

YAMAHA MOTOR CO., LTD.

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Yamaha News

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BIMONTHLY

Set Up for Duty

The XJ900P is the latest addition to the always action-ready squad of Yamaha police bikes on the job around the globe.



Guarding the Peace Worldwide

The mission of Yamaha motorcycles is not only to offer people riding pleasure or convenience for everyday commuting. With their proven reliability and mobility, Yamaha motorcycles are also widely used in law enforcement duties that bring security to people's lives.

The recent launch of the XJ900P broadens the spectrum of Yamaha police bikes, ranging now from 125cc to 900cc, including models developed locally by Yamaha's overseas subsidiaries. Thanks to the unique marketing strategies of the local distributors, these bikes are on active duty today in every corner of the world.

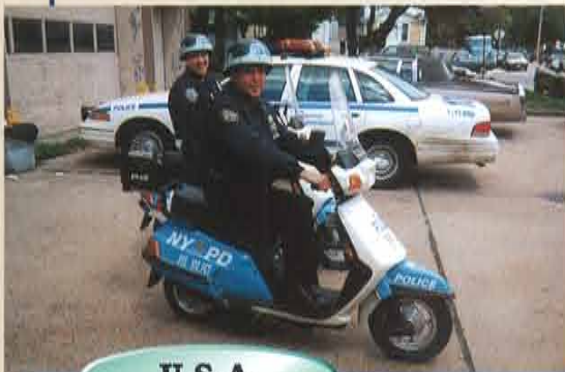


EGYPT

In Egypt, the FZ750P is widely used by the Ministry of Interior and local police departments for their urban duties, highway patrol, border security and VIP escort. The police organizations receive consistent follow-up such as YRS riding schools coupled with service seminars. The newly introduced XJ900P model is also winning high marks in larger displacement police fleets.

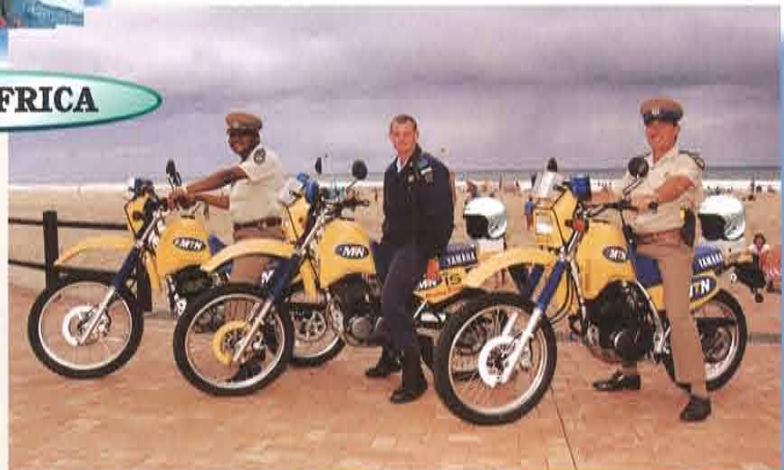
Sponsored by cellular telephone service provider MTN, 14 units of locally modified XT350s in the special company color were supplied to the South African Police Force. Valued for its versatility in on- and off-road uses, the XT350 has contributed initially in bank robbery pursuit and general crime prevention as a part of MTN's anti-crime campaign.

SOUTH AFRICA



U.S.A.

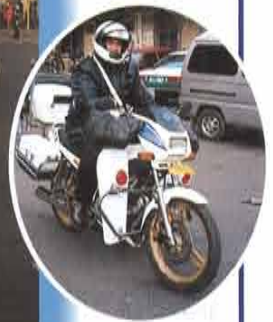
In a big city where traffic jams and pedestrians crowd the streets almost all the time, a scooter's nimble handling and maneuverability are a big help in no-time-to-wait police duty. The New York Police department has deployed more than 500 scooters over the years and uses them for quick transportation to emergency sites as well as in traffic control and patrol.



Note: The above photograph from South Africa is posed specially for photography and does not illustrate an actual riding scene.

In China, the Shenyang Police chose the JYM150J police bike made by Chongqing Jianshe Yamaha Motor Co., Ltd. for its high quality and comfort and daunting exterior styling. Over 300 units are on active duty in traffic control and for quick correspondence to traffic accidents and unexpected incidents in the city. The adoption of this model also upgraded the mobility of the Shenyang Police for the newly launched traffic accident hotline.

CHINA





Majesty 250s for the local police force in La Coruña, Spain

Promotions Open the Road

Africa is one of the younger markets for Yamaha police bikes where their numbers are growing significantly in recent years, thanks in large part to the "fleet program" Yamaha Motor Company's Overseas Market Development Operations (OMDO) launched in 1994 to expand business in the institutional sector. One of the most successful results of this fleet business has been the dramatic growth in police bike sales in Egypt. There were only 23 Yamaha police bikes there in 1996, but by 1999 their number has topped 500 units, making Yamaha the market leader in this category where other makers were dominant just three years ago.

How did OMDO achieve this rapid turnaround and what set Yamaha apart from its competitors? The answer lies in a strong commitment to Customer and Community Satisfaction (CCS).

Police motorcycle patrolmen need special riding skills to perform their range of professional assignments, from traffic control to VIP escort. OMDO realized that Yamaha's training expertise offered an ideal back-up resource for introducing a new brand to this market. Now, a variety of Yamaha on- and off-road police bikes are expanding the market in African countries like Tunisia, Mauritius, Cameroon, Cote-D'Ivoire and South Africa.

Meanwhile, in Southeast Asian countries, practical and individualized support for police bike operators is being conducted. One recent program was held last March for a special patrol squad and police academy members in Singapore. The curriculum focused on high-technique riding skills, panic braking, riding in heavy rain and riding over and around obstacles. Also, training for pre-riding and maintenance check-ups are given to officials with a curriculum carefully designed to meet their needs and skills. During some 20 years in use, Yamaha police bikes have won a reputation in Singapore as dependable vehicles for patrol, police academy use and VIP escort.

Tailored to specific needs

In various parts of the world today, special police bike models are being tailored to meet the unique regional needs, including such factors as market background, road conditions and the types of motorcycle models that happen to be popular.

In Spain, one of the biggest scooter markets in Europe, the Majesty 250 is being used for patrol duty in urban areas. Valued for its agile handling and touring comfort, YMES recently delivered to the National Police 200 units specially painted in the required coloring and design. They join 650 units of the popular XT600Es for other security forces.



The SR250 is widely used for urban patrol in Portugal

Yamaha Motor Portugal Limitada (YMPL) also promotes its own specially painted and custom-tuned Yamaha motorcycles for the National Guard and Highway Patrol. Portugal's long-time best seller, the DT50LC is being used for urban patrol duty along with the SR250, while the XJ600 and XJ900 are assigned mainly to formal duties like VIP escort.

As for the Colombian market, off-road models like the DT175/125, XT350 and XT600E that have proven themselves well suited to the country's road conditions are being used widely in the public sector, by police and the armed forces as

well as a convenient means of transportation for people working in city and state government offices. When the local Yamaha distributor, Incolmotos S.A., held a training course in riding skills in Medellin, one of the instructors was the former Colombian motocross champion.

Creating an all-new market

Police bike marketing in Mexico is another unique story. Since Mexico has long had a strong car culture, relatively few motorcycles have been used as police vehicles.

In their special promotion to develop public-sector business, Yamaha Motor de Mexico S.A. de C.V. (YMMEX) set out to break through this car-oriented tradition and bring motorcycles to police. YMMEX sent out direct mailings with questionnaires and brochures for the SR250 police bike to police forces throughout the country. Response was enormous. YMMEX discovered that a large percentage of them were seeking to upgrade their vehicles.

Mexico was also in the grip of severe recession triggered by the "Tequila Shock" currency crisis of 1994. The economic hardships were fueling a crime wave at the same time police were forced to cut their vehicle budgets. Less expensive motorcycles were spotlighted as perfect alternatives to costly cars.

Thanks to ongoing efforts to approach police authorities, combined with the right timing, YMMEX won more bids than ever before. They saw a recovery in business bike sales, a category that had dropped off tremendously since the money crisis. YMMEX not only survived the Tequila Shock, but also developed a new market segment to expand their business opportunities.

New Face for the Yamaha Police Range

The big new XJ900P police bike with high quality police equipment was recently introduced by Yamaha Motor Co., Ltd. Sporting a powerful engine and daunting good looks, this model is designed for a wide variety police duties, from highway patrol to VIP escort.

Other additions broadening the range are the XT350P, DT125P and DT175P, high-mobility models suitable for both paved and unpaved road duties.

The XT350P is mounts a durable air-cooled 4-stroke DOHC engine that delivers high power and fuel economy. The compact, lightweight DT175P/125P with a single-cylinder, air-cooled 2-stroke engine, boasts low running cost and top-CLASS maneuverability even on congested city streets. These models' proven high performance and essential police accessories provide police forces with more and solidier choices.

The XT350P



The DT125P



Thinking as a Team

■ Yamaha Motor Manufacturing Corporation of America ■ Georgia, U.S.A.
 ■ Founded: 1986 ■ Employees: 700

Yamaha Motor Manufacturing Corporation of America (YMMC) was established in 1986. In January 1987 the groundbreaking took place for construction of a 300,000 square foot factory facility 64 kilometers south of Atlanta, Georgia, in

the town of Newnan. Less than a year and a half later the first Yamaha Golf Car rolled off the YMMC assembly line on June 1, 1988. The next year brought YMMC's first Water Vehicle. Then, in April 1998 production of Yamaha All Terrain Vehicles began. Due to continued growth in production and sales, in 1999 we now employ over 700 employees and the facility has been expanded to 500,000 square feet.



Mr. Hasegawa, YMC President, rolled off with the first YMMC-made YFM250 ATV called the Bear Tracker at the line-off ceremony



Golf Car/ATV Assembly's Quality Small Group won a trip to MBK in France to see their Annual Kaizen Presentations



YMMC is a 500,000 square-foot facility located in Newnan, Georgia just south of Atlanta

France to be a part of the Annual Kaizen Presentations there.

ATV production start-up

The momentous start of ATV production at YMMC began in April 1998 with the production of the 066 "Bear Tracker." We had been waiting for one year while the plant was being expanded, the assembly line extended and the design plans finalized. The anticipation was monumental. All of our departments worked together to ensure the success of our newest product. "Concurrent Engineering" was the theme set by our Terrain Vehicle Engineering Division Manager, Todd Booth. He led the team consisting of Product Engineers, Manufacturing Engineers, Welding, Paint, Assembly, Quality and Purchasing personnel. Needless to say, we were so proud when YMC's President, Mr. Hasegawa, rode the first ATV off the line, and ever since, production numbers and first-pass quality control ratios have been on the rise.

Our ATV first-pass ratio started out at 40%, but over the next six months it gradually rose to 85%. This was achieved through the concurrent engineering method mentioned above. In the process Total Productivity fell from an average of 93.7% against the previous year to an average of 88.9%. Productivity is something we are working on right now throughout our facility by re-evaluating standard times.



Golf Car assembly line in the YMMC factory

YMMC President Akira Nakamura awarded Shelia Simpson this Water Vehicle at our All Employee Meeting. The Water Vehicle was a give-away for participants in our Kaizen program. Shelia was the lucky winner out of 238 names in the drawing



Our Golf Car/ATV assembly line has a production capacity of 300 vehicles per day. Recently, our assembly workers broke the record by producing 305 vehicles. This success was celebrated with a cook-out luncheon for all the Golf Car/ATV Assembly and Distribution employees.

Community consciousness

YMMC has always been a strong contributor to its community. Since February, the employees have been raising money for the March of Dimes. This organization works toward the prevention of birth defects. Our committee has

staged numerous events, including a Best Legs Contest, Pie Throwing and bake sales as well as the actual March through one of our local towns. Each year our employees rise to the occasion by meeting or breaking our contribution goals. This year we set a goal of \$5000 for the March of Dimes and not only did our employees reach that goal, they exceeded it by \$3000, ranking us at the top of the corporate contributors in the county. Our employees take great pride in knowing that their charitable contributions are

helping children in our community.

YMMC growth will go on

YMMC will hopefully continue to grow over the next decade as it has in the past. The Year 2000 promises to bring new models for YMMC to manufacture and we stand ready for the challenge. Our employees are excited about the future and what it holds for each of us.
From Therese Shepherd of YMMC, U.S.A.



Yamaha golf cars are highly reputed for their durability at many golf courses throughout the U.S.A. Being selected for prestigious tournaments like the PGA Senior Tour, the Yamaha brand gets widespread exposure

WORLD TOPICS

GENERAL

AUSTRALIA

YMA treats dealers

On February 20 and 21, YMA held a combined Motorcycle and Marine Dealer Meeting in Sydney. YMC President Mr. Takehiko Hasegawa joined 520 persons from 224 dealers at YMA's biggest gathering in some time. The meeting follows the excellent run over the last few years in motorcycle and outboard sales in the Australian market, amidst the anticipation of the forthcoming 2000 Sydney Olympic Games.

The meeting was an interesting mix of special announcements, new products and operating systems, business reviews and goals, and entertainment. The 2000 Olympics and Yamaha crossed paths with the announcement that Yamaha PAS bikes stand a good chance of being selected as the pace bike for the cycling competition, and a boat built by YMA's subsidiary Southwind, fitted with a Yamaha outboard, will be the official



The hall erupted with a spectacular fireworks display, followed by a procession of new motorcycle model presentations



The show on Sydney Harbour featured a ski and Water Vehicle demonstration put on by a professional ski troupe, with a strong Yamaha brand image

boat for competition on the water.

In groups, the participants deepened their understanding of the meeting's main feature - "Product + Promotions + X = Success". The unknown "X" incorporates new systems such as YDC (a computer-based warranty registration system), YPIC (CD ROM parts list and a computerised ordering system), YMAF (an original finance system) and CCS (the Customer and Community Satisfaction) quality program.

Over lunch, participants were treated to a new model motorcycle and ATV show, and last year's popular R-Series supersport motorcycles received a big hand. A mini supercross course was also set up, with last year's YZ250 and YZ400F in action.

More entertainment followed, including a cruise on Sydney Harbour and an outboard and Water Vehicle demonstration. At the dinner at the Sydney Regent Hotel, the Top 10 Motorcycle and Marine dealers were commended, and received a plaque from Mr. Hasegawa. After some more diversions including a stock exchange game between the tables, participants danced the night away.

The next day, the Marine dealers tested the new model outboards on Sydney Harbour, and the Motorcycle dealers had training in the YDC and YPIC systems.

From Hidenobu Hama of YMC, Japan

MOTORCYCLES

GERMANY

Bikes of the Year

Yamaha has come away with multiple wins in two Bike of the Year award votes in Germany, held by motorcycle magazines Mopped and PS.

In PS, the YZF-R1 won 1st prize in the Sportsbike category up to 1000cc, and also overall as the best All Sport Model with a healthy 22.5% of votes. The YZF-R6 took 2nd in the up to 600cc sport model with 24.2%.

In Mopped, Yamaha bikes won with majority votes in four of six categories. The XJ600S won the category up to 10,000 DM, with a vote of over 20%. The XJR1300 SP won the category up to 20,000 DM, the YZF-R1 won for motorcycles over 20,000 DM, and the YP125R Majesty won in the 125cc scooter category. Many other Yamaha



Nicole Papay and Karlheinz Vetter of Marketing Communications with the first prizes from PS magazine

bikes filled other places.

From Karlheinz Vetter of YMG, Germany

JAPAN

97,000 flock to Tokyo Motorcycle Show



The Yamaha booth was crowded with visitors all three days

Over the three days from March 20 to 22, the 26th Tokyo Motorcycle Show opened its doors at the Pacifico Yokohama Exhibition Hall. Exhibits by about 100 companies in the motorcycle and accessories manufacturing industries and publishers of motorcycle magazines drew an unexpectedly large number of motorcycle fans, totaling over 97,000 for the three days over which the show was held. This represented a nearly 20% increase in attendance compared to last year.

The attractively displayed Yamaha booth outshone any in the show with its rich lineup of 30 motorcycles, highlighted by the XV1600 "Road Star" scheduled for release in Japan on May 10 as the largest displacement bike ever on the domestic market, the hot "R Series" models YZF-R1, R6 and R7, the new Jog Poshe just released in April, and the YZR250 and YZF750 factory machines that scorched the race

circuits last season. Also on display were four models of the Yamaha PAS electro-hybrid bicycles along with a simulator that let visitors experience the unique PAS ride.

Also adding to the unrivaled popularity of the Yamaha booth was an adjacent "Y's Gear" sales booth skillfully displaying a line of Yamaha accessories like apparel and helmets.

TURKEY

YZF-R6 exhibition star

The 1999 Motorcycle and Bicycle Fair was held from March 18 to 24 in Istanbul at the Hilton Exhibition Centre.

The new Yamaha supersport model YZF-R6 was the star of the show, as the R1 had been in 1998. It was introduced to the press by Japanese fashion model Ayumi Takano. The Castrol-Yamaha Team champion rider Suleyman Memnun was also there showing his new R6 race bike to the press members and motorcycle fans who had been waiting to see it ever since they heard about it four months before. Unfortunately, the 1999 Wild Star and Royal Star Venture did not arrive in time for the show, but with the XVS1100, XJR1300SP, R6 and other 1999 Yamaha motorcycles, the Beldeyama stand was the one that drew the most interest from visitors.

This show was also a good opportunity for Beldeyama to introduce the BW's 100 Scooter. Production of the BW's 100 began at the Beldeyama factory only a short time before the exhibition. The four-day exhibition was attended by 25,000 people and was a successful advertisement for Beldeyama.

From Osman Lav of Beldeyama, Turkey



Beldeyama's Osman Lav informs the press about the new YZF-R6 race bike, with champion Castrol-Yamaha rider Suleyman Memnun on the bike

SPAIN

Cygnus chosen by courier

The most important courier company in Spain, Seur, has chosen the Yamaha Cygnus 125 for the quick and efficient delivery of letters and small packages to its clients in the city of Barcelona.

City center traffic jams and everyday parking problems have proven once more that scooters are the most suitable and reasonable vehicles for local and city deliveries.

Subira Motor, Yamaha's dealer in Sabadell, has already painted 50 units in white - Seur's corporate colour - and developed an original rear carrier design specially made to easily transport a large box with a capacity of 122 liters.

The XC125 was selected by Seur because of its reputation for functionality, reliability, equipment, low fuel consumption and low maintenance.

During 1998, the Cygnus was the No. 1 registered 125cc scooter model in Spain with 1,800 units, and is ranked fourth overall in the Spanish motorcycle market.

From Albert Cumellas of YMES, Spain



The specially modified Cygnus ready for deliveries

GERMANY

'99 models at Germany's biggest show



The stylish Yamaha Booth at the Dortmund show, one of five shows in the region showing off 1999 Yamaha models

Motorrader '99, the biggest motorcycle show in Germany, was held in Dortmund from March 3 to 7. The show attracted 145,000 visitors. It is one of five regional shows where Yamaha Motor Germany has exhibited all 1999 Yamaha models. The other regional shows were Imot in Munich, HMT in Hamburg, Leipziger Motorradtage in Leipzig, and BMT in Berlin.

The Yamaha booth in Dortmund was 450m², and made use of a lot of decorative items from the Intermot in Munich, including huge action-shot posters. Attractions included the R-series, presented on a big ramp, and the cruiser line-up, and visitors were treated to a display of the Silverado version of the XV1600 Wild Star for the first time.

From Karlheinz Vetter of YMG, Germany

Supersports campaign for Dutch market

THE NETHERLANDS

Yamaha Motor Nederland B.V. (YMNL), importer and marketer of Yamaha products in The Netherlands, has implemented a fabulous motorcycle campaign for the Dutch market for 1999. The campaign utilizes a range of attractive, artistic black and white ads. The unique ads present the supersport models - the YZF-R1, the YZF-R6, the Drag Star 1100, and the sports tourer Fazer.

Each ad has stand-out catch copy or interesting visuals. These include a unique helmet for the R1, a "Caution! High Energy" panel on the R6, a compass instead of the speedometer for the Drag Star, and "100% adrenalin" on the tank cap of the Fazer.

From Petra Vijverberg of YMNL, The Netherlands



Fabulous ad designs of the Yamaha supersport models from YMNL's 1999 campaign

WORLD TOPICS

TUNISIA

N. Africa distributors meet

On March 18 and 19 this year, the North Africa Distributor Meeting & Moped Meeting was held in Tunis, the capital of Tunisia. The 40 participants included representatives of Beldeyama, the Moped manufacturing base in Turkey, YMENV President Mr. Tanaka, and 19 representatives from 15 distributors from North and West Africa. The new XJ900P police bike was on display at the meeting, along with ATVs, mopeds and other products. On the first day, there was a report on OMDO's Marketing and Service policies, new products were introduced, and examples of successful sales were presented by a number of distributors. Mopeds were the focus on the second day, with a tour of the moped factory of a Tunisian distributor and test rides in the morning. In the afternoon, a Moroccan distributor who has already begun selling mopeds shared his experiences, and there were introductions from OMDO and Beldeyama about the moped business. The distributors participated in a lively exchange of opinion, with some presentations in particular drawing plenty of questions from other distributors.

From Emiko Tanaka of OMDO, Japan



Some 40 people attended the North Africa Regional & Africa Moped Meeting and confirmed their commitment to moped business success

INDIA

30-year collaboration



Mr. Nikhil Nanda (2nd from right), Joint Managing Director of Escorts Yamaha greets Mr. R. K. Bubna (2nd from left), long associated with the company. They are joined by Mr. R. K. Sen (far right), Branch Manager of Escorts Yamaha, Calcutta and Mr. A. K. Jhamb (far left), Chief Manager Marketing Parts

An image from 25 years ago: The late H. P. Nanda, then Chairman and President of Escorts, later Chairman Emeritus until his death in April 1999, delivered the Rajdoot GTS mini motorcycle to a customer



The Yamaha YBX motorcycle, recently introduced in India, gave Mr. Nikhil Nanda, Joint Managing Director of Escorts Yamaha Motor Ltd., the opportunity to visit East Zone Supply Corporation in Calcutta in late February. Yamaha's Indian partner Escorts Yamaha and East Zone Supply, the biggest selling Yamaha motorcycle dealer in Eastern India, have had a solid cooperative relationship for over three decades. Mr. Nanda discussed the scope of the YBX with Mr. R. K. Bubna, Managing Partner of East Zone Supply. Twenty five years back, Mr. Nikhil Nanda's grand father, Mr. H. P. Nanda, then Chairman and President of Escorts Ltd. and Chairman Emeritus, had visited the same dealership to launch the Rajdoot GTS mini motorcycle. This latest meeting is testament to the success of long-standing relationships in business.

From R. K. Bubna of East Zone Supply, India

MARINE

SOUTH AFRICA

Big prizes for big fish

A competition that began as a small Rotary event to raise funds for a home for the aged has come a long way! The 10-day Umhlanga Festival began on March 19, 1999, in Umhlanga, north of Durban, attracting a crowd of over 3,500. The festival featured the Yamaha Umhlanga Ski Boat Tournament, the world's biggest surf-launched fishing festival.

This anchor event on March 26 to 28 provided a spectacular sail past at 7:30 am on Saturday as the 370 registered boats headed out to the Indian Ocean signalled by a cannon start. 1400 anglers entered the competition, and caught a relatively few 284 fish, with the biggest being a 147 kg blue marlin caught by Martin Schmulian. Unlike other years, a lot of the catch consisted of King Mackerel, as well as Yellowfin Tuna, Wahoo, Queen Mackerel and other game fish rather than traditional Dorado, Bonito and Cobia probably due to the colder water. The festival produced some fabulous prizes! Top honors for the heaviest Game Fish (excluding billfish) in the Deep Sea Competition went to Craig Jeffereys with a 19.5 kg Yellowfin Tuna. Craig's prize was a brand new Mallard Cobra Cat 16 ft ski boat with two Yamaha Distributor-



The biggest blue marlin ever caught off the Durban coast was hooked by proud fisherman Martin Schmulian at the Yamaha Umhlanga Ski Boat Festival

sponsored 60hp Yamaha outboard motors, fitted on a high-speed trailer. Prize for the second category, King of the Harbor, for craft not leaving the harbor, went to Fanie Lourens - a Surf Ski with a 30hp Yamaha outboard motor, which was sponsored by Yamaha dealers Perry Yamaha, Boat World, Hewitt Yamaha and Natal Marine.

The tournament was supported by non-stop activities such as ice cream-eating competitions, kart racing, concerts, as well as beach events such as personal watercraft demonstrations, lifesaver challenges, and a popular National Sea Rescue Institute demonstration with the Yamaha XL1200 WaveRunner Water Vehicle.

From Joanne Matthews of Yamaha Distributors, South Africa



The start of the second leg in Melbourne amid much fanfare

bourne/Osaka Double-handed Yacht Race along with 19 other boats from four countries including *Southwind by Yamaha* from Papua New Guinea, sponsored by Yamaha Motor Australia (YMA).

The Osaka Cup has been held every four years since 1987, with Yamaha as the title sponsor for the first three races.

We are always looking for interesting stories.
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This year Yamaha was joined by other sponsors. The race left Station Pier in Melbourne, Australia on April 17, with two crew per boat and 5,500 nautical miles (10,200 km) ahead of them. Before reaching Osaka, Japan, the yachts will sail through stormy Bass Strait, up the east coast of Australia, through the many islands that make up Micronesia and across the Equator towards Japan.

The winner of this tough long distance maritime event was the Australian *Sayernara* who arrived in Osaka on May 18. Also, *Luna Prominence* has run an amazing race on its way toward a third place finish (as of May 21) while *Southwind by Yamaha* unfortunately retired.

AUSTRALIA

Osaka Cup 1999

A YMC (Yamaha head office, Japan)-manufactured yacht *Luna Prominence* entered the Osaka Cup 1999 Mel-

JW-II debuts in Europe

EUROPE

In mid-March this year, Yamaha's JW-II electric power-assist unit for wheelchairs made its European debut at the International Home Care & Rehabilitation Exhibition in Sweden, The Netherlands and Germany. The JW-II units are mounted on the manual wheelchairs of three major European wheelchair manufacturers, Germany's Wilhelm Meyer GmbH & Co. KG and Otto Bock Reha GmbH, and Sweden's Scandinavian Mobility Rea Stolen AB.

The JW-II units are being supplied to these companies from May on an OEM (Original Equipment Manufacturing) basis, which means they will be sold under the licensee's brand name.

These units are the first Japanese welfare industry products to be promoted in Europe, well-known for its progressiveness in the welfare area, and the response has been good.

Sales managers from The Netherlands and Germany were impressed: "In this industry, there aren't many new products that you think of as being really new. But I think the JW-II is literally a revolutionary product. Those of us selling the product feel a great excitement and interest in it. And judging from the reaction of customers, I'm sure it will do good business." One woman who tested the product said, "I've never experienced anything like it. It feels like it has some kind of magic power. It's great."

The Yamaha JW-II was developed based on the concept of the Yamaha PAS, the world first electro-hybrid bicycle, and was originally released in Japan in 1996. Sales for the JW series there have grown steadily from 900 units in 1996 to 2,700 units in 1998.

The JW-II is well-positioned to cater to the needs of an ageing population. It can be easily mounted on existing wheelchairs to make lighter, more easily portable powered products, and for the European market, it has been modified to comply with European safety regulations and conditions of use.

From Takeshi Iwaki of YMC, Japan



Tentativeness soon turned to amazement when one visitor tested the JW-II-equipped wheelchair during the introduction performance



Dealers enjoyed sharing their knowledge about the ground-breaking product

"Kando" Spirit Spreads In China

As early summer warmed the ancient Chinese city of Suzhou, some 70 members of the press from nearby Shanghai and the rest of Jiangsu Province and 30 nationwide dealer representatives gathered for a grand celebration and press introduction by Chongqing Jianshe Yamaha Motor Co., Ltd. (JYM) of its proud new 150cc motorcycle model, the "SRV-I."

Following introductory speeches by JYM's President, Mr. Horai, and Chairman, Mr. Li Meng Jiu, the company's Vice President, Mr. Zhang Bao Ping introduced the sales points and market background surrounding the SRV-I.

This was followed by a special guest lecture by YMC's President, Mr. Takehiko Hasegawa. Titled "Toward Creating Kando," his speech explored the history and present regional roles of motorcycles around the world, stressing the fact that motorcycles are vehicles whose convenience and societal potential are being rediscovered everywhere today.

He went on to talk about Yamaha's corporate history, product-building philosophy and user-oriented CCS activities, as well as Yamaha's strong commitment to work together for sound further growth of the Chinese motorcycle industry.

The end of the speech brought an exciting appearance by the SRV-I's commercial characters, the popular rock trio "China Power."

That afternoon the SRV-I was introduced again along with the sales strategy at the JYM dealer meeting attended by 200 people from 150 dealerships nationwide.

In his speech, Mr. Hasegawa stressed his high expectations for the Chinese motorcycle market, now the world's largest



10th Anniversary of "Nice Ride Charity"

Yamaha Motor Co., Ltd.'s user club, Y.E.S.S. (Yamaha Earthly Sports System), has been conducting a special charity campaign since 1989 to benefit the visually impaired by contributing funds for the training and supply of guide dogs for people in need. Called the Y.E.S.S. "Nice Ride Charity," it collects user donations through our nationwide Y.E.S.S. dealerships on behalf of the Japan Guide Dog Foundation.

Donations for the year 1998 totalling just under two million yen, bring the ten-year total to 42.1 million yen.

Marking the 10th anniversary of this campaign, a special donation ceremony was held on March 20 at the Kanagawa Training Center of the Japan Guide Dog Foundation in Yokohama. Speaking as campaign representative, General Manager of the Marketing Dept., of Yamaha Motor Marketing Japan Co., Ltd., Mr. Moriya spoke of the great cooperation of the users, the dealers and the Japan Guide Dog Foundation that have enabled the campaign to continue for so long and he promised to make the campaign's 11th year a fresh start. On behalf of the Foundation, Mr. Kubori thanked Y.E.S.S. and stressed what an important role its contributions have played in its operations, including the completion of the new training center in May 1997.



Two guide dog recipients joined the ceremony on March 20 and spoke of the joys of having a guide dog



A tape-cut ceremony was held before the YV100X model that was the 50,000th Yamaha industrial robot

50,000th Industrial Robot Shipped

April 15 was a big day for Yamaha's IM Operations, as it celebrated the shipment of its 50,000th industrial robot at the Soude Factory in Hamamatsu City. The model that became the 50,000th Yamaha industrial robot—including robots and surface mounters for the assembly of printed circuit boards—happened to be a unit of the new YV100X just released this March. This momentous milestone comes in the 15th year since Yamaha released its first YK7000 SCARA (Selective Compliance Assembly Robot Arm) model in February 1984.

On hand for the ceremony, YMC president Hasegawa attributed the IM Operations' success to "a closely integrated system encompassing the Engineering, Production and Sales & Marketing divisions that has grasped and responded to market needs with speed and decisiveness."

IM Operations Director Togami spoke next, reminding the assembled employees that "over 99% of the industrial robots we have built are still in operation today, which means that our customers have been watching us for 15 years" and encouraging everyone that if they "continue to build products that make the customers recognize Yamaha quality, the day we will be celebrating our 100,000th unit is not so far away."

Jubilo Wins Asian Club Championship

On April 30, an estimated 120,000 people packed the Azadi Stadium in Tehran, Iran, to see their home club, Esteghlal, take on Jubilo Iwata in the finals of the 18th Asian Club Championships 1998/99, a biennial tournament bringing together the best soccer clubs from 30 Asian nations. Representing Japan, the Jubilo team had battled successfully through the preliminary rounds that began last summer to reach the finals in uniforms sporting the YAMAHA insignia of their hometown sponsor.

After squeaking past Al-Ain of the U.A.E. in a semifinal tie decided by PK, Jubilo faced another strong opponent in Esteghlal in the finals, a team boasting eight national team members. Displaying the pass work and team play that made them Japan's J. League champions in 1997, the Jubilo scored twice in the first half and managed to hold Esteghlal's 2nd half offensive to one point. Besides the Asian championship cup, Jubilo also brought home the tournament's Fair Play award.



Jubilo ace Masashi Nakayama (center), who scored the winning goal in the final, celebrates victory with his teammates ©AP/WWP

Environment-Friendly "Super Diesel (SD) Engine"

**100 km on 3 liters of fuel!
Clears "Euro 4" emissions standards**

Ever since the unveiling of the low fuel-consumption, low emissions 1000cc SD (Super Diesel) engine, its sensational 2-stroke diesel technology and Yamaha-exclusive combustion system have sparked a flood of inquiries from manufacturers and researchers. Now work is underway to apply it to revolutionary new products.

Q What was the purpose in developing this engine?

A Just like products such as our electro-hybrid bicycle Yamaha PAS and our "2-stroke motorcycle engine exhaust cleaning system," this SD engine was developed as part of our company's program to build environment-friendly products and technologies. And, it also is a product that will clear the proposed "Euro 4" emissions standards.

Q Why did you chose the 2-stroke diesel format?

A We wanted to make optimum use of the advantages of both 2-stroke engine, with its light weight, compactness and high power output, and the diesel engine, with its low fuel consumption and low CO₂ emissions.

Q What are the outstanding qualities of this engine?

A We were able to greatly reduce emissions of toxic gases and the "black smoke." It also achieves fuel economy good enough to power a light automobile 33 km on one liter of fuel. At the same time it is characterized by good response, high torque and high power output. Also, its light weight and compactness contribute to overall performance improvement when mounted on an automobile.

Q What notable technologies does it adopt and what effects do they provide?

A To create an engine that achieved low fuel consumption and

low emissions together with high power output and good torque in the low to middle speed range, it was necessary to develop a new combustion system that includes elements like a uniquely structured combustion chamber and a variable compression ratio system. Also, an electronically controlled oil injection pump enables high-precision control of the amount of oil supplied, thus helping to inhibit "black smoke" and "white smoke" in the exhaust while also reducing oil consumption to a minimum and maintaining sufficient lubricating effect.

Q Were there any areas in the development that presented particular difficulties?

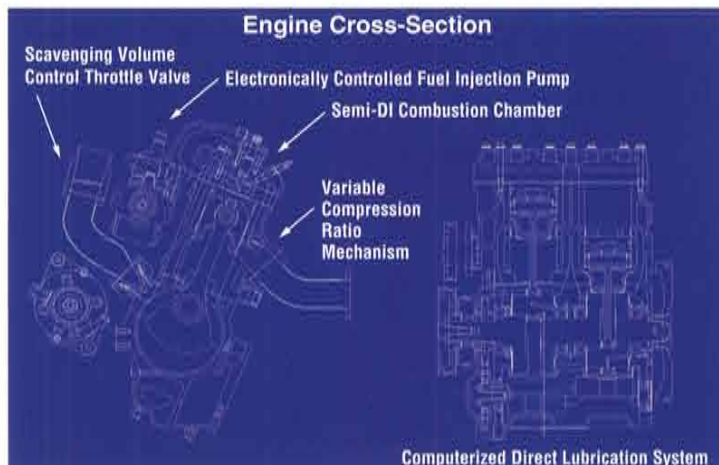
A In a 2-stroke diesel engine there is a tendency for heat to build up in the pistons. So, in order to prevent these high temperatures from causing trouble, we introduced numerous new innovations and materials to improve the engine's reliability and durability. As a result it has been able to clear a number of stringent tests like a 250-hour endurance test at maximum power output.

Q What future prospects do you see for this engine?

A Mounting this engine on a compact city-commuter type automobile in the 800 kg class will bring out its optimum potential as a low fuel consumption, low emissions power unit. It is also well suited as a power unit for hybrid cars, making it truly a new standard for next-generation engines for the 21st century.



Combining 2-stroke and diesel engine technologies, the SD engine is a highly fuel-efficient automobile power unit



While maintaining high power output, the new variable compression ratio system boosts low- and middle-speed torque by about 50%, and a scavenging volume control throttle valve greatly reduces NO_x emissions. In addition, functions like the fuel injection system and lubrication system are all controlled by the centralized "engine control system."



The combustion system consists of a main combustion chamber and a sub-combustion chamber in a unique new design that utilizes four connecting jet passages between them and optimized chamber shapes that combine to achieve a strong swirl effect in the incoming fuel mixture that reduces "throttle loss," for high combustion efficiency

Second Straight Title for Jeremy McGrath

'99 AMA US Supercross Series 250cc Class

The 16-round '99 AMA US Supercross 250 series ended in a runaway victory for Team Chaparral Yamaha's Jeremy McGrath. In his second year aboard a Yamaha YZ250M, Jeremy scored 8 wins to give Team Chaparral its second consecutive championship while taking his 6th personal title.

The season did not start out smoothly for McGrath. In the first round at Anaheim, he crashed and could only finish seventh. But it didn't take long for the defending champ to take his first win. A brilliant start-to-finish victory came in round three, in Phoenix, putting him on top in the point standings.

Though bad luck caused him to finish 4th in round four, McGrath came back to regain the point lead and hold it with strong finishes after round five. In fact he was virtually unchallenged in the later half of the season with five straight wins from round nine!

With three rounds remaining, the season title was already within Jeremy's grasp in round 14, having amassed more than 50-point lead over 2nd-place Larocco. After a good start he rode confidently to a 2nd place finish to clinch the title. McGrath went on to cap off the season with yet another



Jeremy McGrath took the 1999 Supercross Championship on his YZ250M. With eight victories including five consecutive wins, he clinched the title in Round 14 with two events remaining



er win in the final round.

Other Yamaha factory riders, Jimmy Button on the YZ400F and John Dowd on the YZ250M, plagued by crashes, finished the series ranked 13th and 14th. In the 125cc class, Ernesto Fonseca dominated the East regional series on the YZ125 without losing a single race, and Casey Lytle finished an admirable 2nd.

Yamaha Factory Teams Off to Hot Start

'99 Road Race World Championships



Yamaha's solid comeback in the World 250cc class was evident when World GP rookie Shinya Nakano pushed hard to his first victory on his YZR250 in the Japan GP

As the '99 season of the Road Race World Championships gets off and running, the performances of Yamaha's factory teams in both the GP500 and GP250 are thrilling the fans.

The first Yamaha rider to race into the spotlight has been last year's All Japan 250cc champion, Shinya Nakano, now in his first full season in the World GP. Riding for Chesterfield Yamaha Tech 3 on the first Yamaha GP250 works machine in three years, Nakano grabbed third place in the '99 opening round in Malaysia. Then, in round two, before 65,000 fans at the Japan GP, he dashed to his first GP win! Teammate Olivier Jacque finished fourth in his first race on a Yamaha to further prove that the YZR250 is back with a vengeance.

In the GP500, returning Marlboro Yamaha Racing Team rider Carlos Checa took 2nd in Malaysia and Norick Abe (ANTENNA 3 Yamaha D'ANTIN) mounted the winner's podium at the Japan GP with a 3rd place finish. The other Yamaha hopeful, Max Biaggi, returned to form after problems in the first two rounds to stage a thrilling one-on-one battle with Alex Criville (Honda) in round 3, the Spanish GP, finishing 2nd by just 0.157 seconds. For Yamaha fans the excitement has just begun!