

OCTOBER, 1973

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# YAMAHA



# HORIZONS







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## Letters to the Editor

Dear Sirs:

Yamaha is to be commended for initiating such an innovative program as the Learn To Ride safety program, and I am sure it will prove most beneficial to the increasing number of novice motorcyclists in this country. I look forward to hearing more of Yamaha's consumer programs.

Sincerely,

Virginia H. Knauer

Special Assistant to the President

Executive Office of the President

Office of Consumer Affairs

Washington, D.C.

Dear Sirs:

The Indianapolis Police Department and Safety Education Section wishes to thank Yamaha for assisting us through the Yamaha Learn To Ride safety program in putting on our Summer Time Safety Education Program. It helped make our program a terrific success. Thank you for your cooperation.

Sincerely,

Winston Churchill

Chief of Police

Sirs:

Regarding the Yamaha Learn To Ride program, Yamaha is to be commended for the excellence of this presentation and its interest in safety programs.

T.R. Krings

Executive Vice President and General Manager

Universal Underwriters Insurance Co.

Kansas City, Mo.

Gentlemen:

Just completed reading your latest issue and must say that I enjoyed it very much. I have been thinking of purchasing a Mini-Enduro, but have no knowledge about minibikes or any other sportcycling. Is there a rider training program in my area?

Sincerely,

L.V. Mix

Schroon Lake, N.Y.

Sirs:

Just a note to tell you how pleased we were to have had the Learn To Ride safety program here. The people handling it were extremely proficient. I'm sure you know it was a great success.

Very truly yours,

William E. Hiatt, Jr.

Yamaha Sportcycle Centers

Orlando, Longwood, Fla.

Sirs:

The Learn To Ride program in Albuquerque was a great success. Yamaha was on the ball. We enjoyed working with the LTR people. They are real workers.

Yours Truly,

Bob Johnson

Bobby J's Yamaha

Albuquerque, N.M.

GOT A STORY?

Horizons solicits articles, story ideas, and items of interest in local communities for future issues of the magazine.

Please submit your entries to:

Editor

YAMAHA HORIZONS

3435 Wilshire Blvd., Suite 700

Los Angeles, Calif. 90010

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# Motorcycle Parks: Do It Yourself

**A**dd dirt motorcycles to the list of endangered species.

Off-road motorcycling is one of the fastest-growing and most popular recreational activities in the country, but the amount of land available for the sport has been decreasing and in five years motorcycles built for dirt and trail might be just a memory.

The reasons are many and more than a few are rooted in a proper ecological concern. However, the basic reason is that motorcycles have become so popular that our rapidly diminishing open land can no longer support them (an estimated 7.5 million motorcycles will be registered in the U.S. by the end of this year).

All indicators point to the prosperity and growth of motorcycling, off-road and on. According to Predicast, a division of Chase Manhattan Bank, one in every seven households will own a motorcycle in 1975.

Is there an answer that can save dirt riding for everyone, that can keep dirt motorcycles from coming to the end of the trail?

Yes, most definitely. But it might not be easy. Conviction, persuasion, awareness, and good old American enterprise are the secrets needed to sustain off-road riding.

Everyone interested in perpetuating dirt riding should realize that politics holds the key to land use. That means everything from a zoning permit for a local motorcycle park to assuring the nation's estimated 12 million motorcycle riders of their fair share of the national and state park systems. The Bureau of Outdoor Recreation of the U.S. Department of the Interior currently is preparing a nationwide outdoor recreation plan. This plan no doubt will have considerable impact for years to come on public land use for recreation—including motorcycles.

On paper, this country's motorcycle enthusiasts have adequate political pressure to force rational consideration of off-road riding under controlled and ecologically favorable conditions. That's where the conviction and persuasion come in. But what about awareness and good old American enterprise? It's really quite simple—start your own motorcycle park.

Statistics gathered by the American Motorcycle Association show there are at least 44 privately-owned motorcycle parks already in use or in the planning stages. But there undoubtedly are many more unreported ventures. These facilities range in size from large operations of thousands of acres with extensive general purpose facilities meeting the vacation/recreation needs of the trail bike enthusiast and his family, to small mini-bike courses, known generally as operational parks. But all offer essentially the same thing—an alternative to the use of open land.

In contemplating the development of a motorcycle park here are some facts you should consider :

## Site Selection

The biggest problem in creating a motorcycle park is obtaining a site. According to an international management consulting firm which has done studies on motorcycle parks, unless the park is somewhat removed from urban areas there will be conflict with ecological concerns. However, the site should be within one hour's driving time from a busy area since most persons are willing to travel that amount of time and it is important for the park to have a high utilization rate. Although lots of land is good for riding...not all land is good for motorcycling. Important factors you must address yourself to include noise, dust,



erosion, variety of terrain, safety, aesthetic appeal, and the access to your potential market. For example, noise will cease to be a problem if a one-quarter-mile buffer zone encircles the proposed park. Dust can be minimized by wetting and by rotation of trails to maintain ground cover. If you spend the time to find just the right site, you'll be on the right track.

Not to be excluded from this all-important aspect of site selection is the size of the park. The scale of operations—whether it will be an operational or a general purpose park—will determine the size required.

#### Insurance Coverage

This is mandatory once your motorcycle park begins operation. Insurance companies can provide you with an informative list of necessary safety requirements. And a recently developed survey of safety shows that insurance coverage is less expensive than it used to be, according to a spokesman for the management consultant firm.







### Local Cooperation

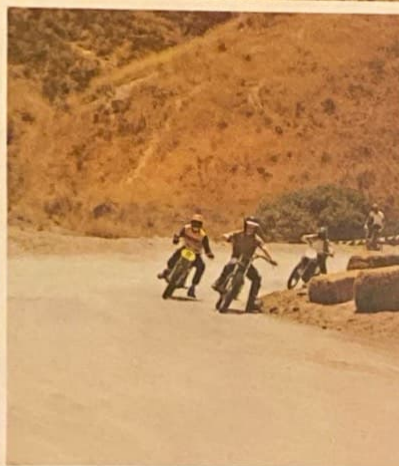
You'll have to win over the community and the proposed park's neighbors. This may not be easy, but it can be done with a logical proposal which shows the overall advantages of having a park nearby and, more importantly, which points out that the park will not infringe on any citizen's rights. It is important for you to get to know the people in your community, their likes and dislikes as well as their needs. Also, be sure to contact your city government officials. Many city councils have open land which might be used as in-city riding areas for children, thus further promoting safe riding.

### Zoning

Generally, a motorcycle park is limited to unzoned land or land zoned for industrial use. It might require up to eight months to obtain a permit, so be prepared to be patient. In some cases, conditional use permits may be secured. Point out to the decision-making groups that the park will provide a needed service to the area, a recreational outlet. Approach the concerned parties with a positive program for action.

### Acquisition of Land

Once zoning has been approved, it is time to purchase the land for your motorcycle park. Land best suited for a motorcycle park usually is not suited for other uses because it is hilly and has great variation in terrain. When searching for land, remember that the U.S. Bureau of Land Management controls 175,354,601 acres in the continental United States, including Alaska—15,592,313 of these acres are in California alone.







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Also, large corporations might be approached since they own millions of acres of land and continually have problems with unauthorized people using it. Much land is not making money for its owners, so identify the large landowners in your region and suggest that a motorcycle park be developed on portions of their unused land. As you can see, there are many avenues of land acquisition to investigate.

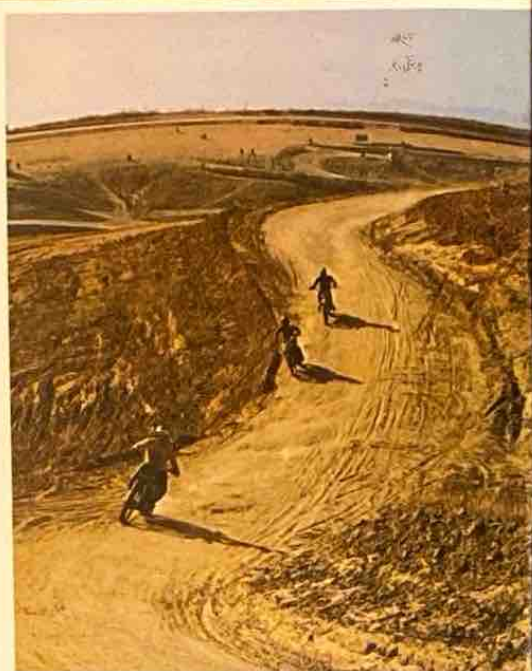
#### Site Preparation

Even though you will want to make maximum use of the land's terrain opportunities for riding, you should also plan for parking areas, rest room facilities, and refreshment areas which can create additional income. Bound-

aries of the park must be laid out, and marked well, as should riding trails. You must remember that tracks should not necessarily represent the largest portion of your park—rather plan larger areas for recreational riding. You should consider a general purpose park with trail riding, racing, and hill climbs. Many persons visiting your park will enjoy riding and camping, and it is critical that they have some conveniences. According to the management consultant firm, the family rider is the backbone of motorcycle riding.

#### Cost

The cost of a motorcycle park is determined by many and varied factors, depending on the size,







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site, facilities, and quality of the park you decide to develop. A good general purpose park naturally will cost more than a small mini-bike park but there exists a well of landowners out there for you to tap.

Remember that motorcycle parks can save the off-road motorcycle. The alternative might be extinction.

If the idea of a motorcycle park interests you and you want more detailed information, especially on the business and political aspects, write to the Motorcycle Industry Council, 1001 Connecticut Avenue, N.W., Washington, D.C., for a copy of "Motorcycle Park Planning and Management."



## Master of Motocross



In barely more than half a year, Belgian import Pierre Karsmakers quietly has revolutionized motocross racing in the United States.

The ace of the Yamaha Motocross Racing Team, in bringing this segment of the motorcycle sport to its figurative knees in America, has accomplished something approaching miracle proportions.

His dedication and purpose, rooted firmly in the European origins of this contest of man and machine, has convinced a multitude of heretofore floundering American disciples that there is a proper method to success. And it isn't just based on the theory of building the most rugged machine, although that certainly is half the battle.

At the time Karsmakers—a three-time Dutch moto champion—came onto the U.S. scene with an air of permanence last January, the sport here was missing something. It didn't have the flair exhibited in other bastions of its being.

The main ingredient was a discipline for physical preparation. That had been apparent in past confrontations between riders on two



sides of the Atlantic. Europeans persevered and won because they worked hard to tone their bodies for the typically torturous motocross course and its bone-jarring, metal-crunching series of savage ruts, roller-coaster drops, jumps, pits and other lurking pitfalls.

Things were not a whole lot different upon Pierre's arrival. The general run of riders—starting off in a heroic blaze of thunder—showed a dubious ability to tire quickly in the heat of rigorous battle.

But not Pierre! This 26-year-old veteran knew there was no shortcut to success. The man had to be as rugged as the course, otherwise he would perish in defeat. And a lifetime of physical preparation for this specialty showed to advantage immediately.

Pierre won! And he won and he won and he won!

After 20 major starts, spreading into late July, Karsmakers had captured overall honors 12 times. He romped easily to the American Motorcycle Association's Florida Winter Series title, he held a commanding lead in the AMA National Series when it was interrupted for the Inter-AMA summer tour. And only a brutal fall





and temporary injury had conspired to knock him out of the lead in the latter series, where he finished as runnerup.

The Yamaha purpose in acquiring an acknowledged master of

moto was not only to help develop and display to best advantage its durable line of MX models but to teach others the techniques and discipline necessary to excel in this gruelling sport, rated second only to soccer in its physical demands.

His "student" of record was Tim Hart, a hard-nosed, 23-year-old southern Californian who had exhibited the potential.

Hart, also signed by contract for the Yamaha team last winter, has profited immensely from the association, solidly racing ever higher into the finishing order as the weeks progress.

But he isn't the only one to profit. Obviously stung by Karsmakers' rapid-fire string of successes, rivals too are learning that Pierre's rigid approach to body conditioning is the first order of business. In short, his American contemporaries are becoming more formidable by the week, able to finish a series of two or three long motos without gasping for air and collapsing in a heap.

All of this makes for ever stronger competition, and it comes at a time when the moto segment is mushrooming in interest across the nation with huge crowds at every meet.

Karsmakers and Hart are the men out front. But qualified as they are, they are only as good as the men behind them. Teamwork is paying rich dividends for the Yamaha Motocross Racing Team, just as it has been for the sensational Yamaha squadron on the AMA national championship racing circuit, where point-leading Kenny Roberts, Don Castro, Gary Fisher and Kel Carruthers are operating in the same victorious style.

Directing matters on the moto scene is Yamaha racing coordinator Ken Clark, whose team of

tuners has kept the motorcycles of Karsmakers and Hart humming a happy tune throughout the year.

Now underway is the all-important Trans-AMA schedule in which Karsmakers and Hart both will ride in the Open class against Europe's best, including the amazing Ake Jonsson of Sweden who won nine straight races last year to earn the championship.

Jonsson, along with Jaak Van Velthoven of Belgium and Haken Andersson of Sweden, represents Yamaha in Europe.

Karsmakers, until this year, was a regular on the overseas circuit. He came to America early this year to race and now resides with his wife and daughter in Mission Viejo, Calif., near Yamaha International Corporation headquarters in Buena Park.

"I like it a lot over here," he enthuses. "The reason is probably because I'm doing so well riding my motorcycle. I'm staying in good physical shape—you have to compete in this sport. But most of all it's a combination effort. You and your motorcycle are one."



(Continued on page 31)



# BIPARTISAN VICTORY

Learn To Ride Wins Vote Of Congressional Riders

Following a week of snow flurries and overcast skies, Saturday, April 14th dawned sunny, clear and crisp in Washington, D.C. Even the cherry blossoms appeared, heralding a somewhat hesitant welcome to a late spring.

Downtown, an air of silence contrasted with the electric hustle and bustle of our nation's capital. Yet from the outskirts of town, at Robert F. Kennedy Stadium, the unmistakable sound

of motorcycle engines began to grow. A hundred of them, humming and whirring and revving. Suddenly the noises subsided, and a voice was heard:

"Ladies and Gentlemen, welcome. Today you will learn to ride a motorcycle."

It was the Yamaha Learn To Ride Safety Program, but more importantly, a specially scheduled Learn To Ride Program, open only to members of Con-

gress and the Administration, their staffs and families.

An impressive list of beginning motorcyclists participated, including Senator Richard Schweiker of Pennsylvania; Congressman James Collins of Texas; Congressman Edward Derwinski of Illinois, his wife and daughter; Philip Bolger, Director of Safety Affairs for the Department of Transportation; Nissen Davis from ACTION, and

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John Damgard, special assistant to the Vice President. Representatives from more than 50 Administration offices and 150 Congressional offices participated in the program, riding motorcycles over specially-designed courses. In all, nearly 250 top governmental and press officials took part in the event.

"This type of safety program has been a long time coming," Senator Schweiker was quoted. "I am impressed by the fact that it is a Japanese company which has made the initial effort to bring motorcycle safety to the American people."

Congressman Derwinski was also favorably impressed by the Learn To Ride Safety Program. "Now that my family has learned how to ride safely, it's time we purchase that Yamaha mini enduro we've had our eyes on."

John Damgard, representing the Vice President, had ridden motorcycles before attending the program. "But it's even more enjoyable now, knowing more about safety and safe riding techniques. The Administration recognizes a rapidly growing interest in motorcycling," he continued, "and we commend

*Senator Richard Schweiker of Pennsylvania successfully negotiates a motorcycle through a specially-designed course at the Yamaha Learn To Ride Safety Program event.*

*Congressman Edward Derwinski of Illinois prepares to take off on his first motorcycle ride. Derwinski was one of more than 200 representatives of Congress and the Administration who learned to ride safely at the Learn To Ride Safety Program event on April 14th in Washington, D.C.*



Yamaha for making safety its paramount concern."

Many members of the Washington, D.C. and New York press corps participated in and covered the event. They included representatives from such publications as *Time* magazine, *Newsweek*, *Cosmopolitan*, *Woman's Day*, *Sports Illustrated*, the *Washington Post*, the *New York Times* and the *Los Angeles Times*.

The special Congressional Learn To Ride event began at 12 noon and continued on until well after 4 PM. It included a luncheon for the participants as well as nearly one hour per person of on-motorcycle riding instruction, using the same teaching format as is used in all Learn To Ride events across the country.

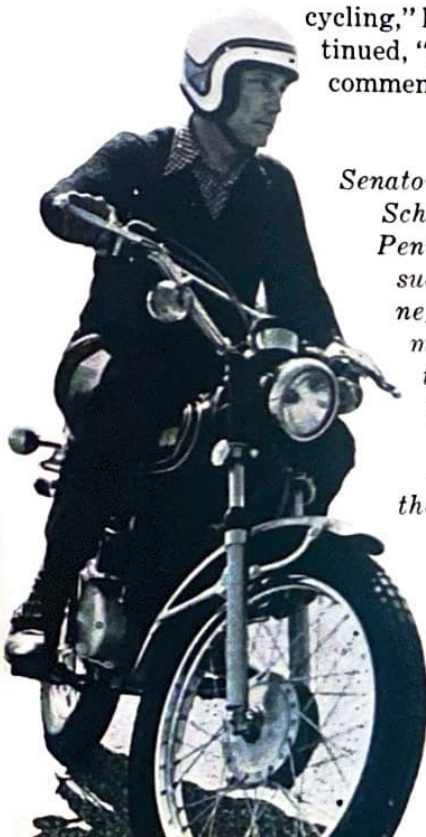
The Learn To Ride Safety Program is free and open to the

public and has already attracted some 100,000 persons to learn safe motorcycle riding techniques. It is supported by local and national safety and civic organizations, including the National Highway Traffic Safety Administration and the National Safety Council.

The national Learn To Ride Program is expected to reach some 500,000 Americans in more than 110 cities, as the nation's largest and most successful safety program ever conceived to reduce motorcycle accidents.

As the afternoon of motorcycle safety instruction ended in the nation's capital, quiet again descended along the Potomac. And our top governmental officials returned to their homes to consider more important matters of state. Yet the smiles on their faces indicated that this brief introduction to the enjoyment of motorcycling would not be forgotten.

*Mrs. Edward Derwinski and daughter Maureen, family of Congressman Edward Derwinski of Illinois, delighted at the opportunity to learn how to ride safely, as they plan to purchase a 1973 Yamaha mini enduro for summer camping excursions.*





# MISSION: POSSIBLE

It is a paradoxical quirk of human nature that in times of extreme crisis there are those who will work like troopers making the supreme sacrifice to effect a solution as opposed to those who merely stand by doing nothing other than pointing the finger of blame at their fellow man.

Many environmentalists, for example, rather than face up to the fact that the pollution problem is in reality an inevitable by-product of the population explosion, seek intermediate solutions. As long as the number of people continues to increase, every commodity necessary to sustain life on earth will remain in ever

gallons of urine on the streets of New York City alone."

Dead horses presented another problem. Wherever there was a large horse population, there were sure to be great numbers of corpses that had to be dragged away,

great that many of our forebears saw the automobile as their only salvation from urban ills and limitations. The horse definitely is not the answer. Now it seems that the automobile is creating a crisis in environmental pollution, and there are those who even hint

shorter supply: food, water, air, fuel, privacy, and eventually, space to stand.

None of us is exempt from the problem or the responsibility for its existence, not even the naturalist, nor least of all the equestrian, some of whom would have us believe that the trailbike will eventually destroy every vestige of wilderness.

Have you ever stopped to think what might have happened if the automobile, whipping boy of the environmentalist, had not been invented? *Newsweek* magazine points out that back around the turn of the century, when horses provided the muscle that made the wheels go around, the horse "...daily deposited some 21½ million pounds of manure and 60,000

at great effort and expense. In New York and Chicago, about 1900, as many as 15,000 horses a year had to be hauled off.

The costs and problems of horse transportation in cities during the early years of this century were so

that the motorcycle is doing its bit. Again, it must be pointed out that any vehicle, four-legged or four-wheeled, needed in the numbers necessary to move the world's out-of-control population, will create a similar problem.

Fortunately, the motorcycle offers a tremendous stopgap that could, if utilized,

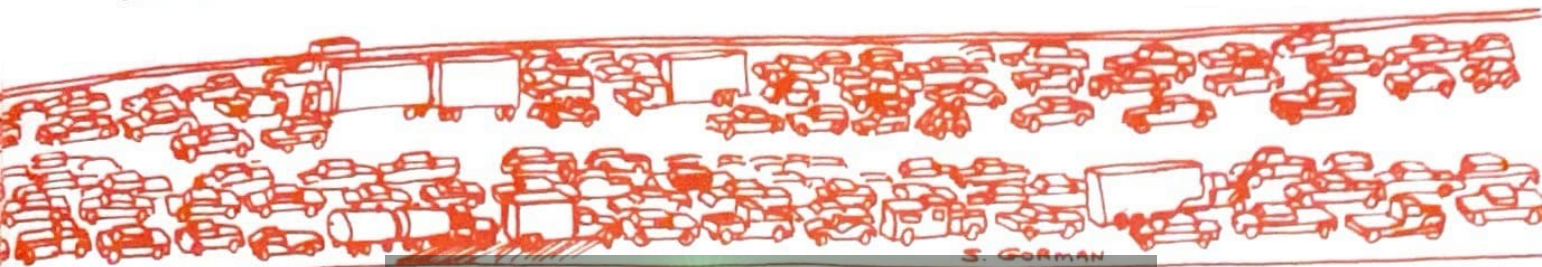


stave off air pollution of a dangerous level for many years to come. When one considers that the average commuter rides around behind a 300-400-cubic-inch engine, guzzling gasoline at the rate of a gallon every nine to 15 miles, it isn't any wonder that we are approaching the first energy crisis in the history of the world. And although the motorcycle, percentage-wise is a far worse offender in respect to fuel economy, and seems to grow worse by the year, it does deliver four times the fuel economy of



lack of creature comforts that it was capable of carrying, this practical outrigger has only a small effect on fuel mileage and, properly designed for the first time in the history of the sport, could serve as a further attraction to couples with small families who heretofore found the motorcycle inadequate for their needs. A whole new wave of sidecars is coming. Get set to receive them as if they never existed.

Yes, motorcycles play a vital role in the ecological-environmental picture, and this is only



a car in actual miles per gallon.

Forty miles per gallon from a 45-cubic inch (750 cc) engine is nothing to write home about, but at least it is less, even though the efficiency factor is down. Twenty years ago, a 1,000 cc machine realized an easy 60 miles per gallon, but subsequent sacrifices to the altar of horsepower such as hot cams and increased carburetion have reduced this figure by 30 percent. As a result, and considering the unprecedented fuel shortage, it now behooves industry to give priority consideration to engine efficiency in respect to fuel economy.

Yamaha, with others in the industry, must persuade people to join the two-wheeled movement if we are to save transportation in any form. To do so, we must make the motorcycle not only more economical but more practical. Better weather protection, simpler, more universal maintenance, easily available parts

supply, and better, more solid construction are long overdue. How can we expect the consumer to make the swing to motorcycling if he is unable to buy a new inner tube or even a spark plug of proper heat range on a Sunday or Monday, when the motorcycle shop is closed for its two-day siesta? Answer: We can't.

Oh, there have been examples of the simple, easily-maintained, and long-lasting motorcycle in recent years, the type that the lady of the house could take to market without donning boots and a pair of slacks, but they were lost in the high-performance tide that swept motorcycling into its present state of popularity.

But now public acceptance has leveled off, normalized, and it appears that the economical "transportation machine" is once more worthy of our best effort. Ditto for the sidecar. Never given a chance of success because of the limp styling effort and

the beginning. It's about time that the unthinking antagonist of the off-road cyclist reevaluate his attitude. Sure, the thousands of youngsters hitting the backwoods trails each weekend are using up air, fuel, and turf. Be happy they are so easily entertained, for were it not for this distraction, each and every one would be pounding a many times more wasteful 400-cubic-inch supercar down the back roads of his home town. How much better that behind his Enduro he leaves only a trail of upturned rocks.

Ironically, the government and the people desperately need the motorcycle. They just don't know it yet. It is the most economical, potentially efficient means of transportation born of man. Despite its less than savory heritage, the concept is technically pure when properly executed and fully appreciated. Be proud you are a motorcyclist, for if you don't inherit the earth, you're sure as the devil going to be instrumental in saving it.





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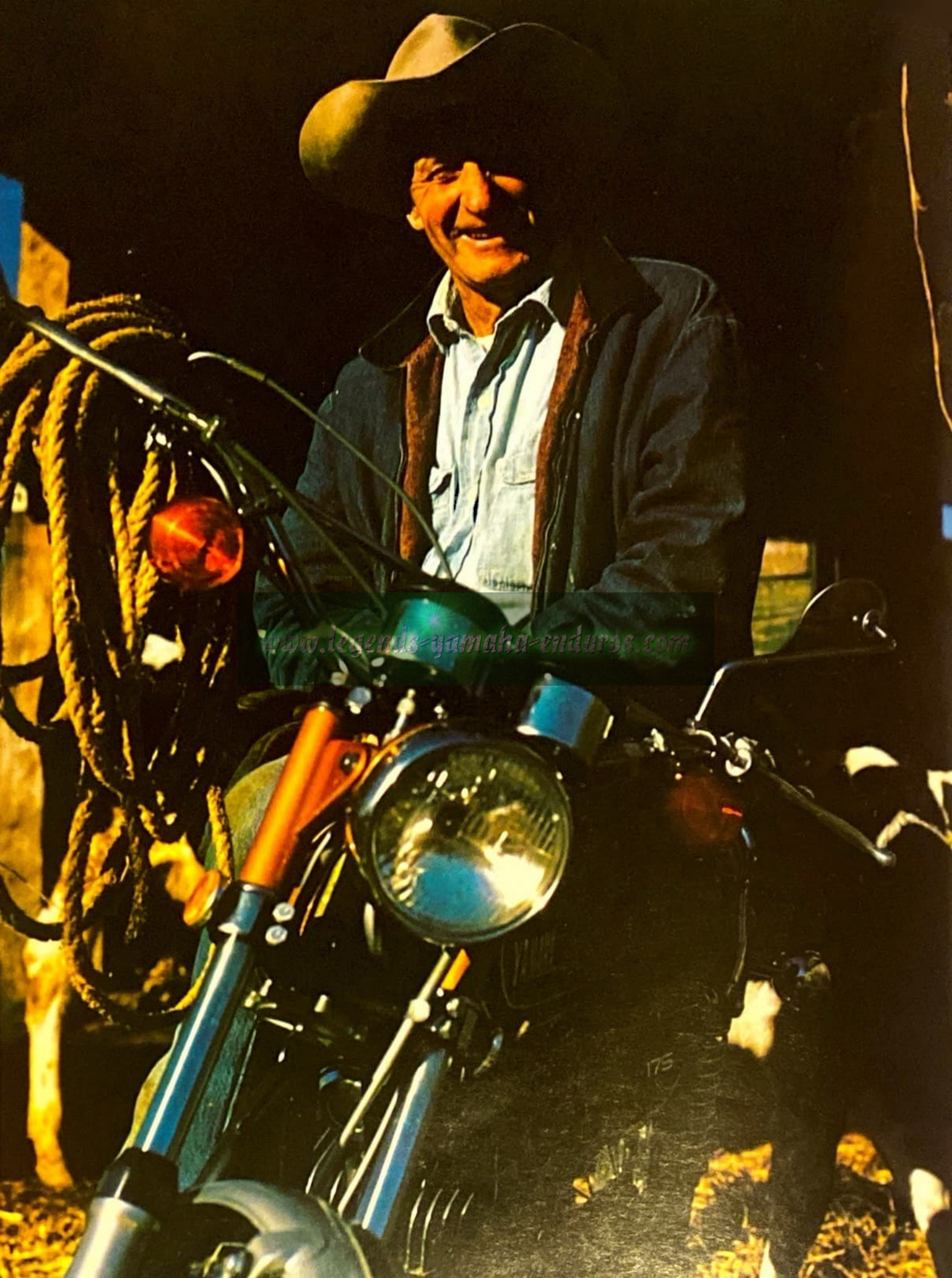


*I went to the woods  
because I wished to live  
deliberately, to front  
only the essential facts of  
life, and see if I could  
not learn what it had to  
teach, and not, when  
I came to die, discover  
that I had not lived.*

*Henry David Thoreau*







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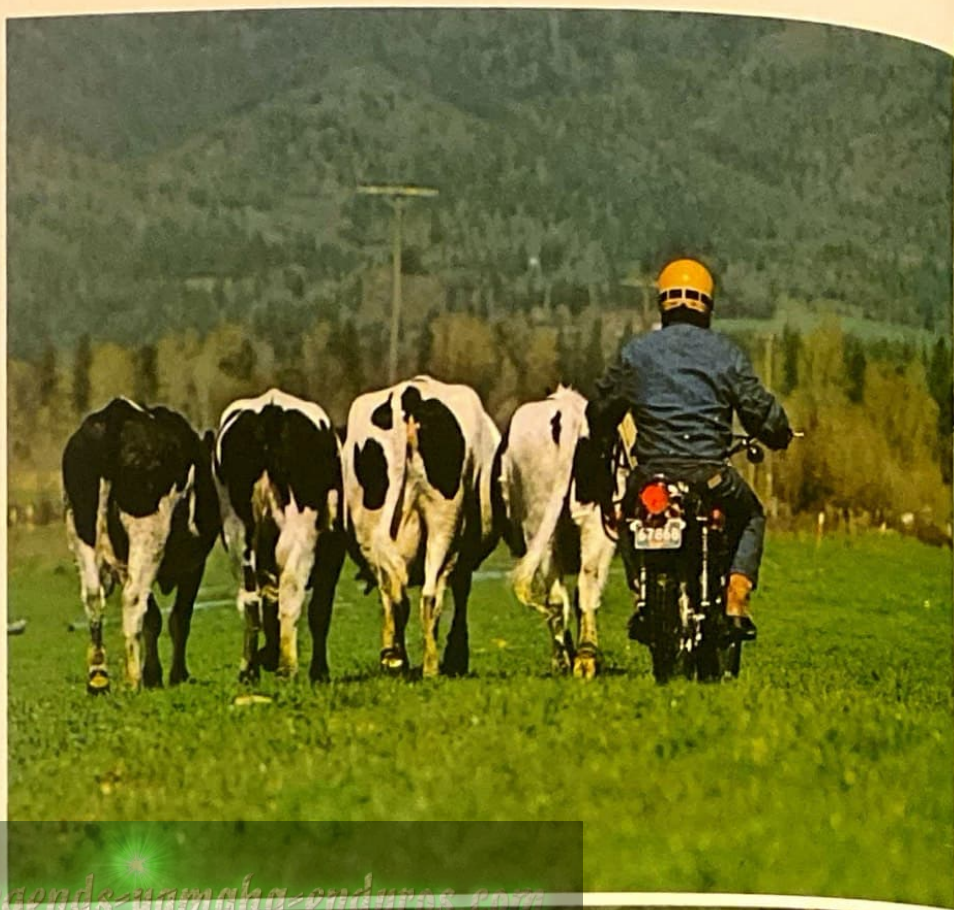


ride this Rogue River Valley forever and never go over the same trail twice. It's quite something."

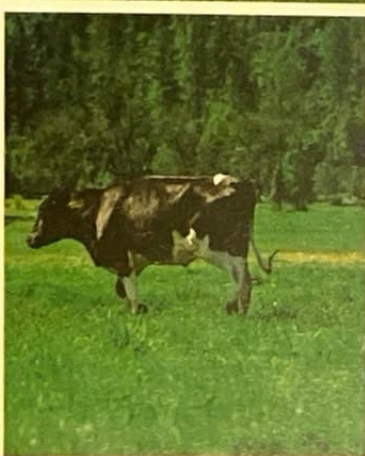
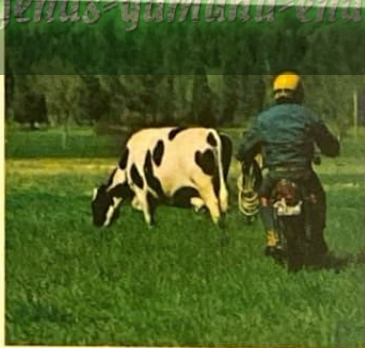
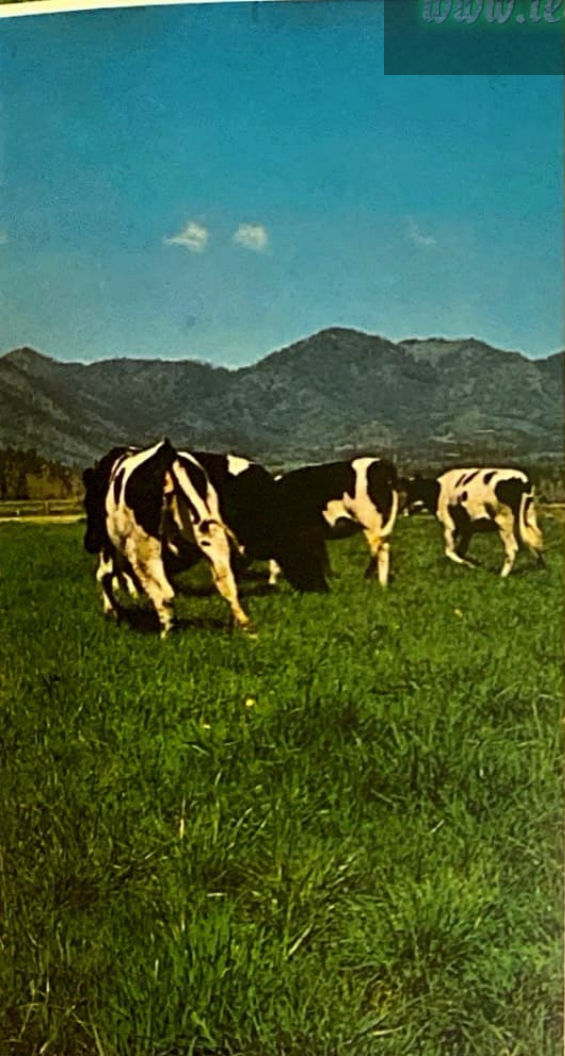
Sakraida's herd of Holsteins produces 500 gallons of top quality milk a day. The cows, he says, never seemed to be afraid of the motorcycles, they're so smooth and quiet. "Normally, we ride them at about 10 miles per hour in the pasture. We use them to direct the cattle into the lane leading to the barn. It's a pleasure more than a chore and it sure saves on the shoe leather."

Since he was a young man in Emmett, Kansas, Sakraida has been walking after the cows, but it's something he says he'll never do again, "as long as they have Yamahas."

So sold on Yamaha machines is Sakraida that his family and friends have followed suit. His nephews, Tim and Steve Sakraida of Provolt and Medford both ride Yamahas along with his







sons. His brother, Vincent, also a farmer, is learning as is Sakraida's daughter, Rose Marie, 13. A neighboring farmer, Jerry Stone, took his cue from Cowboy and recently invested in a Yamaha 125 for irrigation work. Sakraida's wife, Gertrude, has ridden as a passenger "and loves it," he says.

Sakraida bought his machines from the Yamaha Sports Center in nearby Grants Pass, Oregon. "First I went to another brand, but they were so curt and unfriendly that I just walked out and went to see Yamaha," he said. The proprietor of Yamaha Sports Center, Paul Weston, "was very friendly and he gives me good service. I'll never switch."

Weston is a former dairy farmer, and when Sakraida visited the center, he met Weston's wife, Helen, for the second time. "I sure was surprised," says Cowboy, "damned if she didn't turn out to be the lady I sold some feeder calves to some time back."

It's a small world, Sakraida declares from his spread which is about a mile south of Provolt, a town 25 miles west of Medford. "The sign says 26 people live here, but all there is is a grocery, and the man who runs it lives over the store. I don't know where the rest of them are."

Asked how the dealership shows a profit in such a sparsely populated area, Mrs. Weston says, "there's a lot more people in these hills than you think, and we're going to sell Yamahas to all of them. It's a fun motorcycle."

Sakraida won't argue with that. "My Yamahas are cheaper than a horse, and quicker than a horse, and they aren't skittery like a horse."

"I'll ride them 'til the cows come home."



# Q&A

## Stewart L. Udall

To conserve is to preserve, to protect from loss and waste, and true conservation, says Stewart L. Udall, "begins wherever people are and with whatever trouble they are in."

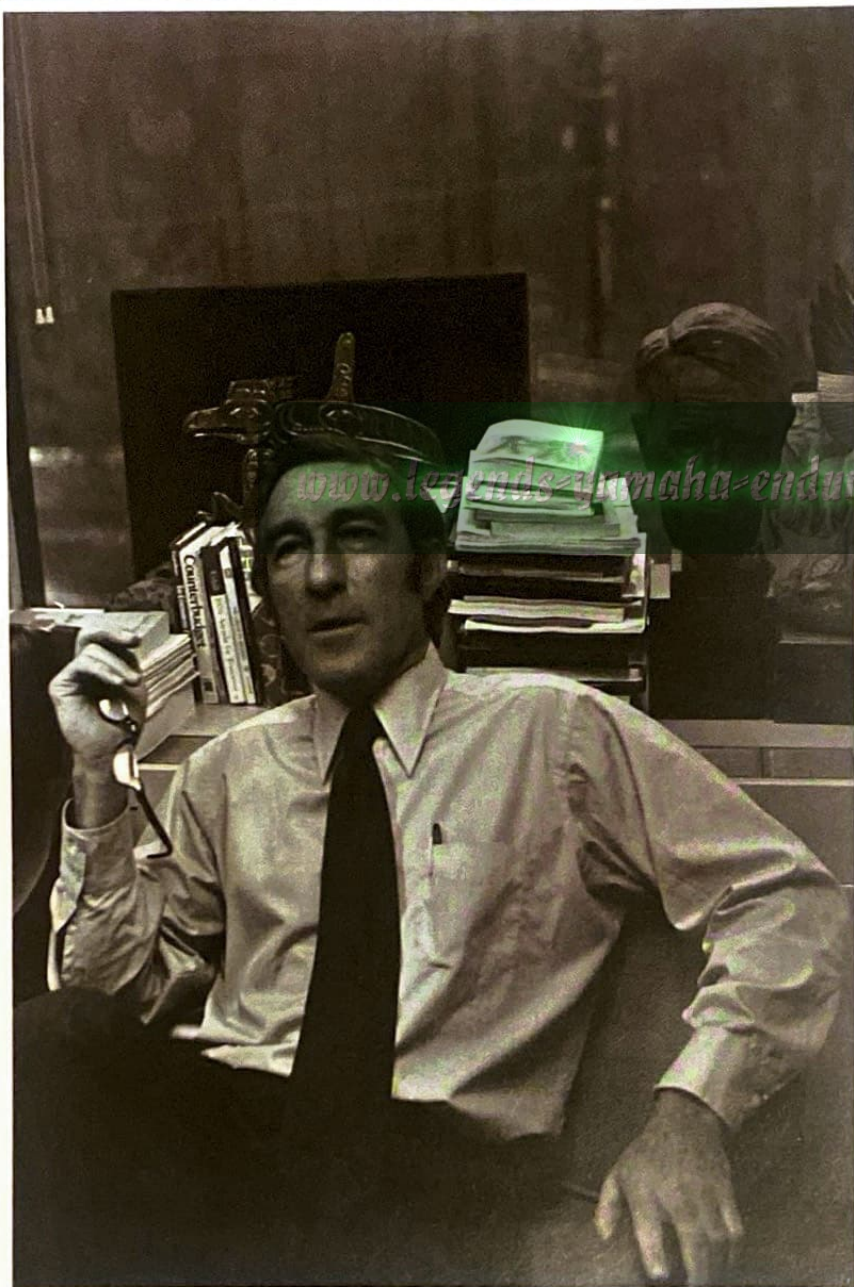
"You cannot save the land unless you save the people. A total environment approach demands concepts large enough to relate conservation to the overriding issues of our age."

It is immediately and absolutely necessary, he adds, "that men grasp completely the relationship between human stewardship and the fullness of the earth."

These statements from *Quiet Crisis* and *1967: Agenda for Tomorrow*, books by the former U.S. Secretary of the Interior which outline and explain this relationship, are the crux of his thinking and attitude toward environmental problems.

Udall, 53, of Tucson, was named Interior Secretary by President Kennedy shortly after his election to a fourth term as U.S. Representative from the Second Congressional District of Arizona. He served as Interior Secretary under both Presidents Kennedy and Johnson. An outdoorsman, he has climbed Mount Kilimanjaro to see the glories of the African Plain and in his own country has witnessed a rape of resources unparalleled in the world.

A frequent speaker before university and business audiences, Udall was Visiting Professor of Environmental Humanism at Yale University in 1969-70 and today writes a syndicated newspaper column, "Udall on the Environment." He now is chairman of Overview Corporation of Bethesda, Maryland, an environ-







mental consulting firm he formed after leaving the government.

Here he offers to *Horizons* readers his thoughts on motorcycling and the environment.

**HORIZONS:** What are your feelings, generally, about motorcycling?

**UDALL:** As an environmentalist, I have very mixed feelings about motorized vehicles. I'm one of these people who thinks we've gone as far as we can go with the automobile, for example, and that we should level off the number of automobiles in this country and push public transportation. And I think we ought to bring the trains back.

I think that we're using far too much energy, for example, in our overall transportation system. On the other hand, I'm for more walking. I'm for the bicycle.

As for motorized bicycles and motorcycles, I think that since they can serve important purposes, and since they use less energy, if we can define their role and make it stick, they might work into the kind of overall environmental picture I would like to see in this country.

**HORIZONS:** What is your attitude about motorcyclists?

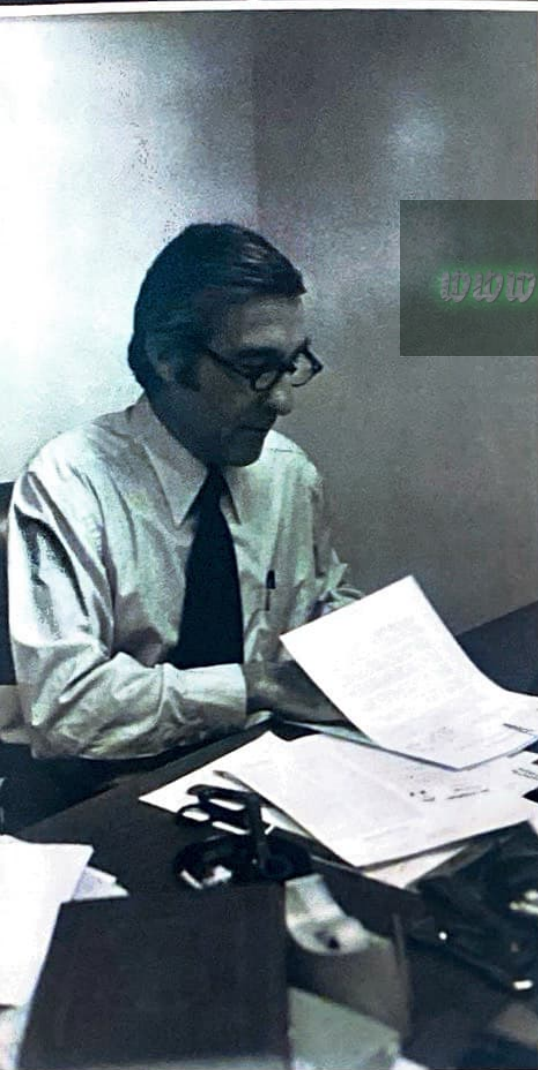
**UDALL:** What distresses me most about some of the types of motorized equipment that have become very popular is the apparent lack of discipline of many of the users of these vehicles. Anytime I see pictures of people on motorbikes or motorcycles, for example, out in the Southern California desert, tearing up the desert, I get very uptight and have a lot of negative feelings about it. The desert is a very fragile ecology, and when

riders are just roaring along and ignoring set trails or paths that have been set aside for their use it seems outrageous to me.

And so my advice to the people who are using these vehicles is that I think self-discipline is very important. I think it is very urgent that each individual discipline himself and that he attempt to influence others so the rules will be observed and environmental damage will be avoided. Motorcycles should not be vehicles that are to be used in ways that are destructive environmentally, or that violate rights of other people. There is a place for them, and riders should try to observe the rules so that they do not play a destructive role in the overall picture.

**HORIZONS:** How would you suggest such a discipline be developed?

**UDALL:** My environmental planning firm, right today, is doing a master plan for what is one of the two or three largest regional park districts in the country. It is in the East Bay area in the San Francisco region. The motorcycle and motorbike people have had, on some of the hills there, areas that are their own recreational areas. The thing we're trying to do, and the thing the park people want us to do, is to show them how to acquire, develop, and manage a special park for these vehicles. Motorcyclists will have a park of their own that can be managed by themselves for their special needs. They can look after it, conserve it, and see to it that everyone observes the rules. For that type of recreation then, you organize and develop it and try to make it conform to sound





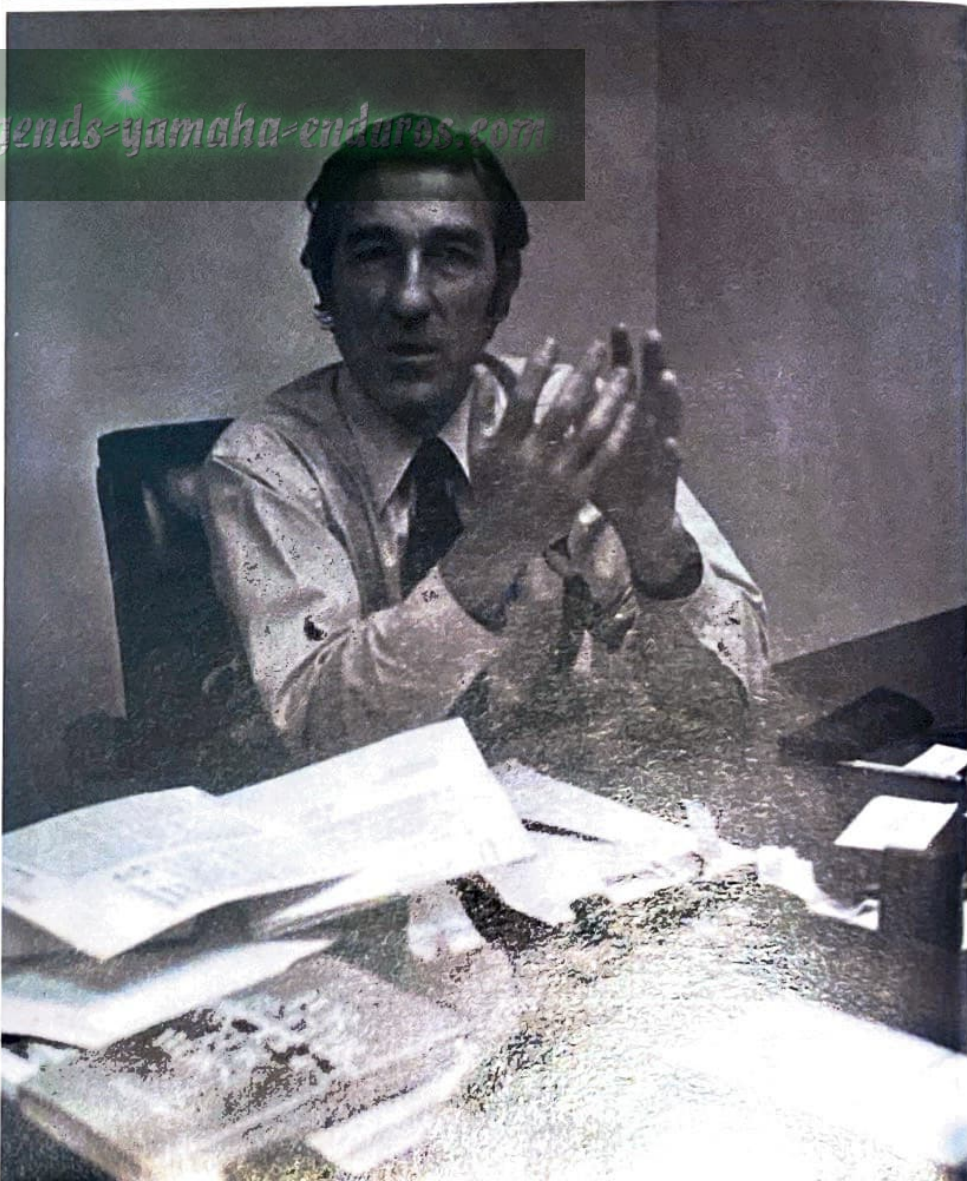
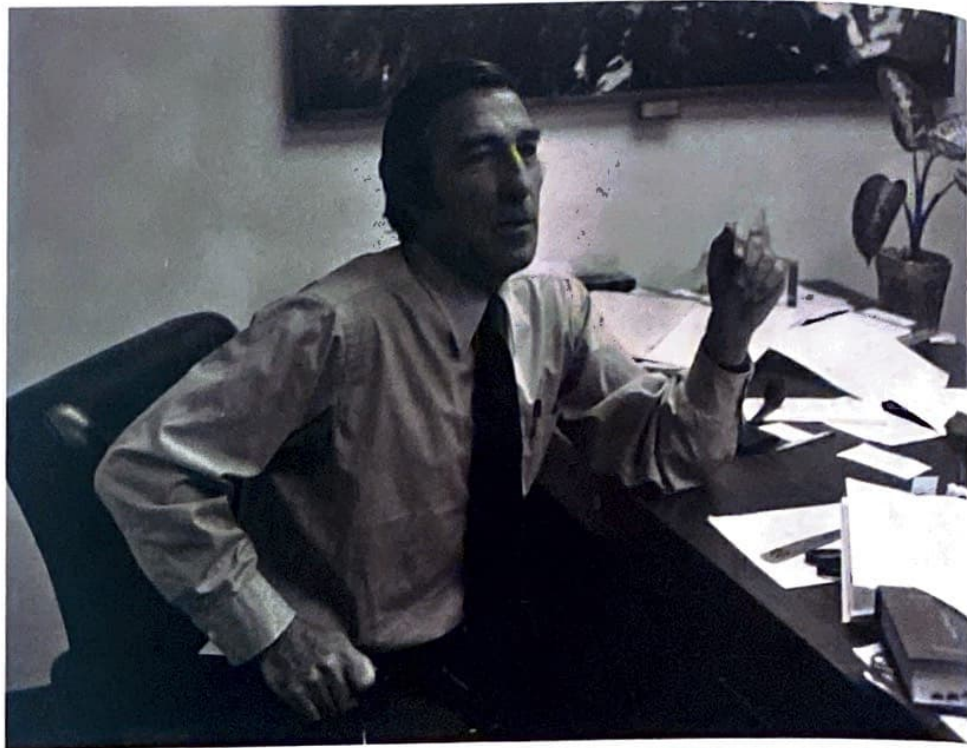
environmental guidelines. That to me is the way to go. And I think that I would like to see the people who are interested in these vehicles organize themselves into groups that encourage self-discipline and a respect for outdoor resources.

I think they need organization, because with organization comes discipline and with discipline can come the right kind of program that will make this something that does not get the public uptight, does not get people saying that motorcycling should be banned.

**HORIZONS:** What would you say to motorcycle manufacturers?

**UDALL:** I think that the less noise and the less pollution we have out of these vehicles, the more acceptable they will be to people generally. We've just begun in the last few years to talk about noise pollution, and the noise level has been doubling every five or ten years in some of our cities. If motorcycles are known as noise makers and polluters, there will be rough days ahead for the manufacturers. If they can reduce noise and pollution, things will go easier for them, of course.

**HORIZONS:** Last year there were something like five million motorcycles registered in the country and it is expected that this year there will be two million more. The industry is endeavoring to approach both the safety and noise problems, but it is difficult to reach individual riders through dealers because dealers are busy and don't have time. Would you comment on industry and the government getting closer together in order to get the idea of self-discipline across to the individual rider?





**UDALL:** Well, we've seen a lot of developments in the last few years, and a heavy emphasis on safety and pollution control for example, with the automobile. I think these trends are here to stay and that they are going to become stronger. Both industry and organized groups should put a major emphasis on safety and on noise reduction and on the kinds of uses of motorcycles that most people would consider acceptable. As for industry and government joining together to encourage better vehicles and more disciplined use of such machines, that is a sound idea. I should think the American Motorcycle Association and the Motorcycle Industry Council are pursuing this.

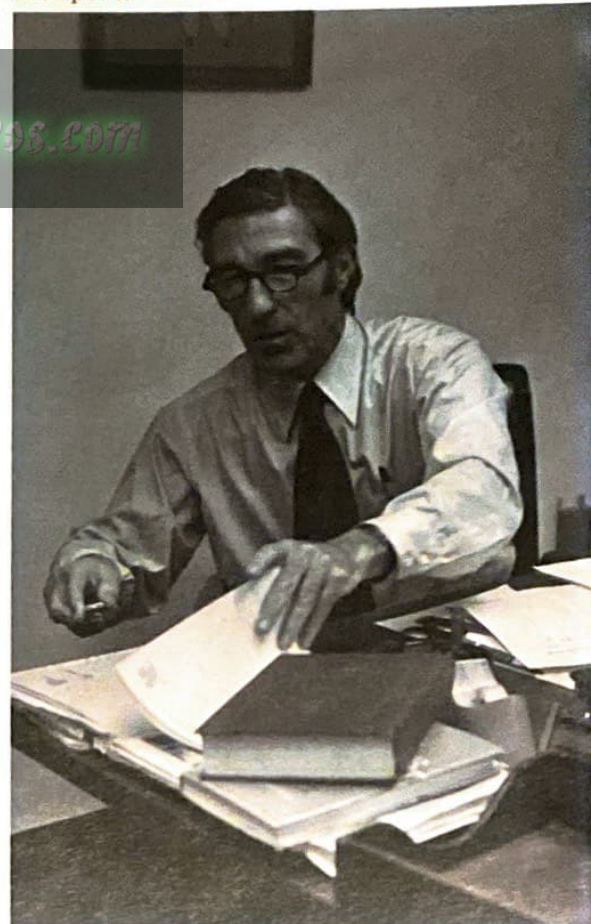
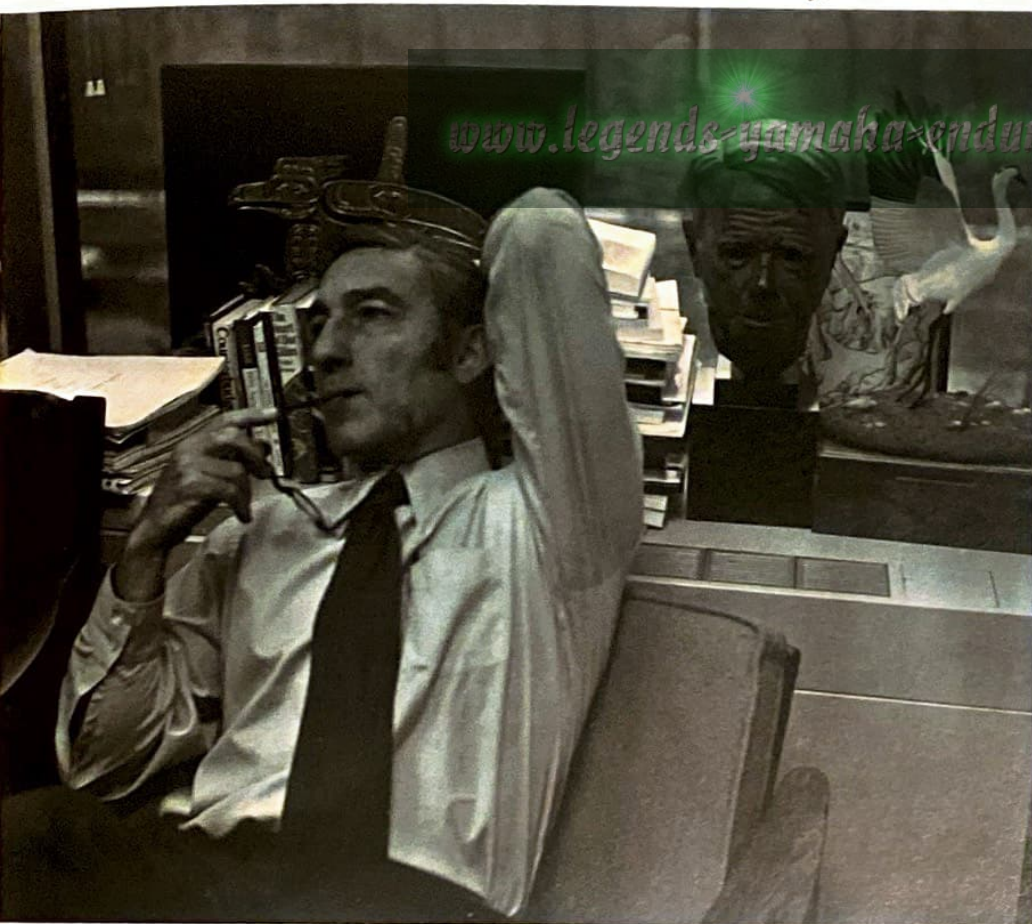
If I were to single out any one

thing that really makes conservationists furious with users of motorcycles, snowmobiles and the like, it is the fact that there are some people who are lacking in any sense of self-restraint at all, and they will take illegally their vehicles onto hikers' paths and into wilderness areas. And there they are, and they are usually pretty rude and some of them arrogantly refuse to follow the rules.

There are areas that have been set aside for hikers and horse-back riders, and they are quiet areas, areas where nature is the strong statement. These people are often times violating laws by coming in with motorbikes or motorcycles. I think this is the type of thing that is bound to create controversy.

You can just expect that conservationists are going to fight such things very vigorously. It is the type of activity I've just mentioned that is going to stir up talk like "ban them altogether." So it seems to me, with the growth that is taking place, that unless we see the right kind of action—including setting aside special areas for these users—there will be more trouble.

I am convinced that riding can be organized and can have its own place and its own excitement, but unless there is a strong move in this direction, I think we're going to have more of these collisions and more of these controversies, and there will be more people pushing for laws that will be very restrictive to the sport.





# YAMAHA NEWS

## New District Managers Named

The appointment of eight new district managers in 17 states for the Yamaha motorcycle division was recently announced by Terry Tiernan, vice president, Yamaha motorcycle division.

New district manager for the state of New York, **Pat McCarthy**, came to Yamaha from BMW in New Jersey where he served as a district sales manager. He was previously employed by the Chevron Oil Company in Connecticut and by the Goodyear Tire and Rubber Company, also in Connecticut.

A native of Westport, McCarthy was educated at the University of Maryland and Devry Institute of Technology. Formerly an auxiliary state trooper in Connecticut, McCarthy now resides with his wife, Dorothy, and daughter, Kelly, in Endicott, New York.

**Bill Mason**, new district manager for Georgia and South Carolina, had previously been employed by Triumph/BSA and Kawasaki in administrative sales positions.

A graduate of West Georgia College with a degree in business, Mason is a native of Atlanta, Georgia, where he presently lives with his wife, Melba.

Mason is a member of the AMA and is active in his community as a voluntary probation officer for youths with drug problems.

**Chuck Hebert**, new district manager for Washington, Idaho and Oregon, has long been a member

of the Yamaha family, as owner of St. Johns Yamaha in Portland, Oregon.

A native of Vancouver, Washington, Hebert attended Clark Junior College before joining the U.S. Air Force. Hebert then returned to Vancouver where he now lives with his wife Joanne and children Cathy, Dana and Michael. He is an active member of the Vancouver Elk's Club.

District Manager **Dick Randle** is responsible for Yamaha sales activities in the states of Maryland, North Carolina, Virginia and the District of Columbia.

Previously, Randle had been employed by RC Cola Company and Lever Brothers. He and his wife, Sandi, and their two children, Richelle and Richard, now reside in Chesapeake, Virginia, where they are supporters of a local little league team.

**Stan Cheslock** is the new district manager for the state of Pennsylvania. Formerly a sales representative for Engine Specialties, Inc., Cheslock is a graduate of Penn State University with a degree in business administration.

A native of the Pocono Mountains, Cheslock now resides in Clementon, New Jersey with his wife, Ruth, and daughter, Sandra Lee, where he is a member of the American Legion, the Moose Lodge and the Lions Club.

**James A. Bigelow** is new district manager for Missouri and central and southern Illinois. He is a graduate of Florissant Valley Community College, Ferguson, Mo. and before joining Yamaha

was a design draftsman for McDonnell-Douglas Aircraft in St. Louis. He and his wife, the former Peggy Ann Bigelow of Quincy, Ill., reside in St. Charles, Mo.

**James E. Dampier**, formerly a Yamaha salesman for Decatur Sport Cycle, Decatur, Ga., and sales representative for Philip Morris, U.S.A. in Georgia, is new district manager for North and South Carolina. He is a past director and secretary for the East DeKalb (Atlanta) Jaycees and was AMA District 9 starter. He and his wife, Carol, formerly of Valdosta, Ga., and daughter, Vondalyn, live in Charlotte, N.C.

**Thomas "Eddie" Rivera** of Louisville, Ky., former manager of the Yamaha Gold Coast dealership in Pompano Beach, Florida, is new district manager for Kentucky, Indiana and Tennessee. He is a former professional rider and an AMA member.

## LTR Inspires Rider Safety Course

The Yamaha Learn To Ride Safety Program has started thousands of Americans on the road to becoming safe motorcyclists. The most recent offshoot of this innovative program is the Yamaha Rider Safety Course, an in-depth follow-up to the LTR, providing new motorcyclists with an opportunity to increase their riding expertise, pleasure and safety.

The Yamaha Rider Safety Course was developed to include one hour of classroom-type in-



struction as well as a full hour of individualized on-motorcycle instruction, stressing techniques for riding in traffic: shifting; braking; proper positioning of the motorcycle in traffic; making left and right turns at intersections; riding in inclement weather; meeting obstacles in the road and slow-riding skills. Also covered in the course are safety techniques for emergency situations: what to do in case of flat tire or engine stallout.

To implement the Rider Safety Course twelve young college graduates were selected to serve as Yamaha Rider Safety Course Safety Coordinators. These twelve young people were given a rigorous week-long training program to teach them everything they would need to know to conduct the course in various locales across the country. A special Rider Safety Course curriculum and instruction manual were developed for use at the events.

On May 12-13 hundreds of people in the Tulsa area responded to invitations from Yamaha to attend the first Rider Safety Course. Virtually every participant successfully completed the course, and Yamaha officials were pleased with the enthusiastic response from the Tulsa citizenry.

In early June the Rider Safety Course began its tour of more than 80 cities across the country, following in the path of the Learn To Ride Safety Program, giving new motorcyclists across the country a viable opportunity to receive safe motorcycling instruction. Below is a schedule of Rider Safety Course events through November.

Oct. 27-28  
Dallas/Baton Rouge/Riverside

Nov. 3-4  
Houston/Memphis/Oakland

Nov. 10-11  
San Antonio/Greensboro

These cities complete the schedule for the Rider Safety Course in 1973.

## High Performance Sales School

The Yamaha High Performance Sales School Seminars, taught by Eric Sutton, continue to be held weekly in locations across the country. Yamaha graduates of the course have overwhelmingly endorsed it as a vital and inspiring aid to their selling power.

Below is a schedule for coming seminars. We urge you to participate in this program to increase your selling expertise and efficiency.

Oct. 30-Nov. 1  
Little Rock, Ark.

Nov. 6-8  
Charlotte, N.C.

Nov. 13-15  
Portland, Ore.

Nov. 19-21  
Houston, Tex.

Nov. 27-29  
Clearwater, Fla.

Dec. 4-6  
St. Louis, Mo.

Dec. 11-13  
Montgomery, Ala.

For further information about the Yamaha High Performance Sales School Seminars, please contact Helen Neal at the home office.

## New MX Racers To Be Available soon

Two new specialized motocross machines, designed and built expressly for racing, will soon be available in limited quantity through Yamaha International Corporation.

Announcement that the YZ-125 and YZ-250 will be added to other models on the 1973 line was made by Terry Tiernan, vice president of the Motorcycle Division.

"We are happy to be able to number these machines in our growing selection," Tiernan said. "Special alloys and an engine geared to the demands of racing are incorporated into these two models. They will be available in limited quantity to individuals who plan to actively participate in the sport."

Both designs incorporate two-stroke torque induction single engines with five-speed constant mesh transmissions.



# ACCESSORY NEWS

At last, motorcycles can be seen and hardly heard.

The Yamaha "Super Silencer," a new device developed by Yamaha and Skyway Industries, is hailed as a major solution to the problem of motorcycle noise pollution. The new product will be available soon to all Yamaha dealers and consumers.

Thoroughly researched and tested, the Super Silencer is easily mounted to the exhaust systems of all Yamaha Motocross machines.

To our knowledge, the Yamaha device is currently the only silencer that meets the federal regulations of the U.S. Department of Forestry and the American Motorcycle Association, reducing noise levels to below 88 decibels. (See the Dyno Chart.)

The Yamaha Super Silencer is easily maintained. It assembles

and disassembles easily for cleaning and for fiberglass and diaphragm replacement.

Super Silencer is a superior product worthy of the Yamaha name. It really works, and adapts so easily that Super Silencer will be a standard accessory on every Yamaha Motocross machine for 1974.

And here's how it works: The



Super Silencer sifts the sound through a pulsating diaphragm, throwing the sound waves out of phase, and then, by means of an acoustic balance process, cancels out much of it.

Machine performance is unaffected—virtually no power loss or backpressure, thereby making it a viable device for even the most highly tuned racing machine or enthusiast.

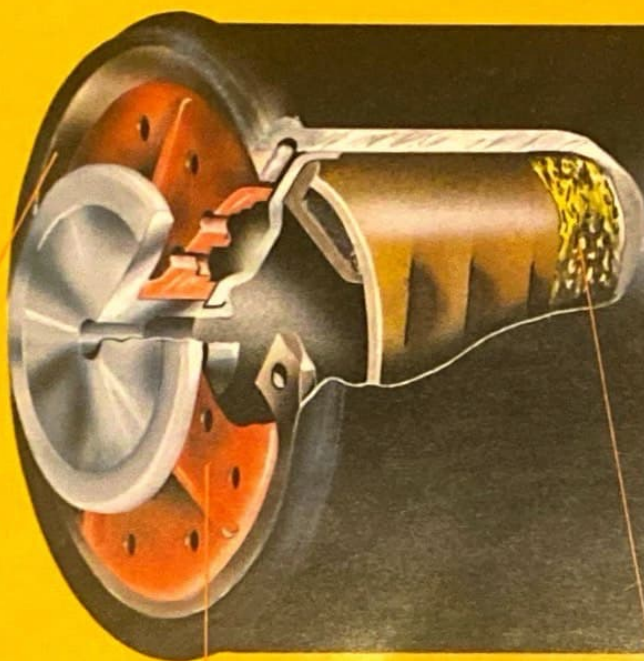
And it's attractive. Super Silencer will blend with any machine. The epoxy satin black paint is durable for a long lasting use.

Super Silencer will be marketed in various sizes to fit the many Yamaha machines. Complete information on this and many exciting products will be given to Yamaha dealers at the September Dealer Meeting.

Yamaha does believe silence is golden.

## TECHNICAL DATA

*Cut-a-way view of the Yamaha Super Spark Arrestor/Silencer*



*Completely disassembles for cleaning by removing one retaining ring*

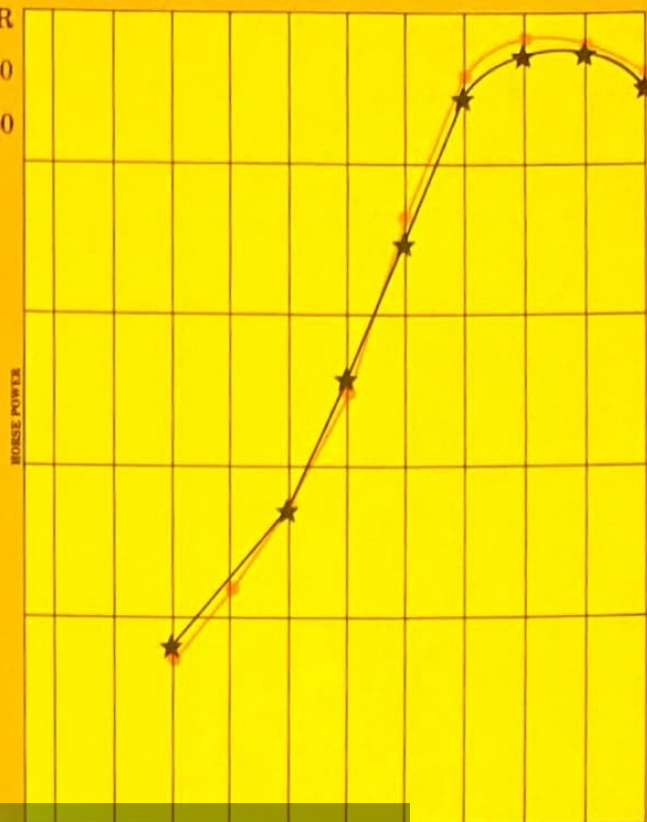
*Patented sound suppressing diaphragm throws sound wave out of phase, which cancels sound and improves performance*

*Replaceable fiberglass packing*



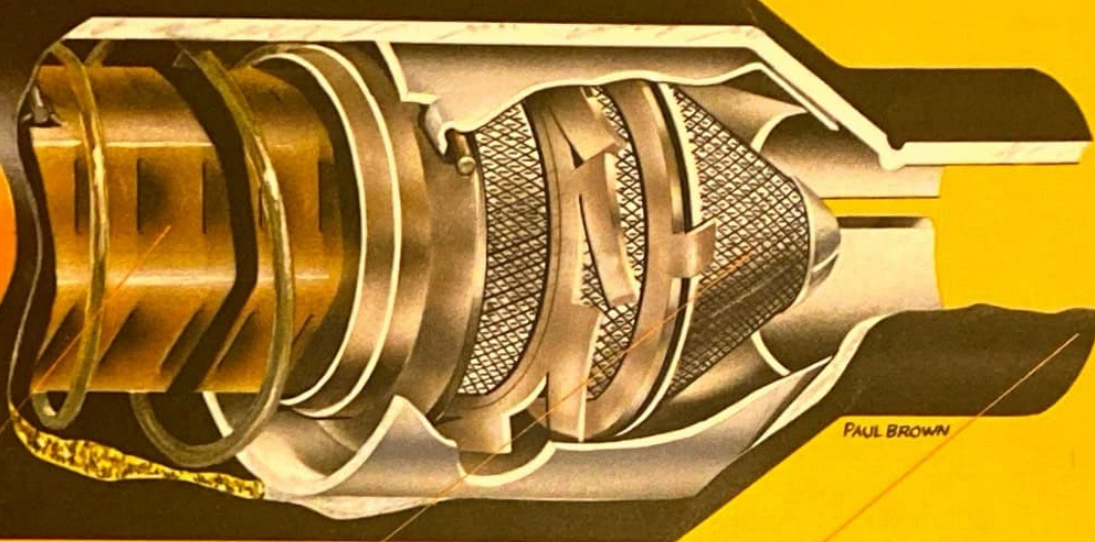
## SUPER SILENCER

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Connections fit most standard exhaust systems (specify O.D. of tailpipe when ordering)



# EDITORIAL

We, as citizens of the United States, are vitally concerned about preserving the natural beauty of this great land.

And, as motorcycle enthusiasts, we also want to appreciate this natural beauty by camping and riding and enjoying scenic areas.

These two concerns are not necessarily conflicting. It is possible to be concerned about the ecological beauty of an area and still hope to enjoy it by using the area. Conflict arises when one does not realize you can enjoy using an area and still appreciate its natural beauty, or when using an area involves abusing it.

In recent years conservationists have spoken out against motorcyclists, charging they lack concern for the natural beauty and ecological preservation of public lands. We know that only a small number of motorcycle enthusiasts abuse the privilege of using public lands for motor sports. Yet, somehow we are all indicted and blamed for the unthoughtful actions of a few.

Because we are concerned about ecology, we must attempt to dispell this ignorance: ignorance on the part of motorcyclists who unthinkingly abuse public lands; ignorance on the part of conservationists who blame us all for the actions of a few.

In this issue of *Horizons* we have talked about ecology and motorcycles. Because our business is motorcycles it is our duty to make an effort to see that the machines we sell are used wisely and properly. Thus, we must attempt to educate owners and prospective owners of the necessity to ride thoughtfully.

This is equally as important as educating the public about riding safely. Yamaha has led the motorcycle industry in teaching mo-

torcycle safety to beginners through the Learn to Ride Safety Program. We must also take the lead in teaching all motorcyclists to appreciate public lands and the natural beauty of this country.

A recent survey taken by the Arctic Company, Ltd., which specializes in environmental research, indicates that people who manage public land are troubled by trail bikes, minibikes, all-terrain vehicles, snowmobiles and dune buggies, in that order. In fact, eighty-five percent of federal and state parks superintendents and public land managers surveyed said they would *not* be inclined to permit continued trail and minibike use.

Before we lose the privilege of using public lands for our sport, we must strive to educate owners and riders of proper places and techniques of trail riding. Urge your friends and customers to ride in motorcycle parks, which are proliferating across the country. Support these areas. It is to your benefit.

When riding on public lands, stay on pathways and trails designated for motorcycles. Take pleasure in the peace and serenity of natural vegetation and wildlife preserves. If you don't we all will lose not only the privilege of riding in these areas, but the areas themselves, which may be permanently damaged.

Public lands belong to all of us. Ride thoughtfully, and urge others to do the same. The growth of the industry, the growth of your dealership and the continued enjoyment of motorcycling depend on it.



Terry N. Tiernan  
Vice President  
Motorcycle Division





## Karsmakers: Continued from page 11

In the Florida Winter Series, Pierre was largely silenced in the opening event at Orlando when a wiring problem kept his machine from functioning properly.

This was cured with a vengeance. Thereafter, he won motos at Jacksonville and Tallahassee, developed another minor mechanical problem and finished "only" eighth at St. Petersburg, then collected the crown by a wide margin with victories at Hialeah, near Miami, and Ft. Pierce—in all, four wins in six starts.

He followed that up with impressive victories in the AMA National series at Daytona Beach, Fla. (before nearly 40,000 spectators), Hialeah again, Laurelville, Ohio, and Road Atlanta to establish a wide lead before the circuit lapsed for a month to permit the running of the Inter-AMA competitions.

In the first four starts there he also won twice, at Tooele, Utah, and Baldwin, Kan. He was 10th in the "Super Bowl of Motocross" before more than 38,000 fans at Los Angeles Memorial Coliseum;

then was inadvertently rammed and knocked unconscious at Delta, Ohio. He finished the final program at New Berlin, N.Y., in third place after another fall in the final heat.

In other activities, Karsmakers also collected a seventh in the U.S. Grand Prix at Carlsbad, Calif., and won independent events in handy fashion at Phoenix, Ariz., and Placerville (Hangtown), Calif.

A dozen victories in 20 appearances may be considered extraordinary in some circles. To Pierre, however, it is only part of the objective.

Ahead was the resumption of the AMA National Series, with races at Whitney, Tex.; Pocono, Pa.; Sligo, Ky.; Talladega, Ala.; and New Orleans.

And beyond that...the confrontation with his former confederates from Europe in the 11-race Trans-AMA tour.

He'll be ready. And, thanks to the example he has set, so will a lot of other American moto racers...a lot more so than ordinarily might be expected.





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