



'79  
Daytona  
200

## Dale Singleton Scores A Clear Win

— Yamaha's 8th successive victory

Up-and-coming American rider Dale Singleton (Yamaha TZ750) won the '79 Daytona 200 which was organized at the Daytona International Speedway, Florida on March 11.

### One of the most exciting races ever

It was a matter for enthusiastic Daytona spectators' disappointment that the list of non-starters included such race-favorite big names as Kenny Roberts, Johnny Cecotto and Steve Baker. But, for all that, the most prestigious American classic lacked nothing in its exclusive excitement and glamour. The 52-lap race developed into a fierce battle among Yamaha riders immediately after a "go" signal was given. Singleton forming the leading bunch with Skip Aksland (Yamaha TZ750), Dave Aldana (Yamaha TZ750) and Patrick Pons (Yamaha TZ750), rode masterfully his private Yamaha. The lead had changed 30 times before the race was half way through!

During the latter half stages of racing Singleton began to establish his commanding lead over others. Aldana riding a Don Vesco Yamaha was in the most persistent pursuit but gave up the chase when a mechanical trouble hit his machine. Singleton scored his first Daytona win over 10 seconds ahead of Ron Pierce and Patrick Pons finished third.

(continued on page 6)



### Daytona 200 Final Results

1. Dale Singleton	Yamaha TZ750	9. Mick Grant	Suzuki RG500
2. Ron Pierce	Yamaha TZ750	10. Ron Mass	Yamaha TZ750
3. Patrick Pons	Yamaha TZ750	11. Phil McDonald	Yamaha TZ750
4. Mike Baldwin	Kawasaki KR750	12. Bruce Lind	Yamaha TZ750
5. Christian Sarron	Yamaha TZ750	13. Bob Wakerfield	Yamaha TZ750
6. John Long	Yamaha TZ750	14. Mark Jones	Yamaha TZ750
7. Bruce Patterson	Yamaha TZ750	15. Charlie Ruppelp	Yamaha TZ750
8. Harry Cone	Yamaha TZ750	16. Gerry Scott	Yamaha TZ750

## Road Racing World Championships '79

### Yamaha's 250/350 double — Venezuelan GP

The venezuelan GP, the first round of the '79 series, was staged at the 2.56-mile circuit of San Carlos on March 18. Carlos Lavado, a young local rider on a Venemotos Yamaha, became the hero on the day. He streaked into an immediate lead in the 350cc race and lost it to none. He won this race about 15 seconds ahead of Italian veteran Walter Villa on another Venemotos Yamaha. Lavado led the 250cc race for four laps but his team-mate Villa quickened the pace and won this race eventually.

(continued on page 5)



# News from Germany

Germany is one of the most important motorcycle markets in Europe and Yamaha has already become a leading brand in this nation. This success is attributed to untiring business efforts on the part of Mitsui Maschinen GmbH, Yamaha importers with the main office located in Meerbusch, in close cooperation with their 500 franchised dealers making up the most powerful network to cover every part of Germany.

## Active ad campaign

In an effort to consolidate and even increase Yamaha's share, Mitsui Maschinen GmbH are developing their active ad campaign through "Das Motorrad", one of the most influential motorcycle magazines in Europe.

Advertisements, which are put in this magazine in series, are designed to publicize far and wide everything concerning their business in the most efficient manner as follows:

- \* The aim of Yamaha's race activities — all technical data obtained through racing are fully utilized for the perfection of road models.
- \* Dealers are good consultants — "See your nearest Yamaha dealer for anything about Yamaha. He is a good consultant to you."
- \* Perfect after-sale service — expert mechanics with modern service tools will keep every Yamaha bike in the best operative condition.
- \* Off-season guide for users — off-season storage instructions are stated, including registration procedure with police.
- \* Training of dealer mechanics — service seminar is regularly given for dealer mechanics.
- \* Perfect commodity plans — every model of Yamaha is designed and engineered with much of local need or preference in mind.

# Always-growing market

## Yamaha 27PS Models Lead the German Market

One of the keys to such a remarkable success in Germany was the introduction of a low-power version of the 4-stroke XS360. On this version, max. power output was held to 27PS. This enabled medium-weight 4-stroker fans to enjoy advantage of favorable insurance rates for machines of this power or less. Yamaha's advantage in the 27HP

area was even more increased by the introduction of the special versions of the XT500 and SR500 single cylinder 4-strokers, max. power output of which was also cut to 27HP. The XS360 has been enlarged in size to become the XS400 and a 27HP version is available in Germany, as a matter of course.

## Yamaha's foresighted policy

In starting out into the development of a really quality mediumweight 4-stroke, Yamaha took into consideration all important matters possibly to arise in conjunction with an inevitable change in social environment, upholding an important concept that any motorcycle model should be supported by the general public and also compatible with every social condition.

The success of the XS360 or XS400 in Germany is attributed to such a foresighted business policy. It is true that basic design concept should differ from model to model. Yet, one thing must be common to all models. With this kept in mind, Yamaha will continue every research and development effort for the perfection of all 2-stroke and 4-stroke models.



# Yamaha Spring Festa

Technical Center Iwata

The motorcycle market of Japan is still showing a very favorable aspect along the opening of a motorcycle season. A sales war tends to get hotter towards summer, with each manufacturer's particular efforts concentrating on good selling light mopeds or large-size sport bikes.

## A better life with Yamaha

Yamaha distributors and dealers forming a powerful network covering every part of Japan have already embarked on their individual sales promotional campaigns aimed at bringing out fresh enthusiasm for motorcycling under Yamaha's unified theme — "A better life with Yamaha".

Yamaha is well known for its invariably positive attitude towards novice riders education and its extensive safe riding promotional program has achieved very excellent results and won high public approval, thus making each sales promotional campaign very effective and fruitful up to now.

## Combined efforts

Yamaha spring festa, which was recently organized jointly by

Yamaha Hamamatsu and Technical Center Iwata with full support given by Yamaha Motor, was a unique event designed to make an approach to a great number of prospective bike purchasers through



the well-arranged program of safe and enjoyable riding demonstration. An attractive display corner was arranged, showing a full range of new Yamaha models offered for firsthand trial runs by visitors while 100 clubmen demonstrated their safe, correct riding techniques.

The program was given much variety, incorporating many enjoyable functions so that a festive mood could be developed to a maximum.



Kato and Kimura, both top class trials riders in Japan, demonstrated their wonderful techniques of balance and control in negotiating specially-prepared trials sections. On the other hand, novice riders were invited to take part in a bike gymkhana. Yamaha-original games such as baloon cracking, golf-ball carrying etc. extremely pleased them. Ardent sport fans were invited to at-

tend a riding lecture given by Kanaya and Mouri, both Yamaha ace riders. Local press was also greatly interested in this event as it was the first attempt of the kind ever promoted in this region, giving much space to reporting the news for the maximum PR effect.



## Friction & friction coefficient (2)

As mentioned in our last issue, the strength of friction force (friction coefficient) differs from one surface condition to another. For example, the friction coefficient of gravel is sometimes smaller than that of wet asphalt. Therefore, when you are handling a bike on a gravelly surface, particular care must be taken as follows:

- \* Shift down and reduce speed before entering the spot.
- \* Grip the fuel tank with both knees so that the body and the bike can move as a unit.
- \* Relax shoulders and arms so that you can react quickly and smoothly.
- \* Stand slightly crouched on the footpegs. This posture will enable you to maintain the balance.
- \* Try to use your knees and hips as cushion to absorb or soften shocks coming from the

- rough surface.
- \* Avoid shifting gears or using brakes midway through the spot.
- \* Throttle opening should be kept constant wherever possible.



advanced guide to safe riding

# World-wide Sports News

## Mitsui-Yamaha Racing Team - Great Britain -

Dave Potter



Age: 28 (Born 27th July 1950  
Hovingham, Yorkshire)  
Height: 5ft. 10ins.  
Weight: 10st. 5lbs.

### Carrer Details

**1977** On a Broad 500cc Suzuki and 750cc Yamaha concentrated on British meetings and scored many victories and placings in international events throughout the year. After winning pole grid position during practice for the British round of the F750 Championship at Brands Hatch, crashed at Westfield bend in the first leg. Took his by then habitual fourth place in the MCN Superbike Championship and 'best Privateer' award for the third consecutive year.

**1978** Selected for the 'match race' team and despite mechanical problems became the highest British and second highest point scorer overall. Finished second in the MCN Superbike Championship after a highly competitive series which for Dave included two wins, four seconds and a spectacular crash in front of TV cameras during the last round at Brands Hatch. It goes without saying that he took the 'best privateer' award. Other wins during the year included the 'Race of the North' at Oulton and the Evening News unlimited event at Brands Hatch in which he finished sixteen seconds clear of the next man. In the F750 round at Brands, engine trouble whilst lying third, caused Dave to finish two laps down in the first leg. But being runner-up in the second race (beating eventual Champion Johnny Cecotto) allowed him to finish tenth overall.

Andy Robertson



Age: 30 (Born 29th March 1948,  
Knigton, Powys)  
Height: 5ft. 4ins.  
Weight: 11 stone

### Career details:

**1974** Back with Brian Leak riding 250 and 500 Husqvarnas in British



### Road racing and motocross

As reported already in our last issue, Mitsui Machinery Sales (U.K.) Ltd., Yamaha importers in Great Britain, will enter their first official racing team in championship events of road racing and motocross. Unveiled here are the details of the team and their racing program:

Top British road racer Dave Potter and ex-British motocross champion Andy Robertson are to race under the Team Mitsui-Yamaha heading throughout the '79 season. The road racing venture will be run by Yamaha dealer Ted Broad, who has been sponsoring riders on Yamaha for the past 16 years, and has been associated with Dave for the past four. He will run two Yamaha TZ750 machines in superbike events. Main goal is the Motor Cycle News Superbike Championship in which Dave finished second last year. But during '79 they hope to contest most U.K. international events and some selected ones on the Continent.

Andy will use two highly competitive Yamaha YZ400s and will compete in the eight rounds of the British Motocross Championship as well as selected international events in Britain and abroad. The team which will be presented in the corporate Yamaha red, white and blue, will be supported by several outside sponsors including B.P. and Toshiba. Mitsui's Robert Jackson who did much of the ground work in forming the team will be responsible for overall management during the season. He commented as follows: "Although we have helped many riders unofficially in the past, this is the first time we have fielded our own team. We are extremely pleased to have signed such highly competent riders and are confident that they will achieve great things this year." Additional sponsorship will be given by the following companies: BP Oils, Toshiba, Fiat Trucks, NGK Spark Plugs, Dunlop Tyres and Bel-Ray Oils (Motocross). The team will also cover several selected GP events, if a new 500cc racer becomes available.

**Championships.** Finished 4th and 5th respectively overall. First of a number of visits to France resulting in three wins.

**1975** Changed to Bultaco 360 for the first year of the new style unlimited British Championships. Season plagued with machine troubles, but victories in the first and last rounds led to fifth in final result.

**1976** Offered ride on Montessa by British importer Jim Sandiford. Spent first three months developing machine to competitive standard, then with new frame arriving from the factory had several wins in contra meetings and finished seventh in British Championship league.

**1977** Once again on Montessas won the Scottish round of the British Championships and finished second in the table to Graham Noyce. Other outstanding rides included a second to Brad Lackey in the British Grand Prix at Farleigh Castle and ten impressive victories during outings in France. Experienced cartilage trouble in late season.

**1978** Cartilage operation in late January caused concern as season approached, but after hard training rode the Montessa into third place at the first British championship round, held at Saundersfoot. With a further second and two thirds, finished third in the Championship. Another good year in France produced six victories.

### World Championship Road Racing

#### (Venezuelan GP continued)

#### 350cc class

Young fierce Lavado proved that he was one of the most promising riders. He had clocked the fastest 350cc practice time the previous day and led the race throughout in a very convincing manner. No opposition came close to catching him and ever ex-champion Villa managed to finish second. He will make a debut in Europe this year, aiming at repeating the success of San Carlos.

#### 250cc class

37-year-old veteran Villa (ex-champion) displayed his real ability in the 250cc race. He allowed his young team-mate Lavado to set a pace for the opening stages of racing but dashed into the lead on lap 5. From then on, Villa went on to increase his lead. Reigning world champion K. Ballington (Kawasaki) rode sensibly to place second in this race.

#### VENEZUELAN GP RESULTS

##### 250cc Class

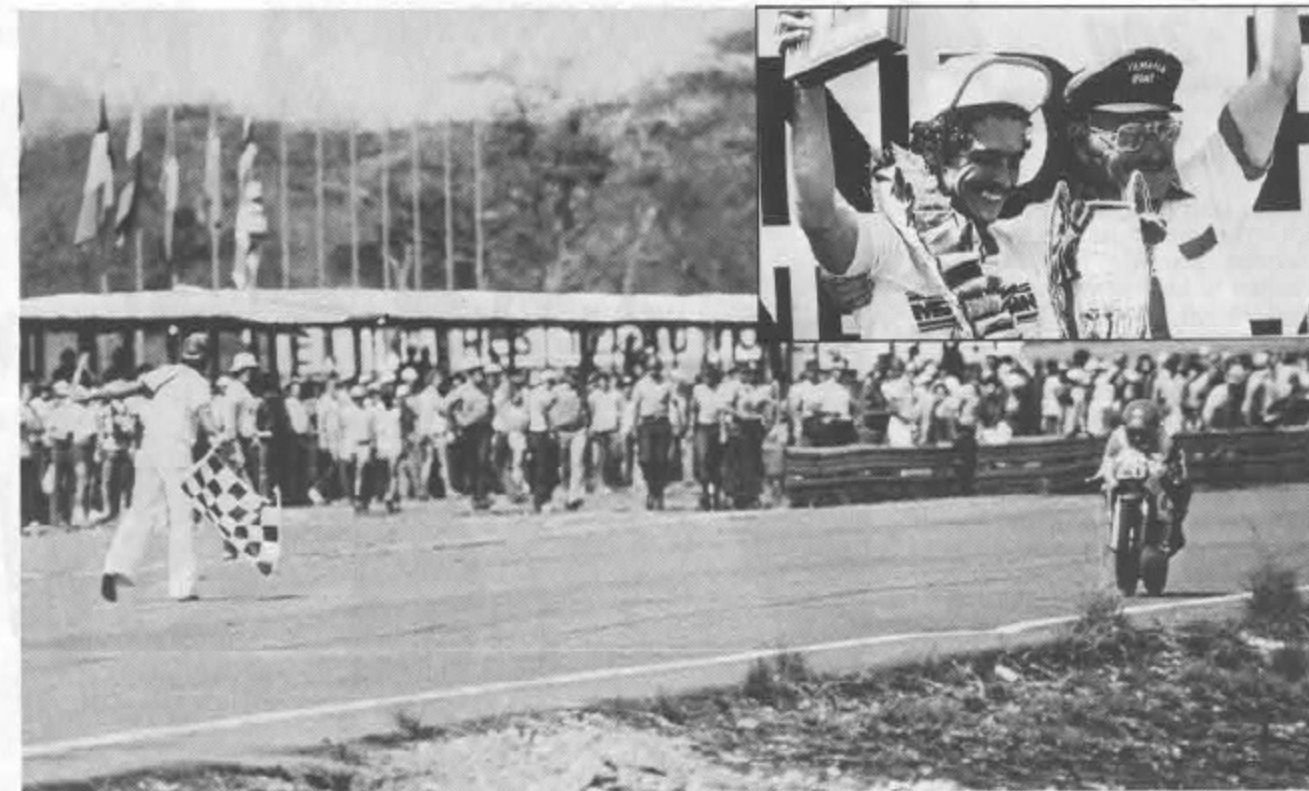
- (28 laps, 71.9 miles)  
1. W. Villa (Yamaha)  
2. K. Ballington (Kawasaki)  
3. V. Soussan (Yamaha)  
4. O. Chevallier (Yamaha)  
5. R. Mamola (Yamaha)

##### 350cc Class

- (29 laps, 74.47 miles)  
1. C. Lavado (Yamaha)  
2. W. Villa (Yamaha)  
3. P. Fernandez (Yamaha)  
4. K. Ballington (Kawasaki)  
5. J. Ekerold (Yamaha)

##### 500cc Class

- (30 laps, 77.04 miles)  
1. B. Sheene (Suzuki)  
2. V. Ferrari (Suzuki)  
3. T. Herron (Suzuki)  
4. F. Uncini (Suzuki)  
5. M. Rougerie (Suzuki)

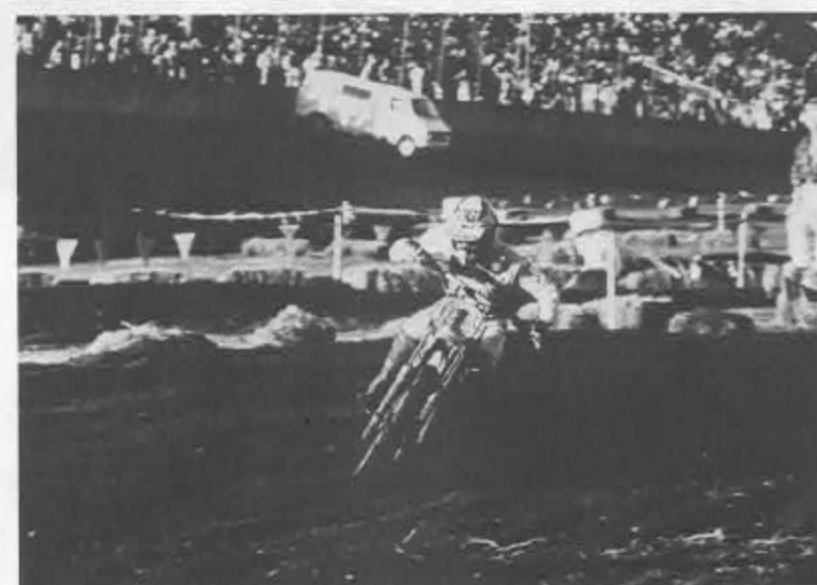


C. Lavado, 350cc race winner



W. Villa, 250cc race winner

## Hannah Leads Supercross Series!



#### Championship status after 7th round

1. B. Hannah	Yamaha	179 points
2. J. Weinart	Kawasaki	121 points
3. S. Wise	Honda	106 points
4. M. Bell	Yamaha	104 points
5. M. Tripes	Honda	96 points

Bob "Harricane" Hannah continues his most exciting ride in the '79 supercross series in the United States, aiming at his third successive crown.

The 14-round series was already half way through when the 6th and 7th rounds were staged at Huston on March 16 and 17.

Riding a powerful Yamaha YZ250 machine Hannah won both races and increased his championship points to 179, 58 points ahead of his nearest rival J. Weinart (Kawasaki).



# Yamaha privateer's dream comes true

Young Dale Singleton became the 8th Yamaha rider to win the Daytona 200-mile race which is claimed to be the most prestigious road racing event in the United States.

This was never a fluke. Many enthusiastic fans had expected him to win the '79 Daytona without such race-favorite big names as Kenny Roberts, Johnny Cecotto and Steve Baker. He might have won the race even the previous year, but for an overhasty pit stop for refueling.

### "Everything was just fine"

Many privateers riding mostly Yamaha TZ750 machines fought a fierce fight to dream of victory this year. Singleton did it well or much better than estimated! No rival managed to stay with him throughout the 52-lap race. Only Dave Aldana (Don Vesco Yamaha) launched a serious chase during the closing stages of the race but not successful eventually.

"Everything went right", said Singleton cheered on by fans in Victor Lane, "I never worried even when any rival outraked me because my Yamaha was powerful and dependable. I was trying to ride rather sensibly to save the engine and tires for such a tough, prolonged race."

### Mechanic's excellent job

One of the secrets of my success was the exhaust pipes built by my new mechanic, Stuart Toomey who is now under full season contract to the Taylor White racing team. In fact, he has done a very excellent job."

"The only problem was the rear tire compound", he continued, "It was a little hard and really slippery. During the early stages of the race I found some riders in front of me getting a lot of slides and I tried to hang back and keep my throttle coordination just right." It is a Daytona tradition that the winner kisses the nearest race queen as he steps from his machine in Victor Lane. But Singleton, '79 Daytona winner, went straight to his 4-week-old mascot pig "Alma"! Quite



Singleton in Victor Lane



Singleton establishing his lead

## Daytona Stars in Full Action!

[www.legends-yamaha-enduros.com](http://www.legends-yamaha-enduros.com)



Quick refueling!

natural for him, a pig farmer in Georgia, to share the best moment with his beloved pet. It was a smile-provoking scene.



P. Pons (3rd)



C. Sarron (5th)



R. Pierce (2nd)



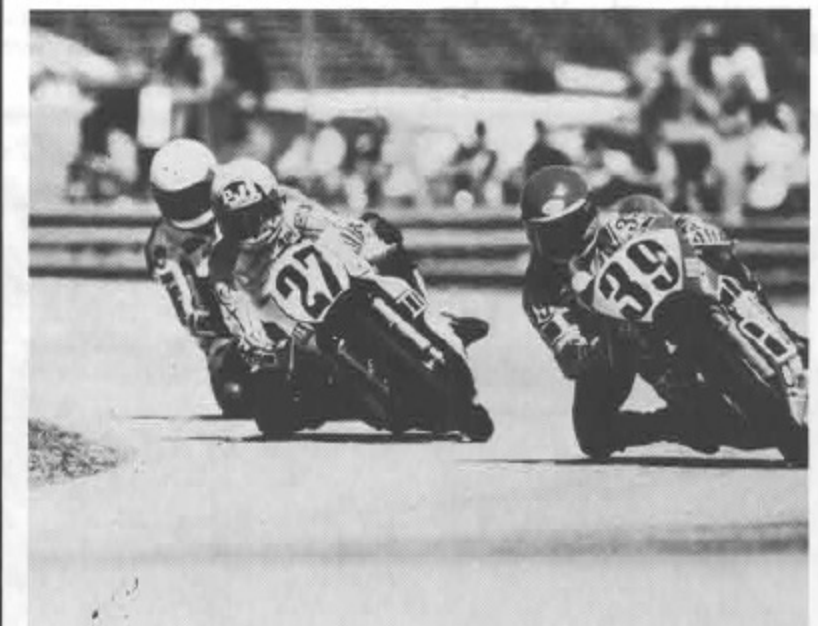
Men behind Yamaha victory

### Skip Aksland's 100 miler win

Skip Aksland on a YMUS-prepared TZ250 won the 100-mile lightweight race after a thrilled race-long battle with 17-year-old wonder boy Freddie Spencer riding the Irv Kanemoto-tuned Yamaha TZ250 racer.

During the first half stages of the 26-lap race Randy Mamola, another up-and-coming rider on a Yamaha, joined a battle but lost ground midway through the race when his front brake became inoperative.

With Mamola left astern, Aksland and Spencer went on to continue a wheel-to-wheel dice. It looked as if young Spencer might be able to forge ahead of Aksland. But Aksland managed to finish first by just a machine's length. He set a record average speed of 102.1 mph.



### Final results

- |                            |                              |
|----------------------------|------------------------------|
| 1. S. Aksland Yamaha TZ250 | 5. G. Liubinski Yamaha TZ250 |
| 2. F. Spencer Yamaha TZ250 | 6. R. Scharp Yamaha TZ250    |
| 3. R. Mamola Yamaha TZ250  | 7. E. Lawson Yamaha TZ250    |
| 4. A. Manh Yamaha TZ250    | 8. H. Coleman Yamaha TZ250   |

### Record of Yamaha's Daytona Wins

1972	Don Emde	Yamaha	TZ350
1973	Jarno Saarinen	Yamaha	TZ350
1974	Giacomo Agostini	Yamaha	YZR750
1975	Gene Romero	Yamaha	YZR750
1976	Johnny Cecotto	Yamaha	YZR750
1977	Steve Baker	Yamaha	YZR750
1978	Kenny Roberts	Yamaha	YZR750
1979	Dale Singleton	Yamaha	TZ750



# YAMAHA MINI-CYCLE MOTO CROSS SCHOOL — AUSTRALIA

## Swelling enthusiasm

Yamaha Learn-To Ride Safety Program and Yamaha Motocross School have been the two major worldwide campaigns designed and carried out to promote the spread of sound motorcycling both on and off the road.

The former is arranged to teach novice motorcyclists every fundamental of safe, correct riding on the normal road and the latter, to teach sporty users how to enjoy the real pleasure of off-the-road riding and motocross competition. Both have been promoted in all-out co-operation with local distributors and dealers, with extensive support given by all people and organizations concerned about novice riders education or the growth of sound motorcycle sport. Winning high public approval, both campaigns have been much more fruitful than expected, thus publicizing far and wide Yamaha Motor's invariably positive attitude towards these important matters. Such a remarkable success has unquestionably been contributing to the sales promotion of Yamaha bikes.



Mini-cycle motocross is popular even among girls.

Mostly primary school boys or girls, can take part in every mini-cycle competition, if licensed by the Australian National Mini Bike Association, a sport governing body.

Their parents, teachers or guardians are very sympathetic about it as they consider without exception mini-cycle motocross a sound sport doing a great deal for the mental or physical growth of youngsters.

According to the competition rules as provided by the Association, 50-80 cc bikes are allowed to take part in mini-cycle motocross racing and Yamaha's ultra-lightweight motorcrosser YZ80 is very popular with



Get-together for training

increasing number of junior motocross fans along an always-swelling sport enthusiasm in this nation.

### Yamaha's head start

It is quite natural that all manufacturers are now thinking much of the market of these small bikes in Australia, which will inevitably result in a hotter sales war towards the future.

In order to launch a head start in it, Yamaha promoted a unique one-month program of Mini-Cycle Motocross School in close, perfect co-operation with distributors and dealers concerned as follows:

- Western Australia(Perth) Jan. 8 ~ 14
- South Australia(Adelaide) Jan. 15 ~ 21
- Victoria(Melbourne) Jan. 22 ~ 27
- New South Wales(Sydney) Jan. 29 ~ Feb. 4
- Queensland(Brisbane) Feb. 5 ~ 11

most of the active youngsters. Its dependable performance and outstanding handling qualities make an exceptional appeal to them, who want more race wins. These bikes are expected to find a better and better market among an



Mr. Graeme Smythe, assistant instructor

### Mini-cycle motocross is a sound sport for children

Mini-cycle motocross is extremely popular in Australia, as in the United States. Australian youngsters,

mini-cycle motocross competitors including local champions and very quick of understanding. Training was also very enjoyable to watch. Cheered on by a lot of spectators including their parents, brothers or sisters, all junior riders tackled curriculum items one by one in an earnest manner.

It was really a smile-provoking sight. Some of them displayed already a high level of riding skill astonishing even to Mr. Iwao but even they must have learnt a lot in this unique training.



Warming-up exercise



Straight-line riding



Cornering practice



Plank riding



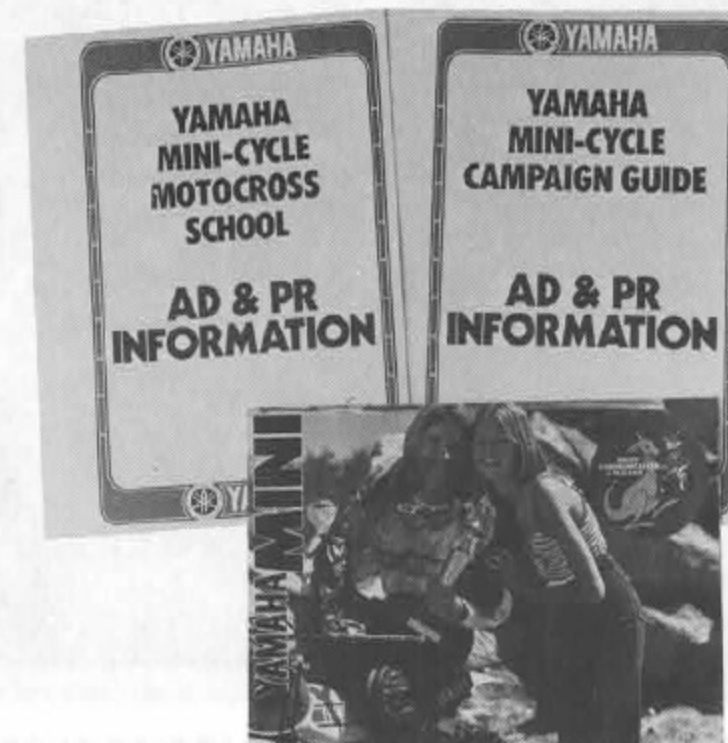
Slalom



Mr. Iwao leading a group of participants



Jumping practice



### Enjoy Communication . . . . A Yamaha

Prior to the promotion of Yamaha Mini-cycle Motocross School in Australia, Yamaha launched a large-scale AD & PR campaign in collaboration with all distributors and dealers concerned.

The campaign titled "Enjoy communication.....A Yamaha" was aimed at publicizing far and wide everything about Yamaha Mini-Cycle Motocross School, such as outline of this program, planned curriculum, instructions to participants, necessary tools and materials, together with questionnaire sheets prepared for parents or guardians in addition to an AD campaign guide for distributors, so that the program could be supported by all parties concerned. This campaign was a remarkable success. All distributors and their franchised dealers joined efforts to achieve the best possible results of this program. Also, the program enjoyed a very favorable response from each local press devoting much space to reporting the news before and after the event. This was greatly contributing to this success.

### Names of Yamaha distributors

- Western Australia Ken George Distributors Pty. Ltd.
- South Australia Pitmans Motorcycles Pty. Ltd.
- Victoria Milledge Yamaha Pty. Ltd.
- New South Wales McCulloch of Australia Pty. Ltd.
- Queensland Annand Thompson (Wholesale) Pty. Ltd.



## Rapid growth of sport enthusiasm —Madagascar



Motorcycle sport enthusiasm is rapidly growing in the Malagasy Republic, a large island nation (approx. 587,000 km<sup>2</sup> in total area) on the southwest Indian Ocean east off the African Continent.

The nation, with a population of about 9,110,000 people, is noted for her agricultural products of fine quality such as coffee, sugar, vanilla etc. On the other hand, particular efforts have been directed towards national industrialization since she declared independence in 1960. The motorcycle market in this nation, though not so large in scale, is now presenting a very favorable aspect along an in-

## Topics about Motorcycles

creasing number of sport enthusiasts. Yamaha importers Ets. Samuel Raboana S.A.R. L, with the main office located in Tananaive, the capital city, are keen on increasing their sales through positive sport activities. Yamaha bikes are achieving very excellent results in motocross or trials meeting held weekly and this success comes as a strong impact on the market.



## Yamaha's good start; '79 sport season opens —Australia

Milledge Brothers-entered Mike Landman won two races in the Victoria State Championship Motocross Meeting held recently as the opening round of the '79 series. He snatched a clear win in the close-fought 125cc race where his Yamaha YZ125F machine was considered almost equal in power or performance to other machines.

His superior riding ability counted a great deal for his eventual success. He rode a Yamaha YZ400F machine in the unlimited capacity race and in a comparatively easy manner. Williams on a works Kawasaki machine launched a tough challenge but not successful eventually.

## Special Series UNFORGETTABLE MODELS

PART-16

### Yamaha Street 650XS1



#### Specifications

\* Overall length 2,175mm \* Overall width 905mm \* Overall height 1,155mm \* Wheelbase 1,410mm \* Dry weight 185kg \* Air-cooled 4-stroke OHC vertical twin engine, 653cc \* Bore x stroke 75 x 74mm \* Compression ratio 8.7 \* Max. power output 53ps/7,000rpm \* Max. torque 5.5kg-m/6,000rpm \* Top speed 185km/h \* 5-speed transmission

Yamaha had already become the largest manufacturer of 2-stroke motorcycles in the world by 1969 and the 16th Tokyo Motor Show, which was held late in 1969, featured Yamaha's another technical breakthrough — Yamaha Street 650XS1 fitted with a newly developed 4-stroke OHC vertical twin-cylinder engine.

This model came as a clear answer to many enthusiastic motorcyclists who had long looked for something novel and exciting from Yamaha.

All the niceties of Yamaha's 4-stroke engine technology, which had proven excellent with Toyota 2000GT super sports car, were embodied into this Big Twin.

This was also marked as Yamaha's successful approach to the field of superbikes. An orthodox OHC vertical twin-cylinder layout, along with an overall slim configuration, discarded a "wide-spread" feel, which made an appeal to modern 4-stroke superbike fans.

The 650XS1, which was put on sale early in 1970, was replaced by its successor XS650 in August '71. This model featured a new front hydraulic disc brake and self-starter dynamo. This model was also redesigned and marketed as XS650 Special in March '78, to arouse a fresh superbike boom in Japan and USA.



XS650E



XS650 Special

## Yamaha products are doing a great deal for a great number of people .....

### Helsinki Boat Show

About 100,000 people visited the Helsinki Boat Show '79, one of the most important events of the kind in Europe. This was well indicative of Finnish people's growing interest in boats and marine engines proven very useful for commercial and recreational purposes. In Finland, as in other nations of Europe, the market of these products shows a very promising aspect and Yamaha has already become one of the most popular brands, especially, on the market of outboard motors.

This year Yamaha importers KESCO arranged a corner displaying a full range of Yamaha outboard motors along with some FRP boat models attracting a lot of visitors each day throughout the show session. Their particular interest was focussed on the 40B model, the best seller in its own class. This model has held its No. 1 position for the second successive year for the following reasons:

1. No. 1 with regard to preservation of nature
2. No. 1 in comparison tests
3. No. 1 in output
4. No. 1 in economy

All the data on the output and fuel consumption were obtained through extensive tests by Vene magazine.



### Yamaha fishing boats in full operation

#### — Senegal

The Republic of Senegal, a new-risen nation in West Africa, is directing her particular efforts towards coastal-water fisheries development.



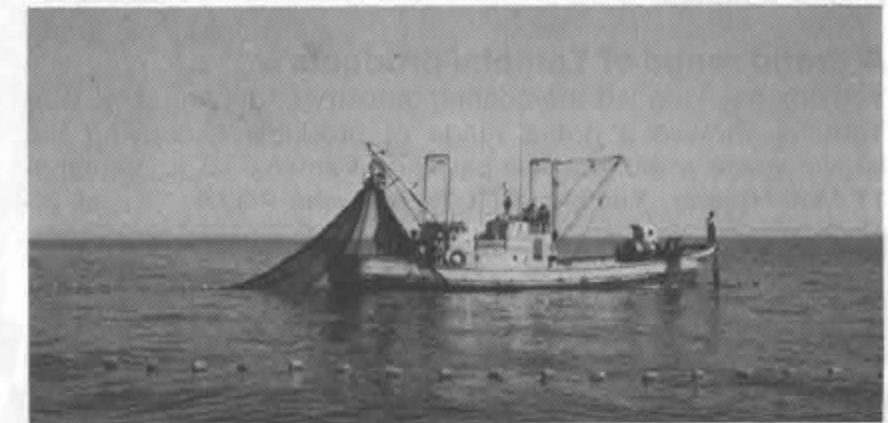
Senegal is one of the largest fishery nations in Africa and total catches amount to about 400,000 tons a year, with approx. 7,000 dig-out canoes in full action.

The government has formulated a giant-scale project of coastal-water fisheries development and considers the modernization of these local boats essential to the eventual success of the project.

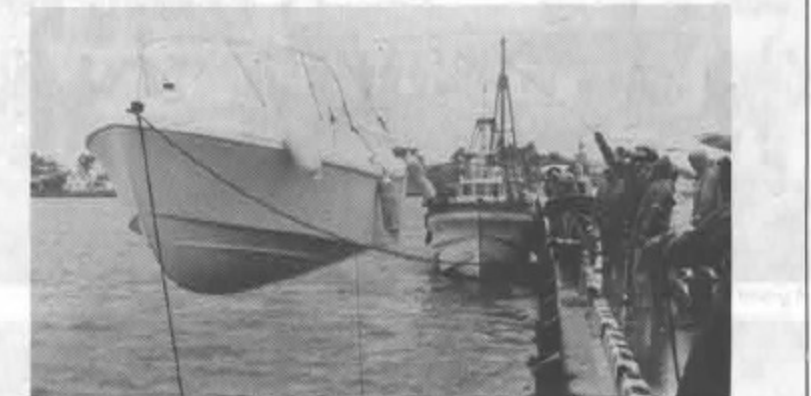
Yamaha has long contributed to this project through offering a great number of outboard motors proven very useful for this particular purpose, along with necessary technical assistance or guidance.

Last year the Japanese government decided on offering coastal-water fishing boats to Senegal as part of its overseas technical assistance program. Upon request by the government, Yamaha embarked on building two DX-199-OA boats (19.9 tons) and six DY-52 boats (8 tons) for delivery to Senegal.

DX-199-OA boats were already delivered to Senegal last year, and are now in full operation, making greater contributions to her national project aimed at the establishment of the nation on the fishing industry.



### New patrol/rescue boat Yamaha SR-700



This is a newly developed all-weather, self-righting type boat capable of cruising under varying sea conditions for wide use by the Japanese Maritime Safety Agencies.

With a water jet drive system installed, the boat can cruise in very shallow waters allowing no passage of conventional propeller-driven boats, thus greatly extending her working area.

Even when a stern-drive system is installed, her draft will increase only to 95cm and she can still be used in shallow waters. Top speed will

reach 30 knots without adversely affecting the performance. She has a Convex deep V-type hull with two spray deflectors which assure exceptionally smooth riding and outstanding seaworthiness.

Should she completely overturn, she can immediately recover her original position although she is extremely hard to capsize.

Water entering the cockpit is mostly drained during the recovery, and the remainder goes out through the drain holes installed on both port and starboard sides.

### Popular portable generators



Yamaha portable ET and EF series models are still finding a very good market in Japan. Offering a wide range of utility as a handy, economic power source, these models are doing a great deal for a lot of people, especially engaged in civil engineering and construction works.

Both 2-stroke ET and 4-stroke EF series featuring Yamaha's technical niceties have been developed through many years of extensive technical research based on the complete accumulation of market survey data.

These models are now enjoying an unsurpassed reputation not only in Japan but across the world, especially, in many developing nations.



18th Tokyo International Boat Show

# Yamaha Leading the Industry

The 18th Tokyo International Boat Show, which is the most important event of the kind held annually in Japan, was organized by the Japan Boating Industry Association for the period of five days from March 23 to March 27.

It dates back to 1962 that the first show took place as a commemorative event representing the foundation of Japan's real boating industry.

Since then, the industry has kept on growing at a very steady pace and the show has vividly reflected the true picture of the always-growing industry.

This year the show attracted an entry of 52 companies displaying an amazingly rich variety of products, such as motorboats, sailboats, dinghies, row boats, rubber boats, work boats, outboard motors, diesel engines, inboard motors etc., all of which were designed and built with more diversified water recreations in mind.

In addition, the eyes of novelty-minded spectators were focussed on a wide range of colorful marine accessories and new enjoyable marine pleasure items including water gliders and aquatic scooters.

## A grand range of Yamaha products

Yamaha has long led the boating industry in Japan. This year Yamaha showed a grand range of products occupying the largest space within the east pavilion. Yamaha-34CK, Yamaha-11 Mini Hopper, Yamaha STR-25, Yamaha P-17X, all in-

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A full range of outboard motors including the new 30AM model.

corporated Yamaha's long-proven technical niceties and made an appeal to every marine enthusiast.

Yamaha Magician V, '78 Quarter-ton World Championship winner, was also exhibited and provided a big topic for conversation among race fans.

Yamaha's full range of outboard motors included the newly marketed 30AM model to enlarge Yamaha's share in its own class.

Besides, Yamaha introduced a new fishing boat model FC-33, powered by Yamaha diesel engine MD-45.



A grand Yamaha corner



Diesel engines



Deluxe cruisers



Quarter-ton championship winner "Magician V"