



YAMAHA MOTOR CO., LTD. AD & PR DIVISION
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111
 Telex: Iwata 4263 751 Yamaha J Cable: Yamaha Motor Iwata

Inside

- Takai's easy win (Malaysian GP)
- Yamaha Road Show (Great Britain)
- LTR is highly appreciated (Singapore)
- Aiming for the 1,000,000 mark within 5 years (portable generators)
- Have you heard about racing karts?



Wind-Chimes

In many areas of the world, there are a variety of wind-chimes in different shapes and of different materials. Of course, we have our wind-chimes in Japan, too. The most popular materials for making them are cast iron, china and glass. When it comes to their shapes, bell-shaped ones in all their various shapes hold a large majority. Different wind-chimes have different tones, clear sounding, mellow or sharp in tone. We enjoy choosing a wind-chime in a shape or a sound we like and hanging it under the eaves outside a bombu blind. The summer in Japan is very muggy and the people feel that the sound of a wind chime helps to make them feel a little cooler. A little breeze brings you a faint "ting" anyway it's a nice, old tradition of this season.



BIKES FOR A BETTER LIFE

Yamaha's all-out demand-searching efforts

Now "saving energy" is a worldwide trend. These days keener attention is being turned to the exclusive advantages of motorcycles, such as fuel economy, easy handling, superb maneuverability, etc., which is naturally expanding the worldwide market of motorcycles. On the other hand, however, this inevitably has given rise to an intense sales war among the major motorcycle manufacturers.

In Japan motorcycle sales have recorded a 100% or more increase for the last several years. Family bikes (small mopeds) have accounted greatly for this remarkable increase. Yamaha family bikes which have become the best sellers in this domain, are undoubtedly the focus for special attention.

In developing new family bikes Yamaha thought a lot about creating new markets among women. The basic design concept was that new bikes must appeal to women who had not ridden a bike before, while they should meet the needs or taste of existing small bike fans. In those days very few women felt at home on a bike. Yamaha's research and development effort was centered on how to build new woman-oriented bikes even when most women had no interest in bikes.

(continued on page 2)



The Yamaha Passol S50 opens a soft bike era with Kaoru Yachigusa, a popular movie star, as its advertising image. She addresses the public through all kinds of mass communication media — "I love my Passol, it's gentle".

Sales double!

Annual motorcycle sales in Japan stood at the 1,100,000 mark during the period from 1970 through 1975. Sales have made sharp rises year by year since easy-to-handle family bikes were launched on the market. In 1980 annual sales totaled 2,370,000, a stunning over-100% increase over the above period. Even more surprising was the fact that family bikes totaled 1,370,000 to make up 57.8% of the above total sales.

You may well ask, then what a family bike is like. Bikes which are designed and built to satisfy the following requirements, are defined family bikes:

- * To be powered by an up-to 50cc engine.
- * To be equipped with an automatic transmission.
- * To have a lightweight cycle styled chassis with small-sized wheels.

Accordingly, this category excludes sport and utility type bikes. In Japan 50cc bikes are the easiest motor vehicles to own and drive according to licence regulations. Nevertheless, annual sales long hovered around the 600,000 mark. From this fact alone you can see that family bikes have played a very important role in the above remarkable 50cc market expansion recently. Now Yamaha is leading this domain by offering a complete range of quality models.

Why have Yamaha family bikes gained such popularity so rapidly? Firstly, these bikes have a superior commodity value, and secondly, they have successfully

caught the public fancy. But it is much more important to note that these bikes are truly the fruit of Yamaha's technical research and development efforts based on the results of careful, extensive market surveys, and that Yamaha, distributors and dealers have joined their efforts to create new demand for these bikes.

Quality models are introduced one after another

Yamaha introduced 9 quality models one after another during the period from 1977 through April 1981. They were the Passol, the Passola, the Carrot, the Malic, the Lyric, the Towner, the Poet, the Beluga and the Pasetta.

Each model was designed and engineered on the basis of carefully analyzed market survey data to meet the trends of the day. Very few manufacturers have ever introduced such a large number of quality models each featuring advanced motorcycle technology exclusive to Yamaha within such a short period of time.

In 1980 Yamaha sold 540,000 family bikes which accounted for 39.7% of the total family bike market. Sales already boosted to 108,000 making up 45% of the total market for the Jan.-Mar. period of this year. This made Yamaha's lead more unchallenged. In addition, Yamaha increased its overall market share to 38.5% by selling more than 210,000 bikes for the same period. This meant that Yamaha snatched the lead in the home market!

The Yamaha XT500 with Agent James Bond!

The Yamaha XT500 is featured in "For Your Eyes Only", the twelfth in the long-running 007 series which is famous for featuring the latest in automotive and weapons technology, and the fact that the XT500 debuts in this film shows recognition for the excellence of this model's styling and performance.

(See page 5 for more details)



XT500 FOR YOUR RIDE ONLY
 JAMES BOND 007 in FOR YOUR EYES ONLY
YAMAHA

(continued from page 1)

Yamaha licence and driving schools

Back in June 1973, Yamaha marketed its first leisure bike, the Chappy LB50II. Much earlier than it, however, Yamaha had already made an attempt to create new demands among women with the 50cc V50.

This model was finished in light pink, as the first woman-oriented bike ever developed in Japan, thus causing a fresh sensation in the motorcycle world even in 1968 when most people regarded the bike exclusively as a man's vehicle.

Whether or not this model was a success, Yamaha learned a precious lesson from this experience. That is, Yamaha realized the importance of knowing how to create a feeling of closeness with regards to a bike, which gave birth to the Yamaha Safe Driving Promotion Center in 1969. The Center took the initiative in promoting two different kinds of novice rider training schemes. One was the Yamaha licence school and the other the Yamaha driving school.

Yamaha provided all the tools and materials essential to the organization of these schools. In addition, special training courses were given for Yamaha dealers who had to take the most active roles in these schools. The main aim of these schools was to teach novice riders how to pass the licence test and how to drive a bike safely. This hit the mark. The schools were very favorably received by lots of people who discovered new value in the use of a bike.

In particular, the number of female participants continued to increase until they made up about 70% of the total. At the same time, Yamaha dealers who were not always willing to take part in these schools at first, came to recognize the significance of these schemes, which in turn accelerated the expansion of these schools all over Japan.

This upward trend was followed by the introduction of the new family bikes. The Chappy LB50, which was marketed in June 1973, was the forerunner of the family bikes series. In those days, however, the model was called "leisure bike" instead of "family bike". The Chappy was accepted as a town bike with a fresh-sense featuring a compact, light-weight chassis and attractive styling.

Have a nice day with Yamaha!

Some more time was needed before things took a completely favorable turn. Women, especially housewives are conservative by nature. The first thing Yamaha had to do was make them realize the true pleasure of life with a bike.

Thus the series of large-scale campaigns kicked off under timely catchphrases, such as "Have a nice day with Yamaha", "A Good Bike for A Good Life", "Small is better in town", etc. These catchphrases appealed greatly to the general public and helped to renew their recognition of a small bike.



The Yamaha Passol S50 which was first marketed in March 1977 is noted for its exclusively gentle feel. Anybody in whatever costume can ride it with ease. It is an effective developer of market potential. Its step-through type chassis is another sales point. Handling ease also appeals greatly to women. The forced air-cooled 2-stroke 2.3hp engine is mounted under the seat. The rear wheel is driven by an oil-bath type chain through an automatic transmission. The automatic choke and C.D.I. system ensure positive kick starting. Both brakes are hand operated. Weight: 42kg, fuel consumption: 75km/lit. (30 km/h), Tire size: front & rear 2.50-10-4PR. The S50D has a fuel meter and oil meter.



The Yamaha Passola SA50 which was introduced on the market in February 1978, is an up-graded soft bike. Its design concept is similar to that of the S50 but its power output is increased to obtain more riding comfort. The chassis is also enlarged, with both front and rear 2.75-10-4PR tires. The engine delivers 2.8hp and 2-speed automatic transmission operates dependably at all times. The standard model features a kick-starting system but an electric starter type was also marketed in February of this year. Combined total production of the S50 and the SA50 reached the one million mark in Feb. 11 of this year.

General social conditions also benefited the growth of the 50cc bike market in Japan. People's living environment suffered a change due to the slowed down rate of economic growth. This was naturally accompanied by more economy in consumption.

The result was a definite hesitancy by people to purchase anything without examining its value more closely in favor of what was truly essential to their need. On the other hand, small bikes were gradually becoming one of the new life necessities under this newly discovered sense of value. This tendency was accelerated by the following factors:

- * More people coming to live in suburban areas
- * Increased leisure time
- * Increased price of fuel

In Japan the number of registered bikes stood at some 8 million for the decade up to 1976. During this period the number of 125cc bikes, former leader in registrations, continued to decrease. On the contrary, 50cc bikes maintained an upward curve until their share increased to 57.3% of the total registrations in 1975. Looking far ahead into the future, Yamaha had already started a development project of new family bikes to follow the Chappy. Family bikes continued to gain popularity in the Japanese motorcycle market. It was early in 1977 that Yamaha declared its full-scale participation in the sales war of these bikes by introducing the Passol S50.

An attractively styled bike for women

The Yamaha Passol S50 should be a bike for women. Every product feature must meet their taste or fancy. The design staff of Yamaha concentrated their efforts on these points. Based on the results of

thorough market research, they had seen what kind of bike Japanese women would prefer to purchase.

- * It must look cute
- * It must be attractive and stylish
- * It must allow for riding in whatever costume
- * It must be easy to handle

The design staff made up a basic design concept with the above conditions in mind.

In a word, Japanese women wanted to have an entirely-new bike all their own. Next, how could we breakaway from the conventional bike image? This problem was thoroughly studied by the design staff. Their continuous development and research efforts gave birth to the Passol S50 in March 1977. It was a simply but attractively styled stepthrough bike which avoided any mechanical feel as much as possible. Handling was also smooth and easy.

The Passol needed no straddling action and its entirely covered power-unit was freed from any mechanical image while the exposed rear wheel and its related components helped to accentuate this model as a nimble bike. The oil-bath type drive chain was neat and clean. The combination of the automatic choke and C.D.I. system ensured super-smooth starting. The automatic transmission allowed even a novice rider to control the speed with ease. Both brakes were hand operated. In addition, the Passol weighed only 42kg. All these product features met women's taste and fancy perfectly.

A soft bike boom

The Passol S50 was intended mainly for use by housewives in the age bracket of 25 to 35 years. The focus of sales promotion campaigns was naturally placed on

these women but Yamaha had another important aim in launching this model on the market. That was that creating new markets among these housewives was expected to develop another market potential among their husbands most of whom were indifferent to bikes or had already switched to a car. The most important thing for the PR staff was to set forth the most appealing commodity concept.

By 1977 other manufacturers had also introduced their woman-oriented models called "leisure bike" or "family bike". These names, however, lacked the freshness to cause a stronger impact on the market. To discard a conventional bike image, an entirely-new category name was created for the Passol S50. That was "Soft Bike".

At the same time, Miss Kaoru Yachigusa, a popular movie star who is noted for her gentle, graceful appearance and bearing, was engaged as the image character for this model. She did a perfect job. With a beaming smile she addressed the public in TV commercials like this — "I love my Passol, it's gentle". Her message was featured in all ads, posters, leaflets, etc. as well.

Ad and PR campaigns were carried out on the largest scale ever attempted by Yamaha for one of its products. For example, 20 million leaflets and handbills were prepared at the time of marketing of this model. At the same time, a press preview show was held in Tokyo. It was the first of its kind ever organized by a motorcycle manufacturer in this market. Reporters from various women's magazines were invited to test-ride this model. This enabled them to experience personally the gentle riding feel exclusive to the Passol. Miss Yachigusa was also enthusiastic enough to obtain a driving licence for herself after finishing the course of the Yamaha licence school. This helped to set spurs a Passol boom all over the country.



The Yamaha Beluga is a full-scale scooter which debuted as Yamaha's third stepthrough model in February of this year. The Beluga is oriented toward adult men who care about "quality". Its elegant styling and handsome meter panel are very favorably received by these customers. Available are the 50cc 3.8hp CV50E and the 80cc 5hp CV80E for pillion riding. Both have an electric starter and V-belt type automatic transmission. Both brakes are hand operated. The CV50E has 3.00-10-2PR tires and the CV80E 3.50-10-4PR ones. They weigh 75kg and 79kg respectively.



The Pasetta SB50E is an entirely-new sports scooter which was introduced in April of this year. Its attractive and nimble-looking styling appeals to novelty-minded customers. Both with and without an electric starter models are available. The 2.6hp engine and automatic transmission are also featured in this model. With these additions the Yamaha scooter range has been greatly strengthened to gain widespread popularity among both male and female customers.

Exhaustive sales promotion

Due to the effect of these campaigns, the Yamaha Passol S50 caused a very strong impact on the market. Then all Yamaha resources were joined in developing sales promotion activities across the country. Road shows and test rides were held on a nationwide scale. New bikes were offered for exhibition at various showrooms. The Yamaha licence and driving schools were held regularly in many cities and towns. The aim of all these activities was to make the exclusive product features of this model more impressive to as many people as possible. Ad and PR campaigns and sales promotion activities went hand in hand in a very ideal manner. The multiplied effect of these efforts was truly tremendous, and an amazing 172,000 bikes were sold within 10 months of the first year.

It must not be overlooked that dealers wives contributed greatly to this phenomenal increase in sales. They rode new bikes around themselves for the sake of demonstration. They served as good opinion leaders in their local communities. Some of them took a special instructor course in order to play an active role in licence schools. In addition, they were helpful to their husbands in the improvement of shop interior and exterior designs with the aim of making a favorable impression especially upon woman customers.

The sales of Passol S50 bikes continued to increase but even these excellent results were not quite enough for Yamaha. A development project on another soft bike had already been started during the period of brisk sales promotion activities for the Passol S50. Encouraged by the success of the Passol S50, and based on its foresight into the future market trends, Yamaha had already set another definite target. The next soft bike should be a multipurpose

model intended for worldwide markets.

The Passola SA50, which followed the Passol S50, retained the exclusive product features of its sister model, such as easy handling and gentle styling. On the other hand, the Passola was enlarged in size, with increased power output and climbing ability so that it could meet multipurpose uses by delivering higher overall performance. This model debuted in February 1978 to strengthen the Yamaha soft bike range. Sales promotion campaigns which were carried out under a new catchphrase — "I ride my Passola because it's gentle", were a similar success. The same year the Passol S50 Deluxe was also marketed to consolidate further Yamaha's lead in this market.

Ever-growing bike market in Japan

In 1978 the Japanese motorcycle market was still picking up despite general depression in business. Total sales reached 1,980,000, a new record! 50cc bikes accounted for 1,700,000, 1,030,000 of which were family bikes! It was Yamaha that always set the pace in this boom. Family bikes already became the most popular category of the home market. This was naturally accompanied by more diverse and sophisticated customer needs and preferences.

As mentioned earlier, family bikes found a good market among housewives at first and then, an increasing number of men also began to show their interest in these bikes.

In order to meet this new market trend, Yamaha introduced the Carrot MA50, the Malic LC50 and Lyric LD50 one after another during the period from February through April of 1979. The highlight of Yamaha's sales promotion activities was that two specially prepared 11-ton trucks called "Queen" and loaded with a number of soft bikes, travelled all around Japan to

develop a large-scale soft bike caravan campaign. Road shows, test rides, free services and many other events took place in 60 major cities to arouse a Yamaha soft bike sensation all over Japan.

The man-oriented Towny MJ50 and the up-graded soft bike the Poet LE50 were put on sale in 1980. These models represented Yamaha's greater efforts toward the overall expansion of the family bike market. In sales promotion campaigns for the Towny, Mr. Sadao Watanabe, one of the most popular jazz musicians in Japan, was engaged as the image character for this model which was intended for use by adult men in the age bracket of 30 to 35 years.

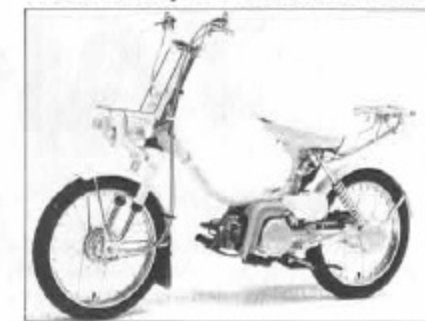
This year the Beluga CV50E and CV80E were launched on the market. These scooter models have been designed and engineered as the forerunners of a forthcoming scooter era at a time when step-through type bikes have become so popular in Japan.

As you know already, annual bike sales in Japan have recorded a 100% increase for the past few years and the number of registered bikes has already reached the 11.2 million mark. Now Yamaha is leading this upward trend.

Yamaha's long, exhaustive efforts which have been aimed at fulfilling the slogan "A Good Bike for A Better Life", are now bearing fruit. Bikes are becoming a life necessity worldwide. Especially in Japan, soft bikes which are easy to handle and attractively styled, are doing a great deal for this trend.

The success of soft bikes is a milestone in Yamaha history. This is the brilliant achievement of joined Yamaha efforts in the areas of superior commodity planning, advanced research & development technology, effective ad & PR campaigns, positive sales promotion activities and increased production capacity.

A rich variety of Yamaha soft bikes

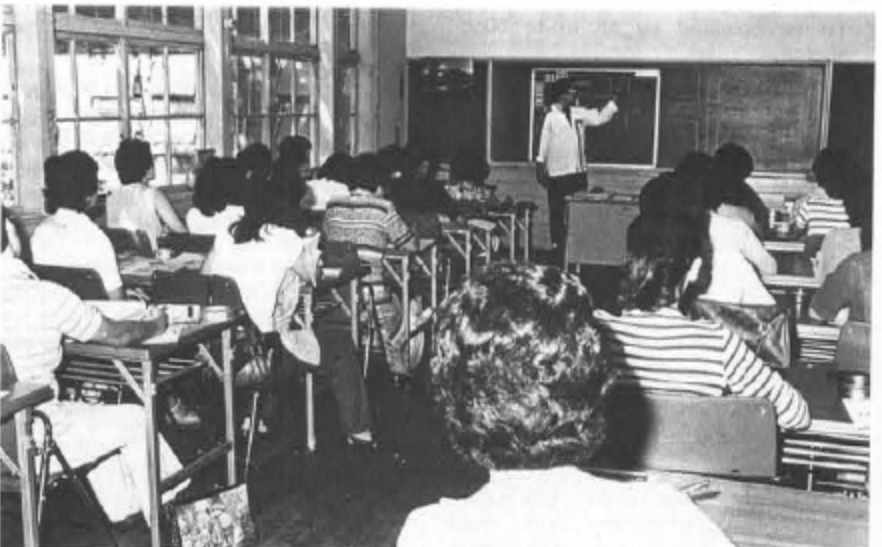


From top: The cycle styled Carrot MA50 (marketed in February of 1979), and the Towny MJ50 (marketed in February of this year). Both models have a shaft drive system.

Especially, the Towny is oriented toward adult men and features a 2-speed automatic transmission, with an enlarged seat. The Malic LC50 (marketed in February of 1979) and the Lyric LD50 (marketed in March of 1979). Both have a shaft drive system and small-sized wheels. The Malic has 3.50-10 tires and 2-speed automatic transmission. The Poet LE50 (marketed in May of 1980) and the Chappy LB50II (marketed in June of 1973). The Chappy is a memorable model. It was the forerunner of the soft bike era, and it is still available on the market. Its attractive styling and super-smooth handling are strong sales points. This model is available in automatic transmission type centrifugal clutch 3-speed transmission type or manual clutch 4-speed transmission type. An 80cc type is also available. The Poet follows the same design concept as the Chappy, although it has 3.50-10-2PR tires instead of the 4.00-8-2PR ones on the Chappy. The Poet comes in 3-speed automatic transmission type or manual clutch 3-speed transmission type.



Yamaha licence school and Yamaha driving school. Both are Yamaha-original schemes.



A specially equipped 11-ton truck is used to hold a soft bike road show around Japan.



A motorcycle shop featuring a Yamaha-designated exterior, with soft bikes displayed inside.

TAKAI'S EASY WIN

— Malaysian GP —

Yamaha ace Ikujiro Takai expertly rode a works YZR500 to dominate the 1981 Malaysian Grand Prix for Motorcycles which was held at Kuala Lumpur on May 31.

This year the GP enjoyed overwhelming public response because of intensified rivalry among works teams. Honda participated in it for the first time, and Suzuki and Yamaha brought in powerful works teams to stake claims for honors, which brightened up the otherwise dull two-day program. '80 Japanese champion Takai shot off from the grid like an arrow and led the 50-lap race from start to finish, leaving all rivals far behind.

Masaru Mizutani (works Suzuki) who was beaten by Takai by about three quarters of a lap, was the only rider to stay on the same lap with the winner.

Takai set the fastest lap time of 1' 24" 3.

In addition, Takai (YZR500) and his team-mate Hideo Kanaya (YZR750) completed an easy one-two victory in the improved motorcycles 251cc and above class. Besides, Yamaha riders swept four other classes as follows:

- Series production motorcycles 251cc — 350cc
1. F. Looi Yamaha RD350LC
 2. L. Sng Yamaha RD350LC
- Series production motorcycles up to 250cc
1. L. Sng Yamaha RD250LC
 2. W. Chan Yamaha RD250LC
 3. G. Leong Yamaha RD250LC
 4. B. Jones Yamaha RD250LC
- Improved motorcycles up to 100cc
1. B. Kamili Yamaha RX100
 2. G. Leong Yamaha RX100
- 100cc motorcycles event
1. B. Kamili Yamaha RX100



2. S. Tajuddin Yamaha RX100
3. I. Lee Yamaha RX100
4. Y. Soedomo Yamaha RX100

Penang GP (Malaysia) Andrew Johnson rides a TZ500 to victory

Yamaha's success was even more spectacular in the 1981 Penang Grand Prix for Motorcycles. Andrew Johnson (TZ500) won the GP while he rode the same Yamaha to an easy overall win in the improved motorcycles 126cc and above class.

- Other wins by Yamaha riders were:
- Improved motorcycles class 126cc — 250cc
1. B. Jones Yamaha TZ250
 2. G. Leong Yamaha RX100
- 100cc motorcycles event
1. B. Kamili Yamaha RX100



Series production motorcycles class 251cc — 350cc

1. F. Looi Yamaha RD350LC

Series production motorcycles class 101cc — 125cc

1. B. Kamili Yamaha RX-S
2. P. Yok You Yamaha RX-S
3. I. Lee Yamaha RX-S

Series production motorcycles up to 100cc

1. S. Tajuddin Yamaha RX100
2. B. Kamili Yamaha RX100
3. I. Lee Yamaha RX100
4. G. Leong Yamaha RX100

As you can see, the RX-S and RX100 machines swept the two small displacement production classes, creating a strong impact onto the market.

Motocross World Championships



cond in the second race while Jobe was sixth and first. This showed that the 250cc title battle was still wide open with the first six rounds contested.



N. Hudson

— 250cc class — Hudson (Yamaha) narrows Jobe's lead!

Neil Hudson (Yamaha) is now in hot pursuit of George Jobe (Suzuki) in the 250cc world championship motocross title battle. He narrowed Jobe's lead to 50 points when he won the Bulgarian GP held near Sofia on May 31. Hudson collected 27 championship points by winning the first race and placing se-

— 125cc class — Velkeneers shows a determined ride

French Yamaha rider Marc Velkeneers is becoming a serious threat to reigning world champion Harry Everts (Suzuki) in the 125cc title chase. He placed second and third in the two races of the Yugoslavian GP on May 24. In the first race of the Polish GP on May 31, Velkeneers beat Everts and added 15 points to his championship tally. J. Vimond, Velkeneers' team-mate finished third in the second race.



M. Velkeneers

Take a free test-ride on the new Yamahas!



Yamaha Road Show — Great Britain

It is proverbially said that seeing is believing, or there is nothing like seeing for oneself. The true significance of this old saying can be appreciated very well in association with the success of a unique extensive new models campaign which is being promoted by Mitsui Machinery Sales (UK) Limited, whose main offices are located in Surrey, England. This company, which is handling all the imports and sales of Yamaha motorcycles in Great Britain, is always striving to increase the share of Yamaha products in this important market.

A firsthand look at the new Yamaha line

Last year the company promoted a series of road shows in several selected cities as a tentative move, with the intention of assessing the effect of these events on prospective motorcycle purchasers. The move was a definite success.

Each road show attracted a great number of motorcycle fans who had a firsthand look at the new Yamaha line. In addition, everybody who wanted to do, was allowed to take a free test-ride on the new Yamahas. This success undoubtedly contributed to the business of all related Yamaha dealers concerned.

This year, encouraged by this success, the company started a similar but larger-scale new models campaign called the Yamaha Road Show beginning in April. Now a specially prepared heavyweight bus loaded with new models is making the rounds in this country, to cover 40 major cities where road shows will be organized in cooperation with related local dealers concerned. Each road show, which takes place on Saturday and Sunday, is enjoying an immense response from local motorcycle enthusiasts, reflecting their great interest



Each road show attracts a great number of motorcycle fans.

in Yamaha models, as well as the success of extensive prior public relations activities and ad campaigns. The new Yamaha range is comprised of a variety of exciting models, such as the XJ550/650, the RS100, the DT175, the RD250LC/350LC, the XT250, the SR250SE, the XS650SE, the XV750SE and the Passola. All Yamaha dealers approve of this campaign wholeheartedly. They cite it as the best sales promotion scheme ever organized. Their appreciation is expressed in their letters addressed to Mr. Steve Hackett, Mitsui Machinery Sales (UK) Limited. Here are some of the letters:

"Dear Steve,
Congratulations! The YAMAHA ROAD SHOW is super, and a fantastic sales aid. Your staff are a credit to Yamaha, and worked hard and efficiently all day to en-

sure that the event was a success. You may know that we sold sixteen motorcycles on that day, and you and I know how many "pennies in heaven" there are as a result of such a promotion. The best is yet to come. I understand that in all probability you can arrange for us to have the benefit of another date for the Road Show, other than as scheduled for 17.10.81. We would of course be delighted, and I ask you to let me know the instant something more positive can be arranged. Well done Yamaha!"
(Mr. H.C. Fowler, Managing Director, Fowler of Bristol Ltd.)

"Dear Steve
Thank you for your letter of 31 March about the MCN advertising campaign which we are delighted to be included in. I note that MCN are advertising indepen-

dently in the Scottish Daily Record and other Nationals. Indeed, I have already seen their adverts in the Scottish Daily Record. A week or so ago Mitsui took space in the Record in the form of the RS200 reduced price advert. Even though there was no dealer panel next to it the response was fantastic. We had something in the order of 30 telephone enquiries about the RS200 and as a direct result of the advert sold two over the phone. The Daily Record has a circulation of about 1,000,000 in Scotland and reaches the biking public particularly at the bottom and commuter end of the market. They also do colour. Perhaps in view of the success of this one off advert you might consider some further "Mitsui" advertising in this paper. If I can be of further help please let me know.
Yours sincerely"

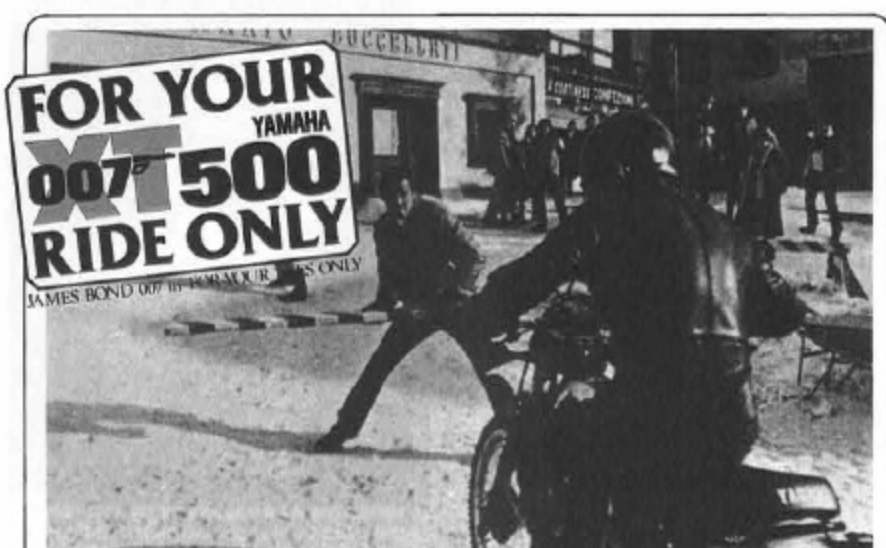
(Mr. John Nicholson, Yamaha Motor Cycle Sales and Service)

"Dear Steve
After Saturday it seems very quiet here, with just the normal trade to cope with, and I must admit we were all pleasantly surprised with the number of motorcyclists that turned up on the day. Maybe it proves the power of advertising through T.V. I have enclosed copies of our advertisements for the last two weeks, in order that you can assess the effort put into the event, plus four T.V. sports upon Thursday and Friday evenings. An invoice is enclosed to cover your agreed contribution and trust you can pass it for payment.
Kind regards."

(Mr. Alan Weir, General Manager, Motorcycle City (Sales) Ltd.)



The Passola is becoming one of the most popular family bikes.



FOR YOUR YAMAHA XT500 RIDE ONLY

The Yamaha XT500 which appears in "For Your Eyes Only" plays a vital role, together with James Bond. The film features a thrilling downhill sequence filmed in Cortina, Italy, in which agent 007 dons a pair of skis and is pursued by two men riding Yamaha XT500's. The chase involves some incredible riding and skiing, and the climax is when the remaining rider and Bond literally drop in to a bobsled run, both wiping out in a big way. In a sense, the film is an exciting testimony to the superiority of Yamaha technology a testimony that boosts the Yamaha image and will generate sales. XT500's used in this film have special equipment for frozen surface.



Everyone can take a free test-ride.



A specially prepared bus

NEWS FLASH!

— 500cc British GP — Carlqvist's clean victory

Hakan Carlqvist (Yamaha) scored a clean victory in the British GP, the 8th round of the series held at Farleigh Castle on July 5. Carlqvist won both races of the GP. Reigning world champion Andre Malherbe (Honda) had injection troubles during the first lap of the first race. In the second race he crashed at the first bend together with Andre Vromans (Yamaha).
(see our next issue for more details)

RESULTS

Road Race
World Championships
French GP — May 17 (Paul Ricard)
500cc class — 21 laps, 76.13 miles
1. M. Lucchinelli (Suzuki) 2. R. Mamola (Suzuki)
3. G. Crosby (Suzuki) 4. B. Sheene (Yamaha) 5. K. Roberts (Yamaha) 6. H. Kaweski (Suzuki)
250cc class — 18 laps, 66.26 miles
1. A. Mang (Kawasaki) 2. T. Espie (Yamaha) 3. C. Lavado (Yamaha) 4. J.-F. Balde (Kawasaki) 5. P. Bote (Yamaha) 6. R. Sibille (Yamaha)
Sidecar class — 17 laps, 61.93 miles
1. R. Biland/K. Waltsberg (Yamaha) 2. J. Taylor/B. Johanson (Yamaha) 3. A. Michel/M. Burkard (Yamaha) 4. E. Streuer/B. Schneiders (Yamaha) 5. D. Jones/B. Ayres (Yamaha) 6. P. Campbell/R. Goodwin (Yamaha)

Spanish GP — May 24 (Jarama)
250cc class — 31 laps, 63.76 miles
1. A. Mang (Kawasaki) 2. J.-F. Balde (Kawasaki) 3. C. Lavado (Yamaha) 4. R. Schlachter (Yamaha) 5. J.-L. Guignabodet (Kawasaki) 6. P. Fernandez (Yamaha)
Sidecar class — 20 laps, — 57.52 miles
1. R. Biland/K. Waltsberg (Yamaha) 2. A. Michel/M. Burkard (Yamaha) 3. M. Kumano/I. Tateshima (Yamaha) 4. D. Jones/B. Ayres (Yamaha) 5. M. Vanneste/P. Vanneste (Yamaha) 6. P. Campbell/R. Goodwin (Yamaha)

Yugoslavian GP — May 31 (Rijeka)
500cc class — 32 laps, 83.26 miles
1. R. Mamola (Suzuki) 2. M. Lucchinelli (Suzuki) 3. K. Roberts (Yamaha) 4. G. Crosby (Suzuki) 5. B. Sheene (Yamaha) 6. G. Palletier (Suzuki)
250cc class — 30 laps, 77.62 miles
1. A. Mang (Kawasaki) 2. J. Ekerold (Yamaha) 3. C. Lavado (Yamaha) 4. J. Cornu (Yamaha) 5. T. Espie (Yamaha) 6. J.-F. Balde (Kawasaki)

Motorcross
World Championships
500cc class
Swedish GP-May 24
1st race
1. A. Malherbe (Honda) 2. G. Noyce (Honda) 3. H. Carlqvist (Yamaha) 4. G. Rond (KTM) 5. I. Van Den Broeck (Malco) 6. J. Van Velthoven (KTM)
2nd race
1. G. Noyce (Honda) 2. H. Carlqvist (Yamaha) 3. G. Wolsink (Honda) 4. G. Rond (KTM) 5. I. Van Den Broeck (Malco) 6. J. Van Velthoven (KTM)

Italian GP — May 31
1st race
1. J.-J. Bruno (Suzuki) 2. G. Noyce (Honda) 3. A. Malherbe (Honda) 4. A. Vromans (Yamaha) 5. H. Carlqvist (Yamaha) 6. J. Van Velthoven (KTM)
2nd race
1. A. Malherbe (Honda) 2. G. Noyce (Honda) 3. G. Rond (KTM) 4. F. Picco (Yamaha) 5. B. Lackey (Suzuki) 6. J. Van Velthoven (KTM)

250cc class
Italian GP — May 17
1st race
1. G. Jobe (Suzuki) 2. R. Dieffenbach (Honda) 3. M. Tarkonnen (Yamaha) 4. J.-P. Mingels (Yamaha) 5. S. Talmi (Husqvarna) 6. S. Mortensen (KTM)
2nd race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. M. Doice (Malco) 4. A. Drechsel (Kawasaki) 5. D. Rangolov (Husqvarna) 6. P. Groenveld (Honda)

Czechoslovakian GP — May 24
1st race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. K. van der Ven (KTM) 4. R. Dieffenbach (Honda) 5. J.-C. Lacquaye (SWM) 6. M. Guerra (Husqvarna)
2nd race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. K. van der Ven (KTM) 4. J.-C. Lacquaye (SWM) 5. M. Guerra (Husqvarna) 6. R. Dieffenbach (Honda)

Bulgarian GP — May 31
1st race
1. N. Hudson (Yamaha) 2. J.-C. Lacquaye (SWM) 3. R. Dieffenbach (Honda) 4. D. Rangolov (Husqvarna) 5. G. Jobe (Suzuki) 6. M. Guerra (Husqvarna)
2nd race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. R. Dieffenbach (Honda) 4. D. Rangolov (Husqvarna) 5. K. van der Ven (KTM) 6. J.-C. Lacquaye (SWM)

125cc class
Yugoslavian GP — May 24
1st race
1. H. Everts (Suzuki) 2. M. Velkeneers (Yamaha) 3. M. Rinaldi (Gilera) 4. G. Rahier (Gilera) 5. E. Geboers (Suzuki) 6. M. Nieli (KTM)
2nd race
1. H. Everts (Suzuki) 2. A. Watanabe (Suzuki) 3. M. Velkeneers (Yamaha) 4. J. Vimond (Yamaha) 5. G. Andreani (KTM) 6. C. Maddi (Aprilia)

Polish GP — May 31
1st race
1. M. Velkeneers (Yamaha) 2. H. Everts (Suzuki) 3. M. Rinaldi (Gilera) 4. G. Andreani (KTM) 5. C. Maddi (Aprilia) 6. G. Rahier (Gilera)
2nd race
1. E. Geboers (Suzuki) 2. A. Watanabe (Suzuki) 3. J. Vimond (Yamaha) 4. H. Everts (Suzuki) 5. H. Seppenwoilde (Honda) 6. M. Rinaldi (Gilera)

LTR IS HIGHLY ACCLAIMED

From Singapore: The Special Enforcement Squad comprises the cream of the Mobile Squad of the Singapore Police. The members are highly trained for specialized escort duties and traffic enforcement in the more difficult circumstances and situations. For example, they mount prestige out-ride escorts for VIPs. This team is also responsible for the suppression of the thrill-seeking "hell riders"

who pose a grave danger to other road users as well as themselves. Such suppression work requires an extremely high standard of machine handling skills, judgement and courage. Therefore, they have to possess expert riding prowess and courage as well as a very high degree of precision judgement at all times. They have to be put through a series of tailored training stunts regularly. In this connection, they were recently

given a rigorous 14-day course in the techniques of speed riding by Mr. Kazutoshi Iwao, Yamaha instructor. The members learnt on-road and off-road riding in all weather conditions, precision manoeuvring, high speed riding and safety factors in high speed situations. This training was highly appreciated by all of them as it would contribute greatly to the smoother implementation of their important duties.

Aiming for the 1,000,000 mark within 5 years.

— The 100,000th Yamaha-made generator comes off the line.

Celebrating the memorable occasion of the 100,000th Yamaha made generator coming off the line. Mr. Fumio Nemoto, Executive Managing Director of Yamaha Motor is giving a congratulatory address.



From Iwata: On May 19th, the 100,000th completely Yamaha-made generator came off the line at the Showa Works, Ltd. This was a momentous occasion for all, especially considering the fact that, since Yamaha began complete production of its own generators, only two years and two months have gone by. On hand to celebrate the 100,000th generator coming off the line were such dignitaries as Fumio Nemoto, Executive Managing Director and Toshio Tanaka, Director of Yamaha Motor Company, and the President of Showa Works, Ltd., Toshio Matsui. The feeling expressed by all was that with the current great demand for power products and the trust that customers everywhere show in the Yamaha brand, its quality, performance, price and quantity, that if Yamaha combines its efforts and strives toward becoming Number 1 in the business, reaching the 1,000,000 production mark won't even take 5 years.



The 100,000th generator marks a milestone in the production of power products.

Nigeria's top power products salesmen visit Japan

As mentioned in earlier issues the rapidly growing YAMACO Division of John Holt Co., Ltd., distributor of Yamaha power products in Nigeria, held a large scale sales contest over a period of 3 months beginning last October, with a trip to Japan as the prize. During that period three men, Mr. R.O. Lwuzor of

Duruakau Stores, Mr. E.O. Eruchalu of Chabros Trading Co. and Mr. Udih of Udih and Sons Ltd., sold more than 300 machines each to win an exciting trip to Japan with Yamaco's Chief Accountant, J.A. Lawal as their guide. Arriving in Japan on May 12th they visited Kyoto, Kobe, Hiroshima, Mt. Fuji and Tokyo tak-



The group inspects the production line for generators at Showa Works with great interest.



A welcoming party put on by members of the Yamaha Power Products Division at Yamaha's Home Office.

ing in a wide range of Japanese early summer scenery as well as visiting the Yamaha Home Offices and the Showa Works Ltd. where they had a chance to get a first hand look at the production of the various models of Yamaha's power products line and also the production of motorcycles. During their one week stay in Japan they were able to visit the Portopia Exhibition in Kobe, a creative representation of a port city of the future, and to enjoy themselves at the Nipponland Amusement Park at the foot of Mt. Fuji where, by the way, temperatures dropped to 10°C in the evening, a chilliness the Nigerians never experience in their own country. At the Showa works they were able to witness the production of generators from the central core, the rotor and stator, through the entire process through quality control and finally the finished products coming off the line. Seeing the

Efforts to develop a new market for Yamaha outboards and sailboats



Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to your business. Any sort of news or information would be highly appreciated if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black/white to your news or information wherever possible. At the same time, we like you to clarify the following points:

- When
- Where
- Who
- Why (for what purpose)
- How

Address: Editorial Room of Yamaha News Advertising & Public Relations Overseas Markets Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken (Japan)

Tel: IWATA 05383-2-1111 Telex: IWATA 4283 751 YAMAHA J Cable: YAMAHA MOTOR IWATA

wide variety of quality products renewed their enthusiasm toward greater sales promotion. Here is what they had to say about their trip:

"We, the visiting dealers, are very happy to associate ourselves with Yamaha Motor Co. Ltd., of Japan through the YAMACO Division of John Holt Co., Ltd. The great reception given us at every division visited during our visit will go a long way toward improving Nigerian dealers' business relationship with Yamaha Motor Co. through the YAMACO division of John Holt Co., Ltd. The opportunity afforded us to see your main factories at Iwata, Showa Works and Hara Factory, to see how the products are being manufactured has given us more technical knowledge of the Yamaha products we are handling and now we have more confidence in the quality of all Yamaha products particularly the generators which now dominate the Nigerian market.

In order to continue to meet the increasing need of the Nigerian market and to maintain the lead in generator distribution in Nigeria, we suggest you consider production of a higher range of generators which would be capable of carrying 4 or more air conditioning units of about 11,000 BTU and up. The bigger range of generators should be diesel engine type. In conclusion, we consider the visit to be a success and hope it will be the beginning of future trips of Nigerian dealers."

From Greece: YAMAHHELLAS of Eliopoulos Brothers Ltd. recently organized a Yamaha O/M dealers conference in Holiday Inn in Athens. The conference was presided by Mr. Meihanetsidis, General Manager who also conveyed the congratulatory message of Mr. Hisao Koike, President of Yamaha Motor. During the conference new O/M models for 1981 were introduced to the participants, together with Yamaha portable

generators and multi-purpose engines. In addition, a SEAHOPPER sailboat was displayed at the hotel entrance hall. A full-scale sales promotion campaign has already started for this model. Included in the agenda were the following important items.

- O/M market development in Greece as per import statistics for the past 9 years
- O/M market share based on country of origin
- Yamaha vs competitive retail price list for the last 4 years
- 1980 geographical area target achievement
- Request to dealers to increase their sales by 50% in 1981, together with announcement of dealers trip contest (to Japan)

Problems and areas of interest were covered in detail and there was a frank and lively of opinions and solutions concerning them, thus bringing the exchange conference to a success.



A frank and lively exchange of opinions



A complete range of Yamaha outboards

Have you heard about racing karts?

The popularity-winning Yamaha KT100AX/KT100A

Kart racing is a new motor sport that is growing steadily in popularity. Kart racing is said to have begun in California in 1955 when people began to put motors on children's soap box derby cars, which were previously unmotorized cars coasted on a down hill track. From America kart racing spread to Europe where the sport has been organized to include a European and World Championships. Now it has become popular in Australia, Hongkong and Japan as well. As you probably know a kart is defined as a pipe-constructed chassis with no cushion unit, direct steering, no transmission and powered by a 100cc two-stroke engine. Contestants race on a closed circuit track usually of about 1 kilometer per lap. Because there is no transmission, karts are push-started, and quick acceleration from low speeds is an essential point in a good kart. Of course there are classes with larger engines and gear boxes, but the non-



The KT100S (left) and KT100AX engines

transmission 100cc class is still the main stream, and the class at which the world championships are contested. In the world of kart racing the karts that are attracting people's attention more and more are Yamahas. For kart engines Yamaha offers the rotary-valve intake 2-stroke KT100AX and the piston valve type

KT100S, and Yamaha mounts the KT100S on its own Yamaha built chassis to offer a complete kart, the RC100S. The KT100AX was created to meet the demands of the European kart racers, making its appearance in the middle of last year with the chassis-making Hutless Company as its distributor. With a bore x stroke ratio of 48 x 54 mm, it is a long stroke engine with the potential to hold its own in the World Championships. In fact, in the 1980 world Championships held in September in Niveues, Belgium, top driver Toni Zöserl, a distributor from Austria drove a KT100AX kart, as did Hutless work's top female driver, Parisienne, Cathy Muller. In their qualifying heats both turned in excellent performances with Toni finishing 2nd and Cathy placing 5th. Also in January 1981 at the C.I.K. (Committee of International Karting) approved Open All Africa Championships, held in Pretoria, south Africa, Toni Zöserl drove a Birel/ Yamaha against top drivers such as Sweden's Lars Forsman on a Parilla mounted Birel and famous drivers from England and West Germany as well. In the time trials both Zöserl and

Forsman set a new lap record for the courses. The final, which consisted of three heats, Zöserl finished first in the first two heats and the third heat turned out to be a close battle between these two drivers. Forsman managed to lead Zöserl for the last several laps but he was caught by the rival during the very final stage of this heat. Zöserl monopolized all wins and took the championship.

Also in this race Cathy Muller on a Hutless/Yamaha managed to finish 3rd, making herself one of four drivers on Yamaha KT100AXs to finish in the top 10, and making the great potential of the KT100AX the talk of the competition. The piston valve induction, over square type, 97.6cc KT100S is mainly popular in America. In the 4 years since it was put into production, this high quality engine, as well as complete with chassis RC100S have been best sellers. In America where West coast racing is controlled by the I.K.F. (International Karting Federation) and the East is controlled by the W.K.F. (World Karting Federation) there are often one-make races held exclusively with KT100As.

In Japan where the RC100S is the main kart, there are over 300 karting events a year. These karts have the reputation for reliability and the quality when well tuned to compete with any class A Kart.

Yamaha's Industrial and Leisure Vehicles Dept. is planning a policy for positive sales expansion for these new sport machines, and the potential for future growth looks great. By the way sales for 1980 included 2,000 machines to Europe, 6,000 to America and 2,000 in Oceania.



Toni Zöserl

Cathy Muller



The RC100S, a KT100S engine on a Yamaha chassis

SAFE RIDING AND PSYCHOLOGY

Part 6

The Psychology of Riding

Contained in previous issues:

Are you seeing correctly when you drive?

(8 sections): '81 issues No.1 - No.4

The Psychology of Riding

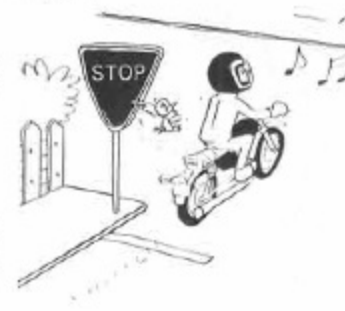
1. Through the accumulation of experience, driving becomes a series of conditioned responses ('81 issue No.5)

2. Make it a point not to get into bad driving habits.

* Bad driving also becomes habitual through repetition.

Intersections in quiet residential areas have stop signs and stop lines. However, there is hardly ever any traffic at such intersections. At first most drivers will make a complete stop as they should and check the intersection for traffic before proceeding through. Then eventually, because there is never any traffic at the intersection, the driver will begin to go through the intersection without stopping. When not stopping at the in-

tersection becomes a habit, the stop sign also ceases to enter the drivers consciousness. Repeatedly going through an intersection without stopping eventually makes not stopping a conditioned response.

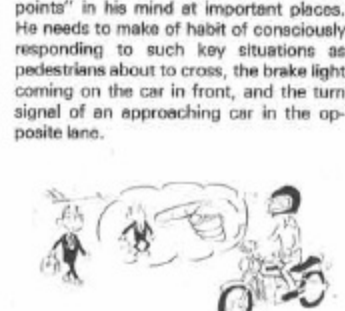


If nothing out of the ordinary happens on roads that you pass every day, unconsciously, you begin to drive them automatically.

* We should consciously set up certain "check points" in our minds.

The railroad companies get good results in preventing these kinds of mistakes caused by conditioned responses by making use of mandatory hand or voice confirmations. By using a series of confirmations such as pointing at a signal and making verbal confirmations, they get into the habit of consciously checking

essential information. Most traffic accidents occur at times when the driver is driving without proper consciousness of what is going on around him. The driver needs to set up certain "check points" in his mind at important places. He needs to make habit of consciously responding to such key situations as pedestrians about to cross, the brake light coming on the car in front, and the turn signal of an approaching car in the opposite lane.



Of course your hand shouldn't leave the handlebar, but in your mind you should make a conscious "check" for safety.

* Let's make safe riding a habit.

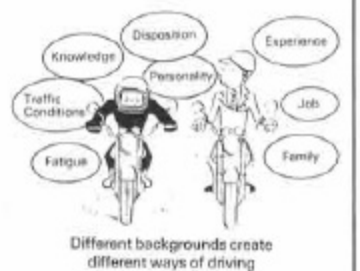
Because of the fact that more experienced we become at driving, the more driving becomes a series of conditioned responses. It is very important that it always be good driving habits that we condition ourselves to. Drivers who have developed bad driving habits must make an effort to correct

those habits as fast as possible. "Driving too fast", "following too close to the car in front", "taking your eyes off the road", these are all examples of bad driving habits that lead to accidents if they are left uncorrected.

3. How do individual differences develop in the way people drive

* Personality, experience, family situation, these kinds of factors change the way we drive

People who work in an environment where rules are strictly observed, are apt to keep the rules of the road while driving more so than is someone who works in a lax environment. A calm person is less likely to try to pass another car in a dangerous situation than is a person with a short temper. A person in a hurry is more likely to drive to fast than he would be if he had plenty of time. Many people become more prudent drivers once they become parents with children to care for. Everyone's individual desires and interests have a big effect on the decisions they make when driving. How about you?



Different backgrounds create different ways of driving

* Things in the background that influence the way we drive.

There are individual differences in the way people drive. There are people who always start moving before the signal changes to green. There are people who take so long to double check for safety after the light has already changed, that they cause the other drivers behind them to become irritated. Why do such differences come about? Aside from simple differences in riding technique, drivers are influenced by such factors as their disposition, personality, past experiences, knowledge, social status, their family situation, all of which have a subtle influence on the way a person drives.



Watch our news instead of reading it.

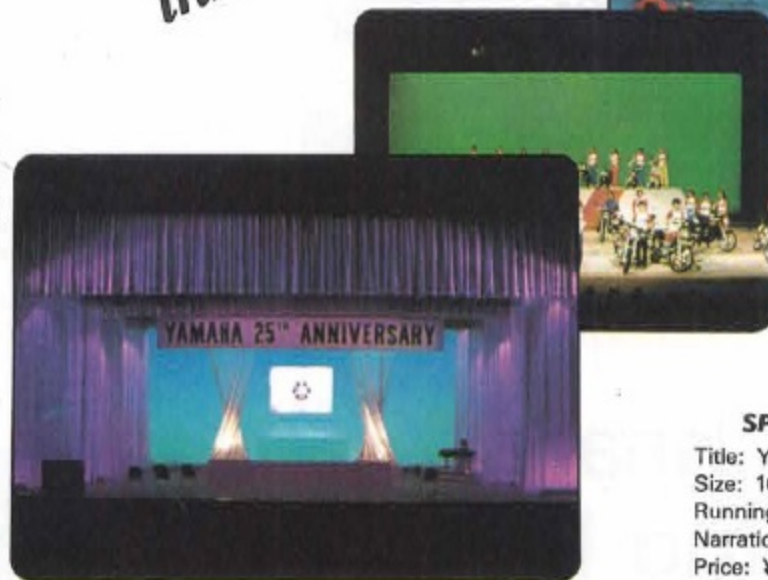


YAMAHA NEWS No. 1

Yamaha celebrated the 25th anniversary of the company's founding on June 1, 1980.

This film follows various highlight scenes of a grand ceremony held at the Community Hall in Iwata City, home of the company. Its coverage includes the following events as well:

- * National dealer convention
- * International dealer convention
- * Training Chinese Motocross riders
- * Opening of Yamaha's new Tennis Club
- * Yamaha's Yacht Week at Lake Hamana
- * Ribbon cutting ceremony for Y.M.U.S.'s new facilities in the town of Cypress, Calif.
- * Venemotos' 25th anniversary
- * World GP racing (Kenny Roberts)



SPECIFICATIONS

Title: YAMAHA NEWS No. 1
 Size: 16mm, multicolor
 Running time: 20 minutes
 Narration: English
 Price: ¥67,000 FOB Japan

A good long-term investment



www.legends-yamaha-enduros.com

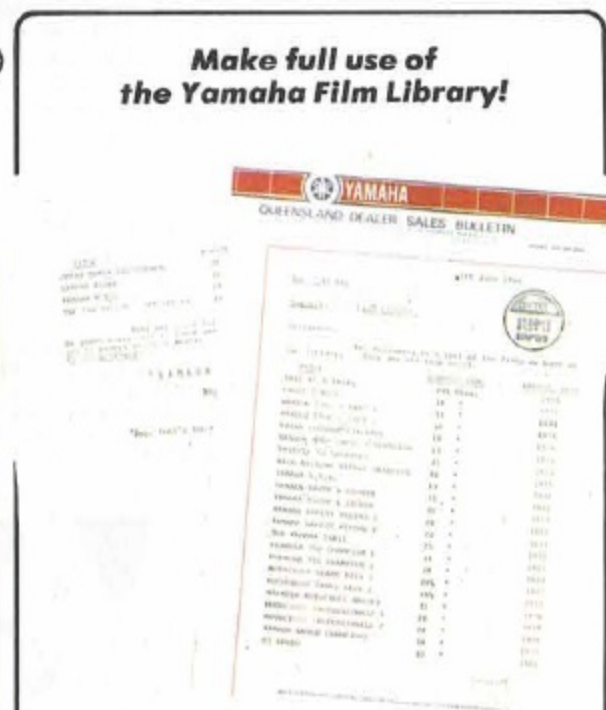


Updated Yamaha Film Library

The Yamaha Film Library contains a variety of PR films which have been produced and distributed with the intention of presenting the facts about ever-growing Yamaha in a vivid and convincing manner.

A number of new films have been produced in recent years, and now the Library is substantially updated so that the list is kept current, with revised film order numbers. Films can be one of the most effective sales promotion aids and they will retain their value and utility for a long time. We hope you will make full use of them on many different occasions in direct or indirect connection with your business, and in this way help to enhance the Yamaha brand image.

Make full use of the Yamaha Film Library!



UP-TO-DATE FILM LIST

Film No.	Title	Production	Narration	Size	Running time	Price
F932	The Coastal Fisheries of Japan	'81	E, S, F	16 mm	40 min.	¥ 72,000
F931	How To Create Demand	'81	E, S	16 mm	28 min.	¥ 60,000
F930	Yamaha Technology	'81	E, S, F, G, C	16 mm	12 min.	¥ 45,000
F929	Yamaha News No. 1	'81	E	16 mm	20 min.	¥ 67,000
F928	Raider and the Clipper Cup	'81	E	16 mm	30 min.	¥ 80,000
F927	Yamaha Kerosene Outboard Motors	'80	E	16 mm	22 min.	¥ 67,000
F926	The Innovation Challenger	'80	E, F, G	16 mm	20 min.	¥ 64,000
F925	An Exciting Start	'80	E, S, F, G	16 mm	30 min.	¥ 60,000
F924	At Speed	'80	E, S, F, G	16 mm	34 min.	¥ 60,000
F923	Yamaha Today	'80	E, S, F, G, C, P	16/35 mm	20 min.	¥ 62,000
F922	Motocross Professionals	'79	E, F, G	16 mm	27 min.	¥ 71,000
F921	Yamaha World Champions	'79	E, F, G	16 mm	34 min.	¥ 90,000
F920	King Kenny	'79	E	16 mm	30 min.	¥ 88,000
F919	Yamaha World	'78	E, S, F, G, C	16/35 mm	25/25 min.	¥ 78,000/ ¥179,000
F918	Outboard with Yamaha	'77	E, A, S, F, G, I, P, Pg	16 mm	50 min.	¥133,000
F917	Coastal Fisheries Development by the Mexican Government	'77	E, S, F	16 mm	29 min.	¥ 79,000
F916	'77 Motocross Grand Prix	'77	E	16 mm	28 min.	¥ 43,000
F915	'77 Formula 750 Champion Road Race	'77	E	16 mm	34 min.	¥ 55,000
F914	Trial Vintage Sancerre	'74	E, F, G	16 mm	18 min.	¥ 35,000
F913	Fighting with Youthful Ardor ('74 National Championships)	'74	B, G. only	16 mm	30 min.	¥ 79,000
F912	Narrow Edge	'74	E, F, G	16 mm	60 min.	¥113,000
F911	Tribute to Saarinen	'74	E	16 mm	35 min.	¥ 58,000
F910	Mick Andrews, Trial Champion	'73	E	16 mm	41 min.	¥ 63,000
F909	Yamaha Mono-cross Suspension	'73	E	16 mm	13 min.	¥ 38,000
F908	Cross Torque	'73	E	16 mm	34 min.	¥ 50,000
F907	Yamaha, Quick, Quiet, Quality	'72	E, C	16 mm	26 min.	¥ 79,000
F906	It's Wonderful To Be Young	'72	B, G. only	16 mm	20 min.	¥ 53,000
F905	1972 Yamaha Grand Sports Festival	'72	E	16 mm	10 min.	¥ 31,000
F904	Yamaha Youth & Growth	'72	E, S, F, P, G, I, C	16/35 mm	37 min.	¥126,000/ ¥289,000
F903	Yamaha Safety Riding	'72	E, S, F, C	16 mm	20 min.	¥ 53,000
F902	Eagle River Race	'71	E	16 mm	14 min.	¥ 38,000
F901	The 8th Motocross GP Race Japan	'71	E, S	16 mm	18 min.	¥ 53,000
F900	The Yamaha Trail	'71	E, S	16 mm	28 min.	¥ 79,000

Note: E - English, S - Spanish, F - French, G - German, C - Chinese, A - Arabic, I - Indonesian, P - Persian, Pg - Portuguese

You are already aware that PR films are a great help in successful sales promotion activities. With this in mind, Yamaha has continued to produce a variety of PR films for worldwide distribution until now. The Yamaha Film Library features this unique collection of films. It is an important thing for individual importers to make the contents of this library known to as many people as possible, publicizing the fact that these films will be loaned out to anybody, provided that they be handled with care when in use and returned immediately after use by prompt reliable means. Pictured here is a bulletin made by Annand & Thompson (Queensland, Australia) for distribution to all their affiliated dealers.