
2. P. Loser Suzuki GSX-R 750
3. M. Küng Honda CBX750
4. C. Monsch Honda VF1000R
5. P. Mottier Honda VF1000R
6. J. Chevalier Honda CBX750

Championship status after 5 rounds

1. M. Decker Yamaha FZ750 75 pts.
2. M. Küng Honda CBX750 63 pts.
3. C. Monsch Honda VF750 56 pts.

In the 20-lap race Decker aboard a Swiss importer Hostettler-entered FZ750 snatched the lead during lap 3, and from then on he allowed no challenge from the others until the finish.

Sports Production Class II (340-500cc 2-strokers/ 400-750cc 4-strokers)

1. M. Decker Yamaha FZ750
2. C. Monsch Honda VF750
3. M. Kung Honda CBX750
4. D. Savary Yamaha FZ750
5. D. Franz Yamaha FZ750
6. B. Mettler Honda VF750

Championship status after 5 rounds

1. M. Decker Yamaha FZ750 85 pts.
2. M. Kung Honda CBX750 62 pts.
3. C. Monsch Honda VF750 54 pts.

Dinghy Derby in Australia

Yamaha outboards unmatched

Australian Yamaha dealer Paul Dempsey won the 10hp production class for two years in a row in '85 Dinghy Derby held in South Australia. The closest rival was a 12 hp Tohatsu which was 12 minutes behind his Yamaha. Yamaha outboards achieved the following brilliant results overall in this event:

- 30hp open class 1st ... 30hp ... Yamaha
- 25hp std class 1st ... 25hp ... Mariner
- 15hp std class 1st ... 15hp ... Yamaha
- 15hp modified class 1st ... 15hp ... Yamaha
- 10hp std class 1st ... 10hp ... Yamaha
- 8hp std class 1st ... 8hp ... Yamaha

Yamaha became once again the most successful make this year. He competed in another dinghy race in Eastern Victoria. It was the 130-km Goulburn River Safari. He placed first in the 10hp section at a time of 2 hours 14 minutes. He won one more race held in



New South Wales. The 60-km course of logs, snags and trees was claimed to be the toughest of all. He finished first in the 10hp sec-

tion, completing the course in a record time of 1 hour 56 minutes slicing 22 minutes off the old record.



PAKISTAN

In Celebration of Reaching Their Sales Target

The first spare parts dealer meeting

On March 28 a party was held in the Karachi International Hotel to celebrate the sales target being reached for Yamaha genuine spare parts sales. The party was attended by the officials and members of Dawood Yamaha, the importer for Pakistan and the sponsor of the meeting, and the parts dealers and their families from the Karachi and Lahore districts as

From left to right: Alamgeer Autos (Lahore), Rainbow Traders (Karachi), Amin Autos (Karachi), Mr. G. Dawood (Lahore Branch), Mr. A. Kunimi (Territorial Mgr., Parts Operations), Mr. Y. Dawood (Karachi Head Office), Shakil Auto Traders (Karachi), Mr. T. Takahashi (Sr. General Mgr., Parts Operations), Mr. A. Dawood (Karachi Head Office), Shahzad Corporation (Karachi), Mr. Y. Hussain (General Mgr., Karachi Head Office), Waqar Autos (Karachi), Mr. G. Hussain, (Sr. Spare Parts Officer, Karachi Head Office) and Butt Autos (Lahore).

well as representatives of Yamaha Motor Company. In addition to these people, since this year is the tenth anniversary of commencing the YMC-DYL joint venture, motorcycle dealers and local authorities also attended, and the total number of participants was approximately 100 people. Each of the dealers was presented with a commemorative plaque and various Yamaha PR tools, and this was followed by a very lively dinner party, bringing this celebration to a great success.

Let's enjoy New Zealand on a Yamaha with G. Crosby

With the arrival of the motorcycle touring season, the pages of motorcycle publications have become more and more vivid and colorful. This is just one scene from "Let's ride through New Zealand with Kuniaki Shimizu (a Japanese talent, well known for bike enthusiasm)", organized by "Best Bike" magazine and supported by Yamaha.

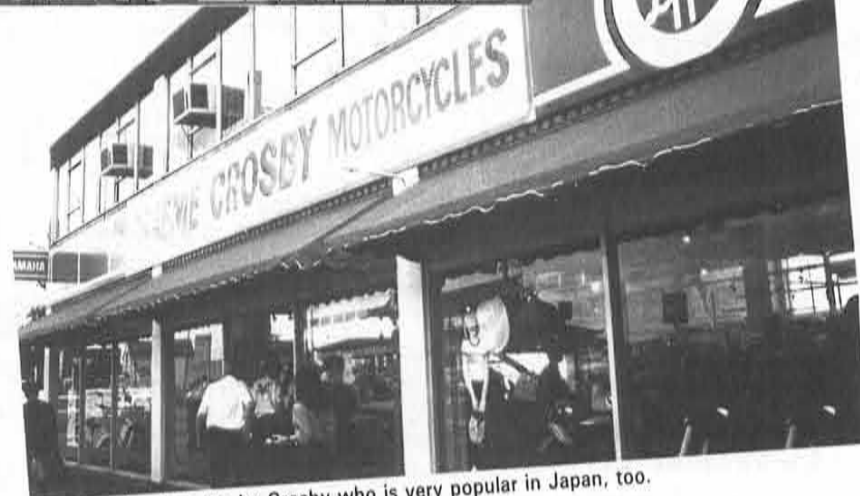
Twelve persons from Japan participated in this ten day event of riding through the autumn of New Zealand on Yamaha motorcycles. Of course, Kuniaki Shimizu, the fastest motorcyclist in the show business world, was also one of the participants. Graeme Crosby, the former Yamaha GP rider who has many fans

in Japan and who currently operates a Yamaha shop in New Zealand served as the guide on this tour. The participants spent ten joyous days seeping themselves into the nature of New Zealand and enjoying camping and horsebackriding.



The participants, riding through the autumn of New Zealand on their Yamahas.

NEW ZEALAND



The Yamaha shop run by Crosby who is very popular in Japan, too.

A great appeal to university students

JAPAN

Yamaha scooters and sports bikes appealed greatly to young students in an annual fair held by the University Students Livelihood Cooperative Association in Tokyo for 5 days from May 24. The fair is designed to offer various life necessities at

reasonable prices to those young students who are going to start their new campus life in Tokyo and its neighboring prefectures. The Yamaha booth showing '85 models attracted a great number of young boys and girls who were eager to purchase a scooter or a sports bike by the summer vacation.



They decide to work at a part-time job to purchase new Yamaha bikes.

NEWS ROUND-UP

Sales promotion covering the entire France - XT350 to the lucky user

In France, a grand-scale nationwide Yamaha promotion was held for the first time through the cooperation of 36 bike shops. From May 2nd to the 11th, the Yamaha sales network was in full swing. Amazing number of customers who entered the 36 participating shops during this period!

The following are some of the benefits that were available to the customers during this period; motorcycle purchase in monthly installments, purchase of trail bikes for a very low insurance fee, and special benefits for the purchase of parts and accessories. In the lottery for three motorcycles, the event that marked the finale, crowds of people were out to test their luck. Three motorcycles, not bad, eh?

The commemorative lottery was held at Metz on May 20th. The first prize, XT350, went to Mr. Thierry Finet who resides in L'isère Prefecture. He cast his lot at Grenoble Moto Shop.



Mr. Bilger, the executive officer of the city of Metz, draws the lucky number while being surrounded by Mr. Veuvot (Jacomoto), Mr. and Mrs. Sohn (Strasbourg), and J. Y. Kerbrat (Motocity).

The second prize, DT125LCN, went to Mr. Frank Georgen from Rhone Prefecture. He cast his lot at Alexi Moto in Lyon. And finally, the third prize, YZ60, went to Mr. Patrick Alsasser, who cast his lot at Jacomoto in Longevilleles-Mets.

One of the features of this lottery was that the winner was given a selection of motorcycles from which he could choose. The first winner was given five selections, and the second and third winners were given three selections.

FRANCE

JAPAN

HIGH PERFORMANCE ENGINE DEVELOPMENT AND PROVISION CONTRACT WITH U.S. FORD MOTOR CO. NOW OFFICIAL

For some time, Yamaha had been receiving requests from Ford Motor Co. (U.S.A.) for the development and provision of a high-performance automobile engine using Yamaha's advanced technology. Yamaha has now complied with their request and signed a limited quantity provision contract with Ford. The official signing of the

contract took place on April 25th at the Ford headquarters in Dearborn in Michigan. Under the contract, Yamaha will develop a high performance tune-up version engine using an engine designed by Ford as the base, and secondly, Yamaha will produce this engine at its own factories and supply it to Ford.

Six Outstanding Salesmen

EL SALVADOR

On April 13th, an awards ceremony of Moto Mundo, S.A. was held at Hotel Camino Real in San Salvador. The purpose of this ceremony was to award salesmen of the company who had achieved outstanding sales records during January - March, 1985.

This photograph was taken after the ceremony in commemoration of the event. On the right is Dr. Raúl Benjamin López Bertrand, the president of Moto Mundo and on the left is Lic. José Antonio Esquivel, the two who handed out the awards. The six persons in the center are the winners. At this ceremony, two new plans for motorcycle and outboard businesses, which the company has been promoting since May of 1985, were explained. It is anticipated that these businesses will lead to large corporate profits because the plans are very aggressive. Additionally, included in these plans are monetary and materialistic awards to salesmen who achieve outstanding sales records during the twelve months of 1985.

Despite the fact that business conditions of Moto Mundo are not what one may describe as favorable, the company has been striving to expand the sales of Yamaha and to double their 1984 sales record.



NEWS ROUND-UP



Six Y.E.S.S. shops together offer "pleasure" to customers

Y.E.S.S., the collaboration of the affiliated dealers, Yamaha Motor/sales company and the customer to promote motor sports activities, is in full act throughout the nation. And now, regional Y.E.S.S. affiliated dealers are working together to hold enjoyable customer events.

One such example is the "Shonan Region Motorcycle Sports Festival; Off-road version" which was held the other day at Fuji Speedway Circuit in Shizuoka Prefecture. Six Y.E.S.S. affiliated dealers in Kanagawa Prefecture got together to organize their first major event under the sponsorship of "Shonan Sports Club."

Just as the title, "Off-road version" tells you, the event brought out the funness of off-road to the full extent through the activities of motocross races, open races of trail bikes such as DT and XT and off-road race by scooters. A total of 250 riders participated

in this event. According to the representative president of "Shonan Sports Club" and the planner and sponsor of this event, "The motorcycle market has matured considerably and I think that now is the time to reconsider from a broad viewpoint the overall environment of motorcycles.

With the kind of traffic environment we have today, I don't think that the user will ever be able to discover true joy of motorcycles.

If you're going to sell motorcycles, then, at the same time, you've got to supply the fun and environment suited to the characteristic of the motorcycle that you sell. You've got to create for the users an environment that brings out the true joy of motorcycles.

But there's only so much that a single shop or dealer can do by itself. This environment is never going to improve unless the dealers that are crazy about motorcycles and that are able to view the market on a long-term basis without thinking about loss or profits, get together. And, we six dealers had been talking to each other about this."

And now, the activities of "Shonan Sports Club" have begun under the anticipation of Y.E.S.S. staff members of the Kanagawa Prefecture. The six affiliated dealers will continue to put their power together for the planning of more and more climatic activities. So far planned are the "Summer Festival" in August, "Motorcycle Sports Festival On-Road Version" in September, and series races.

THE FIRST LTR SCHOOL

PAKISTAN

The LTR (Learn-to-Ride) Safety Program which was first organized in the seventies in the United States and Canada is being still to this day carrying out steady activities in various places around the world for the purpose of safety riding. From April 17th to the 19th, the first LTR activities in Pakistan were held in Lahore. The results were quite favorable with 35 participants per day,



Stand in one line. We're now going to practice pylon slalom

and a total of 105 participants in all. In addition, every day, the event attracted 200 to 300 spectators. On the last day of the school, the Deputy Inspector of the General Police came to watch the classes. He expressed a strong interest in this safety-

riding instruction offered for the first time in Pakistan, and spoke a few words about the school at the ceremony to award outstanding trainees.

In parallel with the organization of the LTR School, instructor training was offered. By the end of the training, three new instructors were borne.

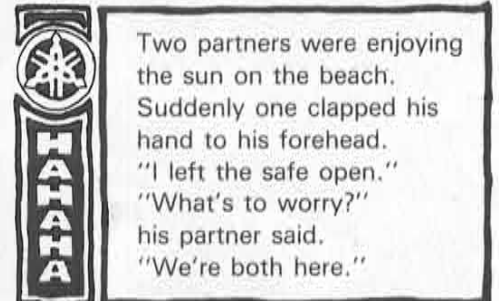
THAILAND

The newest spare parts and service center

Sri Po Kolkarn, the newest spare parts and service center, was recently opened in Bangkok and Khunying Phornthip Narongdej, the Vice-President of Siam Yamaha, presided over the opening ceremony of the center. She is really the good partner of her husband, the President of Siam Yamaha, isn't she?



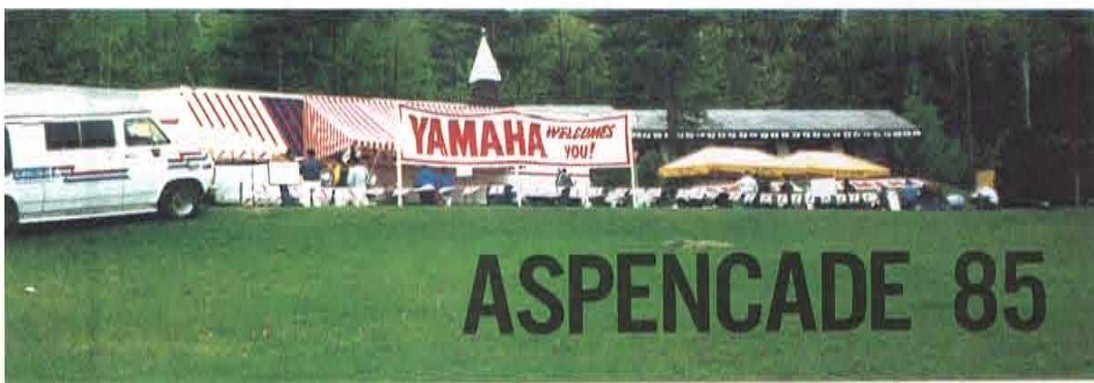
Mr. Suleman Khai, Deputy Inspector of the General Police making a speech. On the right hand corner is Mr. Auranzeb, Police S.H.



Two partners were enjoying the sun on the beach. Suddenly one clapped his hand to his forehead. "I left the safe open." "What's to worry?" his partner said. "We're both here."



The registration tent is filled with applicants.



ASPENCADE 85

Lake George, a resort area about 150 to 200 miles north of New York City, was crowded with three times the normal number of people from May 14th to 19th of this year although it was not even the peak of the tourist season. This was because Lake George became the meeting place for the Aspencade Rally. This rally is held once a year mostly on the initiative of private motorcycle clubs which call on owners of touring bikes to participate. Notices are posted on dealers' shop fronts or are printed in motorcycle magazines. Participating motorcycle owners buy tickets and ride to the meeting place to take part in the various events featured there. The Aspencade is sponsored by the big motorcycle companies, tire manufacturers, and motorcycle magazines, etc., and an amazingly wide variety of motorcycles show up.

Many Motorcycle Touring Enthusiasts

The first Aspencade Motorcyclist Convention was held out West in Ruidoso, New Mexico. It all began in 1971 when one veteran rider called on his friends to take part in a local festival, which called "Aspencade", to build up the festive atmosphere. About 200 riders answered his call and people showed up riding all types of different bikes. These riders exchanged interesting stories about their travels to become good friends. Since that time, an annual meeting called the Aspencade Rally, has been held for over a decade. This event just keeps

getting bigger every year, and this year an astounding 15,000 riders participated.

A Wide Variety of Promotional Activities

In this year's Aspencade, the information center opened on Tuesday, May 14 and registration was begun at the same time. A welcome celebration was held that night, and from the first day to the last, participants enjoyed an assortment of events, became reacquainted with old friends, and established new friendships. The main events featured in this year's Aspencade were as follows:

Mini-tours (mostly 100 miles or less)

Motorcycle Safety Foundation Rider Clinic (a one-hour safe riding clinic)

Touring Fashion Show (the latest styles in touring apparel)

Judging motorcycle (Motorcycle contests)

In addition to the above activities, there were demonstration rides and displays set up by each motorcycle company as well as boat cruises. Yamaha Motor in particular conducted an exhaust check for all those who wanted regardless of the make of their bikes. This service was very well received and it served as a great promotional scheme.

People lined up for the exhaust check. Any make of motorcycle can receive this check. Only Yamaha provides this service.



The boat made available to Yamaha owners for cruises.

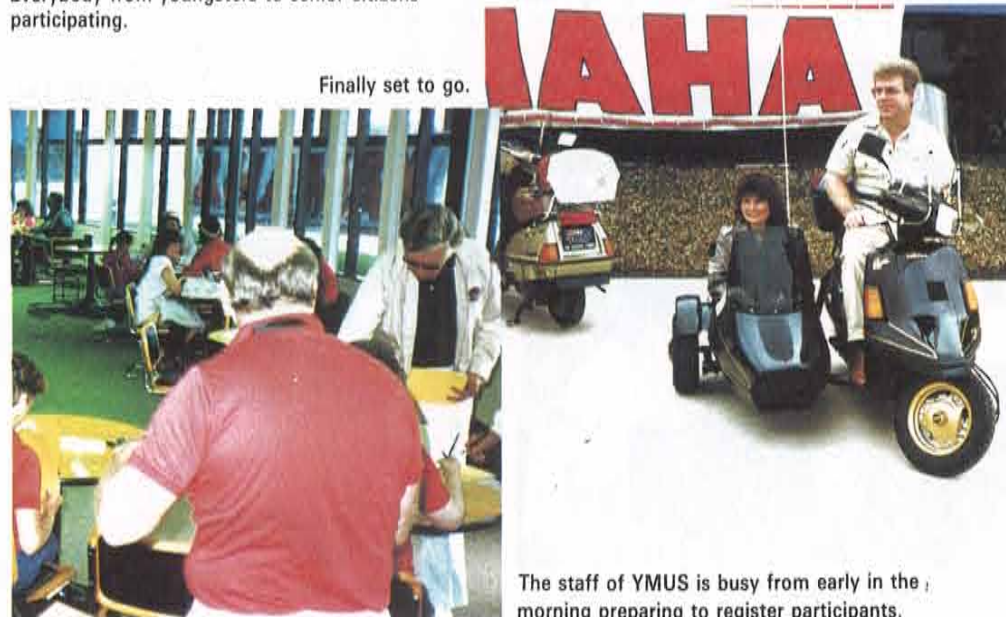


The parade finally begins.

Multi-day, Multi-event Touring Rally

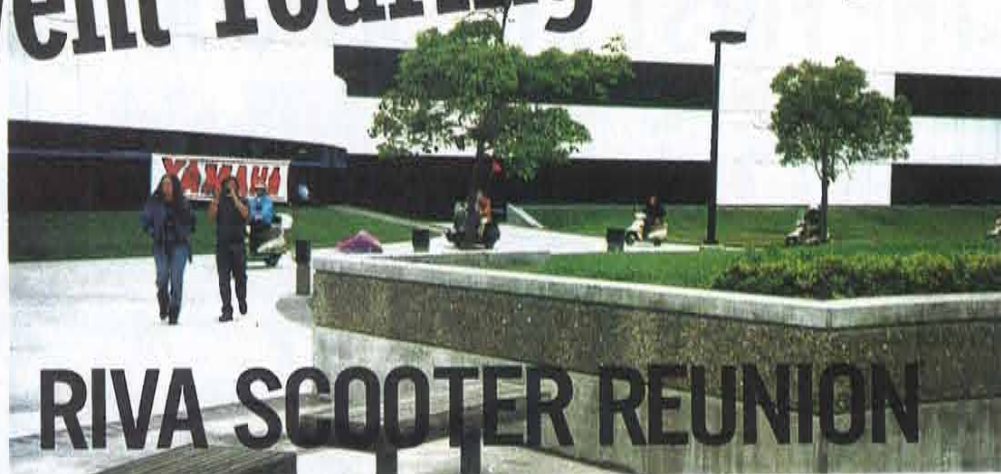


Everybody from youngsters to senior citizens participating.



Finally set to go.

The staff of YMUS is busy from early in the morning preparing to register participants.



RIVA SCOOTER REUNION

On the West Coast, the Riva Reunion was held on May 4th for the second consecutive year. The Rive Reunion is a owner/dealer get-together where the owners of Riva scooters in the suburbs of Los Angeles gather at the office of Yamaha Motor Corporation U.S.A. From here the owners go on a scooter tour and enjoy events like a show, a drawing for prizes, and a group supper. The destination of the tour this year was Knott's Berry Farm. The owners of scooters who wished to participate, registered in advance at their dealers. While it is possible to join by just signing in on the date of the event, registering in advance with the dealer gives extra benefits such as discounts on the dinner ticket and participation in the Poker Run Game.

On the date of the Riva Reunion, the participants assembled at the Yamaha Motor Corporation U.S.A. office in Cypress. Once they registered, they received complementary coffee and donuts, a free safety check, and a small gift. Everyone started off on the scooter tour at 12 noon. An awards presentation was held at Knott's Berry Farm at 3:30 p.m. The greatest attraction in this awards presentation was the Poker Run Game in which a stereo unit worth 1,600 dollars was given away. This game was based on the card game of Poker and the rules were as follows:

1. One must have purchased a ticket for the event.
2. One must make the first card draw at a participating dealer on Saturday morning between 8:30 and 9:00 a.m.
3. One must ride to Yamaha Motor Corporation with a group from a participating Riva store.
4. One must register at Yamaha Motor Corporation - receive a free gift and draw a second card. (coffee and donut pit stop).
5. One must get a free scooter safety check and draw a third card.
6. One must ride to Knott's Berry Farm and receive a fourth card at a designated station in the parking lot.
7. One must draw a fifth and final card at Studio K. between 11:30 a.m. and 1:15 p.m.

The winner of the Poker Run Game received a Yamaha home stereo unit. Aside from this main attraction, there were events like scooter rides and custom scooter shows at Knott's Berry Farm as well as the dinner, and owners of Riva scooters were able to strengthen their ties of friendship.

The Riva Scooter Reunion this year, not only developed a sense of familiarity and trust between the owner and the dealers, but also further enhanced the brand image of Yamaha.