



# YAMAHA NEWS

1976

NO. 1

## Aiming for Another Growth Even under Harder Situation, Yamaha's Combined Efforts to Concentrate on Overall Improving Business in '76

*It appears that things are now taking a gradual upturn but nobody can be too optimistic about the future yet.....*

1975 was over. That was one of the most stringent and exceptionally eventful years the motorcycle industry of Japan has ever experienced. A world-wide business slump inevitably placed it under the hardest-ever situation. In the first place, it had to cope with the problem of increased stock abroad, especially, in the United States, the leading motorcycle market immediately after the termination of a previous boom. Ever since the outset of 1975, Yamaha's combined efforts have been concentrating on overall rationalizing and improving its business system in order to better meet such a hard situation. That's to say, production has been held to a reasonable level in an effort to improve the balance between supply and demand at the earliest possible time. On the other hand, special importance has been attached to the home market in accordance with a newly established business policy. Also, it goes without saying that particular technical efforts have been consistently and untiringly focussing on the development and research of new quality models.

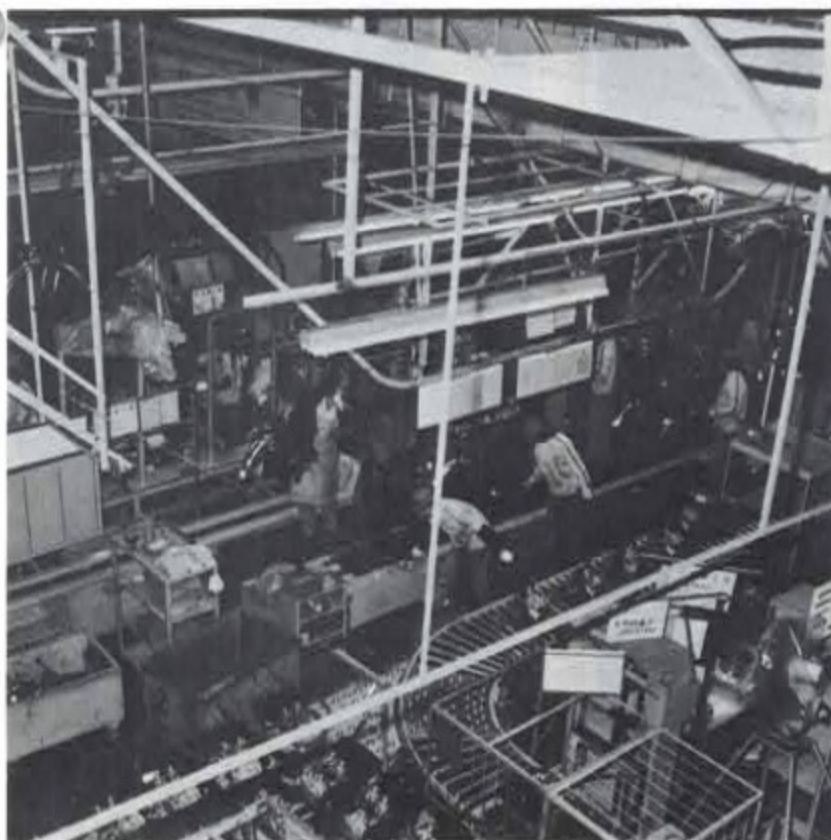


An air view of Yamaha Main Plant & Office Building

### Higher hopes for the future

For the past years everything has gone pretty well, fortunately. First of all, attention should be invited to a fact that Yamaha has remarkably expanded its share on the home market with the backing of well-designed business policy. Yamaha motorcycles have already secured more than 30% of total home market. It is the largest share ever occupied by Yamaha here and will enable Yamaha to further consolidate its springboard for another leap upward.

Also, demand/supply balance abroad is now being improved smoothly and successfully thanks to strenuous efforts on the part of world-wide Yamaha distributors and dealers in overall cooperation with Yamaha's new business policy. A full line of new 4-stroke and 2-stroke models topped by the exciting 3-cylinder DOHC shaft-drive XS750C aroused a tremendous sensation when unveiled both here and abroad. Yamaha can place higher hopes on those models. After all, it appears that things concerned with Yamaha are now taking a gradual upturn. But, nobody can take things too easy yet. Still lying ahead are many difficult and complex problems including a possible exhaust emission control on motorcycles in the United States. Yamaha has to solve all of them by any means, aiming for another overall growth of the Company.



Motorcycle assembly line

# Greetings from young employees of Yamaha

All the people of Yamaha industrial group are now in high spirits in expectation of a feasible upturn in 1976. Their ardent enthusiasm is a great asset to Yamaha .....

## Mr. Keiji Ozaki – Yamaha Chassis Plant

Happy New Year, world-wide Yamaha friends! A new, better life with Yamaha motorcycles – that's our motto. I have been working for Yamaha with this motto kept in mind for the last 14 years. I am welding the monocoque frames of YB series models together with 40 fellow workers. I myself use a YB50 machine for

commuting. The most important thing is "teamwork", I believe. It will enable all of us to train and improve our skill or to deepen our knowledge of Yamaha products. I promise you to turn out quality products under a good teamwork this year, too.



## Happy New Year to World-Wide Yamaha Friends



## Mr. Toshiyuki Takabayashi – Main Plant

I can say with confidence that every product of Yamaha is thoroughly controlled for flawless quality and performance. I myself am active in the first line of this exceptionally important work. I am proud of it.

## Miss Mitsuyo Hasegawa – Hamakita Plant

Happy New Year! My work here is "Autolube assembly". I am told that this compact device is the heart of a 2-stroke engine. I am also proud of my important work. It consists of so many precise parts, as you know. Every work must be perfected with special care. I hope that every Yamaha user can enjoy his or her life better with a motorcycle.



## Happy New Year to World-Wide Yamaha Friends

## Mr. Akira Yamamoto – Main Plant

I have been working for Yamaha as a parts crating worker since 1966. During the past decade shipments have showed a remarkable increase, indicating a fact that Yamaha motorcycles have found a good market all around the world. I am convinced that the smooth supply of parts is extremely important for the sales promotion of motorcycles both here and abroad. My work is worth doing, really!



## Mr. Yukio Sasahara – Showa Plant

I have been devoting myself to processing the pipe frames of Yamaha DT trail bikes for the last 8 years since I was employed by Yamaha. I feel it very happy to know that our own-made Yamahas are winning high popularity across the world. Let's combine all efforts together for Yamaha!



## Miss Hiromi Yoshikawa – Main Office

20 months have already passed since I began to work as a receptionist. Of course, I am not directly concerned with production activity but my daily work is positively the integral part of Yamaha, I believe. I will do my best this year, too. I wish all of you the happiest new year!



## Mr. Koji Yamakawa – Main Plant

I myself is one of the most ardent bike fans. I am very much pleased to work on Yamaha motorcycles here. I am engaging in assembling both 2-stroke and 4-stroke engines intended for use by world-wide Yamaha motorcyclists. It is keenly felt that all of us working here must know much more about Yamaha motorcycles so as to better meet the constant progress of Yamaha technology. A new, exciting line-up of Yamahas will further accelerate my enthusiasm to Yamaha bikes.

## Mr. Kazuo Yamamoto – Yamaha Course



I am in the first line of testing Yamaha motorcycles at the Yamaha Course. Every product of Yamaha has to be thoroughly tested for every detail of performance before it is launched onto the market. Ultra-modern testing machines including a photoelectric tube are utilized to ensure the most accurate data for every motorcycle tested. Everybody witnessing the test is deeply impressed by Yamaha's perfect quality control system. Please have more confidence in Yamaha motorcycles!



# CKD production starts in Pakistan

*Yamaha will direct greater efforts toward this most promising market for motorcycles.....*

As already reported, Yamaha established a joint venture plant in Pakistan in capital tie-up with Modern Industries for KD production of motorcycles early in 1975 in compliance with the government's positive policy for local industrialization. It was the first KD plant ever constructed by a motorcycle manufacturer.



## Expanding market for Yamaha Motorcycles



### Yamaha, leading brand

The plant has recently started its operation. Production target is set at 12,000 per year with particular concentration on YB100 machines enjoying high popularity among ride-to-work motorcyclists in Pakistan. Also, it is expected that output will boost to 30,000 per year with the backing of always-growing motorcycle market.

Within a few years motorcycle sales in all total per year will run up to a level of 100,000 in this country according to the official statistics. Yamaha, currently securing the largest share at more than 35%, will further consolidate its leading position toward the future with the new plant put into full operation. The ratio of local manufacture is now set at 20% and will increase to 60% within five years in compliance with a guideline as provided by the government.

Also, Yamaha is now envisaging a plan to start production of outboard motors and FRP boats in a form of joint venture, too, upon an official approval granted by the government.

# Bright prospects held for Oceanian Market toward the Future

Motorcycle shipments to the market of Oceania showed some decrease in 1975 inevitably in conjunction with some import restrictions by the government. But, Oceania is still one of the most important markets for Japan-made motorcycles.

Yamaha with its new resident office established in Sydney will develop entirely new efforts in close cooperation with local Yamaha distributors and dealers for overall increase in motorcycle sales toward the future.

Photos:

1. Yamaha trail machines are also indispensable to action-loving motorcyclists. Here pictured are the members of the Army Motorcycle Club, together with Mr. Glen Pitman of Pitmans Adelaide.
2. AG bikes which are specially designed and built with every terrain condition in mind, prove very much useful for farmers.



①



②

*Their nice holidays—Japan*

# Oceanian dealers visit Yamaha



34 dealers and their family from Australia and New Zealand enjoyed their nice 10-day trip around Japan at the invitation of Yamaha. Weather conditions and natural scenery make autumn the best season for a sightseeing trip here. They visited "Sugo", Yamaha's giant-scale sports land and "Nikko", a famous resort some 100km

north of Tokyo. They looked exceptionally impressed by scarletting leaves at the height in those districts. Also, throughout the round of visits to the plants of Yamaha, they were very much pleased to personally witness the whole aspect of always-growing Yamaha industrial group.



# Don Vesco and Yamaha Did It Again!

302.928 mph!

Every record is no more than something just for renewal.

Nevertheless, a new world record hit by D. Vesco on an 8-cylinder special Yamaha streamliner called Silver Bird turned out to be a big wonder. The barrier of over 300mph was broken by a two-wheeled machine for the first time in history.

## Two one-mile runs

Trying for his first official bid for the 300 m.p.h. plateau at Bonneville late in August heavy rains and strong winds combined to make Vesco abandon the attempt when the course became treacherous. No stranger to dangerous spills at high speeds - - - he's blown a tire doing 265 m.p.h. - - - a sudden gust of wind toppled the 900 pounds, 21 feet missile-shaped bike at 270 m.p.h. Vesco was forced to activate Silverbird's

two parachutes and the big bike skidded on its side with Don lying almost on his back behind the two 700 cc Yamaha engines for 1,584 feet before coming to a grinding halt on the wet salt. Vesco walked away shaken but unhurt and more determined than ever to be back in Bonneville as soon as weather and course conditions improved.

In the intervening weeks, Vesco realized Silver-

bird's wheels and straightened the body damaged when the bike was blown over. He decided to replace the 700 cc Yamaha racing engines with two 750 cc's to give himself more power in the event that the Bonneville course was again shortened by bad weather. Don and a crew of four with his wife, Norma, as the pretty morale booster, journeyed back to the salt flats for his last and triumphant effort to set the 300 m.p.h. record. Even then it wasn't an easy ride by any means.

Beginning on Thursday, September 25, Vesco set and broke FIM and AMA records like so many dishes, but the two way 300 m.p.h. mark seemed to tease and escape him with maddening consistency.

Having decided to use the 700 cc's instead of the 750 cc's when he got to Bonneville, he used them to make Saturday's mark of 299,490 m.p.h. which would have been cause for rejoicing for anyone but Vesco.

Official AMA timer Earl Flanders was elated when he announced the figure late that night. Asked if Vesco had been excited when he set that record, Flanders laughed.

"He was cool as a cucumber," Flanders said. "In 20 years of timing, I've never seen anyone as cool."

Asked how he felt, Vesco shook his head.

"I'm not happy yet. I said I'd do 300 m.p.h.

I don't like to say I'm going to do something and not do it." And then it happened.

## TZ750 engines employed

The sky over Bonneville was cloudless and the temperature hovered in the mid 80s. About 35 people, most of them tourists who chanced to be driving by, stopped to watch. Between Saturday night and Sunday morning, Vesco had decided to use the 750 cc in the hope they would give him the edge he needed. The time was 11:01 a.m.

## One-way is relatively easy but .....

"I feel good now" said this superman looking beyond his questioner. "It is relatively easy to reach or exceed 300 mph in one direction but the return-trip often poses problems. Both FIM and American records require two-way runs with the average counting."

"Well, the weather was pretty good", continued Vesco, "The first couple of days were spent on trial runs. On Saturday afternoon, I averaged 299.490 mph, which was over 300 one way and 297 the other way. Then, I just raised the gear ratio a little and this was good enough for me to get the speed both ways. I wanted to average 300 mph both ways and did not fancy clocking 310 mph in the first direction and then 290 mph on the return to average 300 mph. The exhaust pipes were a big headache. They are each 3 5/8 inches in diameter and I had six of them underneath my body inside a shell.

I ran the machine on normal pump gasoline. My Goodyear tires were OK. The ultimate speed on the present Silver Bird is unknown. It would just be a question of how much horse power I could get into it.

Handling was exceptionally good. I also had very good suspension - Koni shocker, similar to those used on Formula One and Formula 500 racers.

# Toughest man and fastest machine



## Salt Flats, Bonneville, Uta, USA



# Yamaha Free Service Campaign in Indonesia

*Yamaha is always keen to have every user ride a bike in the best possible operative condition.....*

Indonesia, the second largest motorcycle market only behind the United States even now, is still providing tremendous potentiality toward the future. Quite naturally, all motorcycle manufacturers are attaching special importance to this market with the backing of positive efforts for sales promotion. This is in turn inevitably making a share contest much hotter than ever.



Yamaha, Yamaha, Yamaha!



Many visitors to a dealer shop



RS100 Super is one of the best sellers.



A Yamaha banner attracts public attention.



## Local production system strengthened

Thanks to strenuous efforts on the part of Harapan Motor in Jakarta, with a nationwide dealer network, Yamaha motorcycles, mostly lightweight ones, have remarkably increased their share on this exceptionally important market. A local assembly plant currently put into full-scale operation is turning out 10,000 machines ranging from 75cc to 125cc monthly. Those bikes are highly appreciated by Indonesian motorcyclists for utility or sport purpose. Also, a new parts plant constructed last summer has further strengthened Yamaha's local production system overall. This system is intended just to meet the policy of the Indonesian Government for increasing the percentage of local manufacture.

## Important after-service

Yamaha is continuing the best possible efforts to improve the after-service system so that every Yamaha user can ride it safely and correctly at all times. A big-scale nationwide service campaign which was launched last summer, well represented Yamaha's efforts in this line.

Five different service teams consisting of the technical staff from Yamaha and Harapan Motor visited four major islands of Indonesia, namely, Java, Madura, Bali and Lombok, giving free service checks on Yamaha motorcycles in all the major cities on these islands in close cooperation with regional Yamaha

dealers. The campaign was also designed to be an efficient PR activity for the newly introduced Yamaha RS100, one of the best sellers in Indonesia. At the same time, it also enabled Yamaha people to be in closer contact with a lot of individual Yamaha users.

A total of 4,000 machines were checked and serviced free of charge. This undoubtedly elevated the image of Yamaha brand. This will greatly help Yamaha dealers increase their sales in the future.



A minute explanation



Spark plug inspection



A sticker attached to a tank indicates "All OK".



How impatient! Users are rushing to number cards.



All bikes are inspected quickly and smoothly one after another.



Everything is right with your bike, now.



On their way to a next destination

# Motorcycle sports in Indonesia

A trend is now getting ripe for motocross racing, too. The off-road models of Yamaha will set a pace. Apart from road racing which has already won considerable popularity among enthusiasts in Indonesia, motocross

competitions, a motorcycle sport newly introduced to local motorcyclists, are also fast increasing the number of fans.

## Popular DT100

The DT100, one of Yamaha's world-renowned trail series, is claimed to be a positive pacesetter for the further growth of motocross racing or of off-road riding in general.

Designed and built with every terrain condition in mind, the DT100 makes a special appeal to young, action-minded motorcyclists.



## DT100 is a winner

An increasing number of Indonesian enthusiasts are keen to step up to motocross competition from mere off-road riding.

A motocross meeting recently held in Solo, Java is the first event of the kind ever organized in this country.

A course was arranged around the hilly area of Solo playground, the owner of which was one of the most enthusiastic bike fans. The course was not wide enough to allow a mass start of more than five competitors. Therefore, many elimination heats took place. Most of the participating machines featured no racing conversions except for some minor modifications such as removal of fenders, etc.

The final race was contested by 3 TS100 machines and 2 DT100 machines and ended in Yamaha's success as follows:

- 1st. DT100
- 2nd. TS100
- 3rd. TS100
- 4th. DT100
- 5th. TS100

It was watched by a crowd of spectators estimated at 40,000!

Now, Indonesian enthusiasts are eager enough to know much more of this sport, to train themselves under proper guidance and to have more raceworthy machines such as the MX models of Yamaha.



## Popular Yamaha accessories



Yamaha is now launching a nationwide campaign designed to increase the sales of Yamaha-original accessories.

The need or taste of motorcycle users is always becoming diversified more and more.

Especially, an increasing number of young users tend to ride their bikes for sporty or leisure purpose. Quite naturally, this in turn accelerates the development of more sophisticated accessories such as riding suits, boots, gloves, helmets, goggles, etc.

Yamaha has already prepared a wide variety of original accessories making a special appeal to young motorcyclists. A Yamaha corner established at the 21st Tokyo Motor Show attracted a lot of young motorcyclists each day throughout the session.

Encouraged by such popularity for Yamaha products, the campaign kicked off on Nov. 1, aiming to further expand the sales of Yamaha accessories. Young users' interest in Yamaha accessories could feasibly lead to an actual increase in motorcycle sales.

## Stringent licence system comes into force — Japan



The new, stringent licence system for over 401cc bikes has become effective here since Oct. 1. The new system is intended to meet the trend of public opinion against motorcyclists riding heavyweight machines to cause serious public nuisances, as already reported.

Formerly, those wishing to acquire a heavyweight bike licence, had only to ride 350cc machines at the test. If they passed the test, the licence made them automatically eligible to the larger machines up to 750cc. This method of licensing inevitably increased the number of inexperienced heavyweight bike users.

On the other hand, according to the statistics by the Police Agency, 40% of the above-

mentioned undesirable motorcyclists ride 750cc machines. In addition, some others of the kind use 400, 500 and 650cc machines. Eventually, this means that some 60% of those motorcyclists use over 350cc bikes and also, a considerable number of them are not skilful enough to correctly or safely control those large-displacement bikes. The Police Agency with serious consideration given to this fact has strengthened its control on overall licensing system since Oct. 1.

In October 857 motorcyclists were tested throughout Japan but only 25 were found eligible to over 401cc machines. The rate of success was only 2.9%!

## Some Eight Million Lightweight Bikes in Japan!

A total of 7,983,958 lightweight (50 — 125cc) bikes were registered in Japan as of the end of March '75, the Automobile Bureau of the MT announced recently.

This meant a 137,211 or 1.7% increase over the year-ago total of 7,846,747. That's to say, 50cc bikes totaled 4,814,996, a 6.3% increase but 51 — 125cc bikes totaled only 3,168,962, a 4.3% drop. This category showed such a downward trend for the third successive year.

The registrations of 50 — 125cc bikes here are announced only once a year at the end of fiscal year while over 126cc bikes are included in the monthly registrations of automobiles, according to the regulations. Therefore, all figures are the latest information available in conjunction with 50 — 125cc bike registrations.

## Special efforts put in riders education.

### Learn to ride safely

— France —

Special importance is attached to training young motorcyclists for safer riding in France.

France's leading safety organization named Prevention Routiere has been offering a two-day training school for young motorcyclists since 1974. It includes indoor lectures and outdoor riding exercises. The first day of the two-day school begins with a classroom lecture on motorcycle maintenance. This includes the importance of checking all fuel levels, cables and electrics. After this session, the students are introduced to their machines. Before they are allowed to ride, an instructor demonstrates the correct

body position for riding a motorcycle. The students are then put through a series of gymkhana exercises in different sitting positions. It is confirmed that this is done to teach balance. During the remainder of the course, the students alternate between the classroom, the parking lot and the open road. They are lectured on the importance of visual clothing and daytime headlights, as well as courtesy to four-wheeled vehicles. Demonstrations by two instructors are given on banking and counter-turning, and the students should master these techniques before the end of the course.

## Yamaha riders monopolize national awards

Four Yamaha riders of both road racing and moto-cross categories were commended for their excellent results throughout the '75 national championship series. They were Yoshibumi Sugio (moto-cross),

Yasuo Tofukuji (moto-cross), Tadashi Ezaki (road racing) and Yasuo Ishii (road racing). This meant that the riders entered by a single manufacturer monopolized all national awards for the first time in history.



## Yamaha Football Team — Belize

Lined are the members of the Yamaha football team formed by the Vogue Ltd., distributors for Yamaha in Belize, British Honduras, Central America.

Belize is claimed to be one of the most promising markets for Yamaha outboard motors in this part of the world. Sales continue to grow against competition from the products of other brands.

The team winning many a match is elevating the Yamaha brand in general image, thus bearing good PR effect upon the general public.

## International Sport Articles Show — West Germany

A big international show called "SPOGA" took place in Köln, West Germany, displaying a wide range of sport articles.

Water sport enthusiasts looked specially interested in rubber boats with Yamaha outboard motors introduced by Metzeler, distributors for Yamaha in West Germany. The combination of those products is favored by an increasing number of people wishing to look for more fun on the water.



## Champion and outboard motor

Johnny Cecotto, reigning 350cc road racing champion, looks interested in a Yamaha outboard motor.

The picture was taken when he visited the main office of Yamaha at Iwata late in 1975.

Standing on the right is Mr. Andry, outboard motor sales manager of Venemotos in Caracas, Venezuela.

According to him, the outboard motors of Yamaha are consistently expanding their market in Venezuela, too.

### Yamaha FRP Boats

## Styrofoam material for better cold-storage

An ice room is designed to put fish into cold storage aboard a fishing boat staying on the water for a long period of time. Generally speaking, FRP material is relatively a good heat conductor.

But, in order to overcome this weak point, every fishing boat of Yamaha features specially developed styrofoam material for efficient cold-storage.

Air itself is not a good heat conductor, so far as it remains still. But, it carries heat when it circulates by convection. Therefore, styrofoam material is used to shut up air into its small countless compartments, as it were, thus checking circulation to a minimum.

