



21 Years with Yamaha



A Skillful Worker in Devotion to Yamaha Motorcycles

Just 21 years have already passed since Yamaha introduced its first motorcycle model 125cc YA1 on the market in February 1955. In those days the motorcycle industry of Japan was still in its infancy. Some 100 manufacturers, mostly minor, were groping in the dark and continuing desperate efforts to go along the right lines. That was an extremely turbulent age for the motorcycle industry of

Japan. Then, "triple tuning fork" which had long been accepted as the trademark of the most successful musical instrument manufacturer in the world, made its debut on the motorcycle market, too.

The above-mentioned 125cc YA1 was nicknamed "red dragonfly" for its fresh coloring which made a special appeal to novelty-thirsty fans here in those days.

Apart from its attractive appearance, performance was also far above Japanese industrywide standards.

Bright future promised

The tremendous success of this 2-stroke single-cylinder lightweight model promised Yamaha a bright future as a motorcycle producer.

The rate of growth Yamaha has achieved for the past two decades or so, is something worth beholding, really. Yamaha has already established its position as one of the most powerful and successful motorcycle manufacturers in the world. "Triple tuning fork" has become a trademark for a full line of high-quality, high-performance motorcycles, too.

Many a man has a right to share the glory of such a success for devotion to his work. Here introduced is one of them — one of the most typical Yamaha men.

Haruo Atsumi, A Master-Hand

Haruo Atsumi, now at the age of 57, working for the Hamakita Plant, was employed

by Nippon Gakki, parental company of Yamaha Motor in September '40. His technical career with motorcycles started in 1953 when Yamaha embarked on developing its first model 125cc YA1.

Throughout the period of development and research, Atsumi devoted himself to processing various engine parts or components, especially, to heat treatment demanding the most sophisticated skill and utmost precision. As you know, various parts or components such as rod, crank, shaft, gears, etc, making up an engine, must withstand extremely high temperature or friction so that the heart of a machine could run well. Also, it is not too much to say that heat treatment gives all of them a final finish. If properly done, the engine could be given high performance and superior quality. But, otherwise, everything would be far from satisfaction, after all.

It must be admitted that upon advancing into an entirely-new business field, Yamaha had to solve many technical problems arising in line with the progress of development and research in those days.

But, strenuous, untiring efforts by the technical staff of Yamaha overcame every-

thing. Their efforts combined together into the amazingly successful model 125cc YA1 as mentioned above. Atsumi took pride in his heat treatment skill fully utilized for this noteworthy model.

Prize awarded

Ever since, Atsumi has been active at work in this most important department of motorcycle manufacturing. Also, it attracts special attention that he has been always young at heart. His ardent enthusiasm to improvement of heat treatment method has earned him several official qualifications including the first-class heat treatment specialist. His vast knowledge and superb skill of heat treatment have been a great asset not only to Yamaha but to the whole motorcycle industry of Japan. Thus, his career of a craftsman was highlighted when he was awarded prize by the Labor Minister for his long, constant devotion to quality improvement of heat-treated engine parts or components. "Nothing is more pleasant for me than to hear our motorcycles receiving favors from lots of people across the world", says Atsumi, a master-hand.



A Big-Scale Campaign Called "Yamaha Festa" Opens Here — Feb. 1 to Apr. 30

A nationwide sales campaign called "Yamaha Festa" just kicked off on February 1 under a newly established business motto — a new, better life with motorcycles. The campaign will last toward a good selling season for motorcycles until April 30.



Festa to embody all Yamaha efforts

All the dealers of Yamaha, encouraged by last year's successful share expansion, are in high spirits to push forward with this new campaign, aiming to further increase sales in their respective territories under Yamaha's carefully thought-out guidance.

It is certain that small displacement bikes from 50cc to 100cc will still be the mainstay of the home market this year. Accordingly, efforts will naturally concentrate on a sales drive for these bikes.

Small displacement bikes enjoying the most widely expanded market in Japan as well as in many other parts of the world, are useful in many different ways. Some ride them for daily commuting, shopping and other practicable purposes, and others, for holiday touring or leisure-time sport.

It is not too much to say that those bikes tend to become one of life necessities for an increasing number of people. For this very reason, each manufacturer is attaching the greatest importance to this category, which will in turn make a sales battle of those bikes much hotter than any other categories, inevitably.



Three key points

The campaign has three key points for its successful promotion. First, shops and show-rooms must be as attractive or eye-pleasing as possible so that they can make a special appeal to the largest possible number of people belonging to various age groups, irrespective of sex. Second, a variety of bright, enjoyable events open to everybody must be organized as often as possible, such as leisure bike gymkhana, mobile show of new models, etc.

Those events are aimed to further popularize the real pleasure of motorcycling.

Third, an positive approach must be made to every would-be customer through every possible means. Roughly speaking, there are two different types of would-be or prospective customers, namely, those showing relatively keen interest in bikes, though they have had no or little experience of riding and those having little interest in riding with no previous experience at all.

The former can be directly contacted by dealers or their salesmen to take part in the above-mentioned bright, joyful events. On the other hand, the latter could be approached through PR leaflets or handbills prepared for distribution in large quantities, or by means of a direct mail, if possible.

A rich and wide variety of tools, POP, compliment gift items are prepared for use by all Yamaha dealers so that the campaign can be successfully promoted in every phase.



12 GT80 Bikes Donated to Boy Scout Association — South Australia

Mini trail riding is now fast growing in popularity among junior motorcyclists in Australia. Designed and constructed particularly for this purpose, Yamaha GT80 machines are finding a better and better market in this part of the world.



More efforts for beginners education

With always-growing enthusiasm to off-road motorcycling among Australian boys, Yamaha is putting greater efforts in training those novice motorcyclists for safer riding techniques and better manners in overall cooperation with local distributors and dealers.

Pitmans Motorcycles Pty. Ltd., Yamaha's South Australian distributor with the headquarters located in Prospect, South Australia, donated 12 Mini Trail GT80 machines to the Boy Scout Association, so that Yamaha's beginners education program called "Learn-To-Ride Safety Program" could be more smoothly promoted and widely popularised. Mr. A.F. Kneeone, Chief Secretary and Minister of Lands of South Australia accepted them with utmost thanks, saying that those bikes would greatly help further spread Yamaha's significant safety program.



Race-winning YZ80B

— Victoria

Just take a look at a special Yamaha YZ80B. It is fitted with a 12" front and 10" rear wheels and the first bike to be modified in this way in Australia. Mark Hunt, a 14 years old rider, rode this machine to win the 1975 Australian All States Mini-Motocross Championships. Mark is a member of the Geelong Mini Bike Karting Club, Victoria.

According to him, an altered YZ80B was much more raceworthy on bumpy motocross tracks and no rival was a match for it. It is most likely that Mark's success on his special Yamaha will further accelerate motocross enthusiasm among Australian junior riders.



**Yamaha
Outboard
Motors**

Steady progress for improvement of after-service system in Indonesia

Export shipments of Yamaha outboard motors to Indonesia are still rising in a steady curve, reflecting local people's growing interest in those products.



Remarkable market expansion

Yamaha embarked on exporting outboard motors to Indonesia about 8 years ago. Up to now, especially for the last five years, Indonesia has become one of the staple overseas markets for Yamaha products which have been used mostly for fishing and other various practical purposes on the water. C.V. Hasjrat and C.V. Sinar Bali, both Yamaha importers located in Jakarta, Java, have all time spearheaded Yamaha's efforts for market expansion. New, quality models introduced one after another have also helped them smoothly increase their sales while competition with other brands have got much hotter. Indonesia, with other brands have got much hotter. Indonesia, with a larger number of people concerned with fisheries or water transportation than any other country in the area of Southeast Asia, is still considered as a highly promising market for outboard motors.



Extreme importance of after-service

Increased sales are always accompanied by the necessity of greater after-service efforts and of smoother supply of replacement parts. Those two things are extremely important for all manufacturers, since but for them, users could not use their motors in the best operative condition. Yamaha's big-scale service campaign annually promoted for the last few years in close cooperation with the above-mentioned importers and their affiliated dealers, has been rewarded with much larger fruits than expected. The competent service engineers from Yamaha have taken a very active role in the campaign, holding a free-check clinic for the users of Yamaha outboard motors at many places on Java and other main islands.



Yamaha Outboard Motors

Powerful Propulsion!



Motorization on the water

"Motorization on the water" — it is accepted as a relatively new word here in this country. But, progress is smooth and steady with the backing of fishermen's keener interest in the modernization of their fishery operations.

It is dated back to 1960 that Yamaha introduced the first outboard motor models, a new motive power intended to bring a revolutionary change on the traditional fishery method in Japan.

Traditional fishery method — that was almost a synonym for "hard work" and "inefficiency".

Most of Japanese fishermen had to row their wooden boats off the shore. This method inevitably prevented them from staying on the water so long. In most of cases, gains were hardly worth tremendous labor and time spent on their work.

Quite naturally, they looked for something new to improve such an inefficient working method.

The first outboard motor models of Yamaha were just bound to meet such a need of fishermen. Also, Yamaha became the first Japanese manufacturer to put outboard motors into full-scale production.

In those days Yamaha was steadily establishing its own share on the motor-cycle market both here and abroad.

Yamaha's proven 2-stroke engine technology was fully utilized for these new products. This ensured a successful advance into the field of outboard motor business.

Also, Yamaha's newly developed FRP boats began to replace wooden ones. Ever since, in parallel with consistent and untiring efforts concentrated on the development and



research of new technology and material, Yamaha outboard motors in combination with Yamaha FRP boats have expanded their share not only in Japan but in many developing countries. They are now greatly contributing to those fishermen looking for a better, richer life!

New Records Set by Yamaha Outboard Motors!

100-Hour Endurance

MODEL	HOURS RUN	FUEL CONSUMPTION	R.P.M.	DISTANCE COVERED
55 H.P.	100	2.67 galls per hr.	5000	3000 miles
28 H.P.	100	2.17 galls per hr.	5500	2500 miles
15 H.P.	100	1.07 galls per hr.	5500	2100 miles
8 H.P.	67	1.07 galls per hr.	5500	660 miles

Amazing new records for 100-hour endurance were set by three boats powered by Yamaha outboard motors late in 1975. A fourth boat, powered by an 8 hp motor also beat the original record of 49 hours, though it stopped after 60 1/2 hours. Claimants to those new records were Mitsui Machinery Sales (UK), Ltd., sole UK concessionaires for Yamaha outboard motors and motorcycles. Also, the majority of the 12 drivers who took part in this attempt were selected from Mitsui personnel. Others were from the Company's marine dealers and from Castrol who supplied the lubricants.

Witnessed by RYA Observers

The carefully selected venue for the attempt was THEALE WATER SKI CLUB near Reading. This is regarded by many to be one of the Country's best waters for skiing and it was ideal for Mitsui's requirements in that it was sufficiently isolated so as not to cause a nuisance to any local inhabitants.

Four outboard motors from the YAMAHA range were to be used in the attempt on the 49 hour record that was set some twelve years ago. The engines were 8hp; 15hp; 28hp; and 55hp and the boats used were two Fletcher 14' speedboats and two Finncrest 11' leisure boats.

During the 24 hours leading up to the start of the event at 10.00 a.m. Monday 3rd November, the normally quiet waters edge at Theale developed into a bustling 'circus' of activity as Caravans, tents, a marquee and fuel tanker were located for accommodation, catering and operational headquarters. In addition to the twelve drivers who were to crew the boats in teams of three, there were refuellers, mechanics, catering staff and Observers from the Royal Yachting Association on site 24 hours a day.

The brand new engines were unpacked only an hour or two before the start and their installation onto the boats was witnessed by the Royal Yachting Association Observers.



They Make A Getaway!

A few minutes before 10 a.m. the engines were started and the boats cruised around the one-mile course in order to form into line-abreast formation to pass the refuelling jetty as Mitsui's Managing Director, Mr. Ishizaka dropped a chequered flag on the stroke of ten o'clock.

As the flag fell the two Fletcher 14' speedboats rode high as the throttles were opened on the 55 and 28hp YAMAHAS. Captained by Pat Thompson, Sales Manager of Mitsui's Marine Department and Chris Street, his Assistant, these two boats were to cruise around 35 and 25 mph respectively for the next four days. The proposal for the 100 hour attempt first came from Pat and

Chris, so confident were they in their products.

Boats three and four, the Finncrest 11' leisure boats powered by 15 and 8hp motors, were driven by John Deacon, Mitsui's South Western Area Representative and Tony Wisher from Pat Thompson's department.

As the first day progressed, re-fuelling operations and driver change-overs developed into routine tasks under the direction of Brian Hamilton-Farey, Service Manager from Chesington. A coloured light signalling system, visible from all points on the course was used to call the boats into the jetty in the correct order for re-fuelling every hour, and for crew changes every two hours. The drivers worked on a two hours on, four hours off basis.

After only 6 1/2 hours, mis-firing on the 8hp, which had been touring the course at the rate of 7 mph, indicated a fault in the fuel line and it was decided to stop the engine in order that the fault could be cured as soon as possible. Although stopping the engine meant that the 100 hour target could not be reached, all concerned with the attempt were relieved to find that the fault was not in the engine but in the fuel itself. Dirt blocking the carburettor was quickly flushed out and the engine re-started at five in the evening. At least the engine could break the old record.

On and On!

As the hours progressed further into Monday night, all the engines could be heard to be running more and more smoothly as they settled in. What could also be heard as the early hours were reached were the mutterings of the drivers as the coldest weather so far this year set a layer of ice on each boat. Dawn on Tuesday morning found the four boats circling one of the specially prepared Propane marker buoys barely 50 yards from the jetty. The boats could hardly be seen, so thick was the fog. Whilst everyone had been prepared for fog and bitterly cold weather, the reality was proving to be almost too uncomfortable and the fear that this

was to herald similar conditions every night could be seen in the faces of the drivers.

During Tuesday night there was an occasion when it was feared that an engine would have to be stopped. The 55hp Fletcher appeared out of the dark very slowly and obviously in trouble. The engine was still running, but not too well. On the far side of the course the propeller had struck a submerged marker buoy which had become enmeshed around the motor's shaft. With many fingers crossed, a concerned group of onlookers watched as one of the re-fuellers reached into the water and cautiously disentangled the remains of the buoy from the prop. All were relieved when Pat Thompson increased the revs, put the engine into gear and pulled away, the engine sounding as smooth as before.

The fears about the weather were unfounded; each following night was to prove to quite mild.

Wednesday at noon marked one hour beyond the previous record and three boats had achieved 50 hours — halfway to the target. At seven in the evening the 8hp broke 50 hours; so all four had now set a new record.

Midnight saw the 5,000 mile point being reached with every engine still running.



A Rescue Boat in Action

Brian Hamilton-Farey had instigated a regular tour of the course in the rescue boat in order to clear any debris that had collected. Several drivers had reported 'near misses' with more marker buoys under the surface. It was during one of these circuits that the rescue team came across Derek Rundle, one of YAMAHA'S marine dealers from Brixham, Devon, barely moving in the 15hp Finncrest. His driving attitude seemed to be a little unconventional due to the fact that whilst he was steering with one hand, he was holding the engine with the other. 63 hours running was apparently no problem for the engine. However, the transom fixing had vibrated loose and it was only Derek's swift reactions that had enabled him to literally throw himself astern in order to catch the engine as it disappeared into the water. Only the fuel and control lines would have stopped the engine sinking to the bottom of the lake — but it was Derek who kept it above water, still running. This was to be the first of a succession of 'under power' rescues that was to develop later in the attempt.



During Wednesday night, the 8hp engine was again showing signs of fuel starvation and as dawn broke on Thursday, it was decided that the engine should be withdrawn. It had broken the record of 49 hours but due to the re-start on Monday, it could not reach 100 hours by the scheduled time of 2 p.m. Friday. So, for its own sake, the engine was stopped at 6.00 a.m.

Bad Luck

Although very disappointed by the bad luck with the 8hp there was perhaps a certain complacency that developed and an air of confidence was evident up to the point when, at eight o'clock on the Friday morning the 55 developed the same trouble as the 8hp. The fault presented itself as the Fletcher pulled into the jetty for re-fuelling and crew change-over. As the revs dropped and the slow-running jets in the carburettor took over, the engine began to show the familiar, though forgotten, signs of fuel starvation that had withdrawn the eight. Hurried decisions resulted in a member of the re-fuelling team armed with a full tank of fuel joining the driver as the boat roared away from the jetty with the engine at more than 3,000 revs. As it came around the next time, an empty fuel tank was thrown overboard to the team on the bank as the rescue



boat set out to transfer the re-fueller from the Fletcher. This was to be the routine that would keep the 55hp running up to the 100 hour target.

New Records Established

At half-hour intervals, the rescue boat would set out to pace the 55 around the circuit. Drawing alongside at speeds in the region of 30 mph., the re-fueller would leap across to the 55, change tanks whilst the rescue boat stood back, and then leap back with an empty tank as the rescue boat drew alongside again. Driver change-overs were carried out in a similar manner every two hours. And so it went on up to two o'clock when, in company with the 8hp which had set out again for the last two hours, the three boats formed once more into line-abreast formation to pass the jetty and complete 100 hours non-stop running. A total of more than 8,000 miles had been covered, more than 3,000 of them by the 55 alone. Within ten minutes, the same engine was powering the Fletcher up to 40 mph and, along with the 28 which had run faultlessly, was taking members of the Theale Water Ski Club through their slalom course bare-footed!

Bumper catch of salmons!

Fishermen are now enjoying the largest-ever catch of salmons on the northern sea of Japan.....

Due to the successful farming of young fish, Japanese fishermen on the northern sea around Hokkaido are enjoying the largest catch of salmons they have ever had. Total take is expected to run up to staggering 10 million pieces! A Yamaha FRP 19.9-ton fishing boat designed and constructed so as to best fit stationary net fishing, is now in full action.



An old record in 1889



Total take once boosted to 9.78 million pieces in 1889. But, ever since, overfishing has constantly reduced total intake. In 1945 total intake ran down to only 17% of the above peak level. Particular efforts directed toward young fish farming on the part of fishermen have fortunately raised total take again. According to the latest statistics available, 4.3% of stocked young fish come back to the rivers. It is an excellent result!

Trolling contest

A big trolling contest recently took place under the sponsorship of Yamaha Tokyo Branch. A total of 20 Yamaha FRP boats, mostly cruisers of varying sizes, crewed by braggart amateur fishermen, met together and developed a hot contest all around the Bay of Sagami. But, unfortunately, inclement weather conditions somewhat prevented those boats from smooth activity. After all, Mr. Nobuhiro Suzuki, owner of a Yamaha S-FB25 won this contest and was awarded ¥100,000 for a 65cm yellowtail weighing approx. 4.32kg. This sort of recreational fishing tends to be more popular among a lot of amateur fishermen here.



Service campaign is under way – Japan

At a time when the FRP boats of Yamaha are taking a more vital part for fishing operations around Japan, keener attention is being turned to the improvement of after-service system...

Emphasis laid on sea-weed collecting boats

Yamaha's big-scale service campaign to continue for the next three months has just kicked off in the northern part of Kyushu District, South Japan.

The sea all around this district is noted as a good farming ground of sea weeds called "nori".

Accordingly, particular emphasis is placed on Yamaha's FRP sea-weed collecting boats playing a very active role in these operations. Four 2-man teams from Yamaha are to make their service trip around this district, visiting each major fishing base, giving a service clinic for the owners of Yamaha FRP boats, mostly DW models.

The most important aim of this service campaign is to teach fishermen how to service and maintain the FRP hulls of their boats. Generally speaking, it is widely accepted that FRP material is highly resistant by nature to any wear or deterioration, and better service or maintenance must give it even a semi-permanent life.



Increased mobility – Yamaha outboard motors

As mentioned above, sea-weed farming is a mainstay fishery operation in this district. The key point of this operation is how to carry sea weeds to the shore quickly while they maintain their freshness after taken away from farming grounds.

Yamaha outboard motors prove to be a very good solution for this problem. Now, it is a familiar sight that many small boats loaded with collected sea weeds and powered by Yamaha outboard motors are briskly moving between their mother boats and the shore.

Fishermen are all grateful for tremendous service rendered by Yamaha outboard motors.



Metal fittings

As mentioned above, FRP material used for the construction of Yamaha fishing boats has already established a fame for its superb durability even in salt water. Its high anti-corrosion characteristics and permanent luster save a great deal of fishermen's labor and time for hull maintenance.

But, this does not mean that metal fittings connected to FRP hulls can also be left unserviced for a long time. As you know, any metallic parts are easily deteriorated by salt water, if servicing or maintenance is imperfect.



New Commercial Films

Here, There, Everywhere

'76 YAMAHA —

Here introduced is a new commercial film which has been just completed for use by world-wide Yamaha dealers.

The film is designed and intended to make a special appeal to widely-ranged Yamaha motorcycle fans through introducing the real, unsurpassed pleasure of motorcycling. The plot is arranged into a dialogue between a young sailor and a middle-aged 1st class officer. Both are foreigners. That's to say, the sailor who has just returned to his ship at anchor at the Yokohama port after an around-Japan trip on his favorite Yamaha, begins to talk with the officer about his wonderful experience.

Showing many pictures he has taken during his trip, the sailor emphasizes how he has enjoyed his holidays in Japan. According to him, he was specially impressed by young Japanese motorcyclists devoting themselves to trail riding.

The officer is also a great bike fan. He spends much of his leisure time on motorcycling together with his wife and sons. Even his wife, a big, stout lady begins to learn how to ride a leisure bike.

Underlying this film is a bright, pleasant mood that only leisure-time motorcycling can afford. The story smoothly develops itself on an agreeable music.



Specifications

	35mm version	16mm version
Length	180 ft. (54.9m)	72 ft. (22m)
Weight:	Approx. 600g	Approx. 120g
Color	Multi-color	Multi-color
Narration	English	English
Running time	120 sec.	120 sec.
Price	US\$46.00 (FOB. Japan)	US\$24.00 (FOB. Japan)

"Outboard Motors"

"Sumo" (Japanese-style wrestling) has long been one of the most popular and prestigious sports in Japan. To be a good "Sumo" wrestler, one must have an unyielding will, highly-trained skill and iron-like stubborn build.

In this commercial film the Yamaha outboard motor is likened to a perfected "Sumo" wrestler. That's to say, Yamaha people's ardent enthusiasm to offer flawless products for all the users in the world is a "Sumo" wrestler's unyielding will, as it were. Technical efforts put in the perfection of products can be compared to his highly-trained skill. Also, a wider selection line of outboard motors ranging from 55hp to 2hp with the backing of Yamaha's well-established sales and marketing system, is likened to his iron-like stubborn build! With the above-mentioned matters in mind, the new commercial film is arranged in such a way that every merit of Yamaha outboard

motors can be vividly and successfully introduced through or in combination with various shots of dynamic yet elastic motions by perfected "Sumo" wrestlers.

Other details are:

Film:	Eastman colour, Cinema-scope, Both 35mm and 16mm versions available.
Running time:	60 seconds
Narration:	English, French, Spanish or Indonesian
Price:	35mm: US\$30.00 (FOB Japan) 16mm: US\$19.00 (FOB Japan)

* Half an amount will be subsidized by Yamaha.



News around industry

Total production may reach 4,300,000 this year — Japan

According to the statistics by the National Economic Research Association here, the GNP of Japan will show a nominal 13.5% increase while the rate of substantial growth will be around 7.9%, with the backing of a possible rise in domestic business boom. It is hoped that such a trend will naturally benefit the motorcycle industry of Japan which remained rather dull throughout the previous year. Accordingly, the industry as a whole is now keen to increase total production to a level of 4,300,000 against last year's 3,760,000.

Here & abroad

A total of 1,100,000 motorcycles were sold here with particular concentration on smaller displacement bikes. Things are now expected to take some upturns this year, though nobody can be too optimistic about the future development of a general

business climate yet. In order to better meet an actual trend prevailing here, the industry will have to direct greater efforts toward smaller displacement bikes this year, too. Total sales here are estimated at a level of 1,300,000.

On the other hand, it is forecast that export shipments will also increase to a level of 3,000,000 this year while only 2,660,000 motorcycles in all total were exported last year.

Drastically decreased shipments to the United States, the largest market, resulted in such a sharp downturn last year, though shipments to other markets such as Southeast Asia, Europe, Middle/Near East, etc. showed a considerable increase. Now, the industry is becoming more aggressive in line with the much more improved state of stock in the United States.

824 accidents by ill-serviced vehicles

All motorized vehicles should be kept well serviced or maintained at all times, whether they are automobiles or motorcycles. According to the '75 accident report recently published by the Police Agency of Japan, those vehicles caused a total of 824 traffic accidents including 21 death cases. Especially, the greatest attention is invited to a fact that inoperative brakes accounted for 554 cases of the above total.

Ill-serviced vehicles are liable to cause traffic accidents much more frequently on highways than through city traffic, it is also revealed by the said report. Those machines extremely spoil the pleasure of driving, even if managing to avoid accidents.

2-day session at Iwata

A 2-day session for rescue service training recently took place at the Main Office of Yamaha at Iwata. It was attended by 34 Yamaha employees directly concerned with motorcycle riding. On the first day they were taught how to take correct first-aid measures such as artificial breathing, stanching, etc. in the case of emergency. On the second day they were put through a series of actual first-aid techniques while various questions were answered at the spot. It was the first session ever given for Yamaha employees. Yamaha attaching special importance to this scheme will further tighten its cooperative relation with the MCF AJ for similar sessions in the future.

Clubmen to be trained for rescue service

The Motorcyclist Clubs Federation of All Japan (MCF AJ) has just embarked on promoting a unique training scheme for motorcyclists. The Federation having some 25,000 members as one of the two largest organizations of motorcycle sports, is in close cooperation with the motorcycle industry of Japan, and is specially keen on the problem of traffic accidents involving motorcyclists or their machines.

The new scheme is intended to train some clubmen into rescue service specialists. Training sessions take place nationwide and selected clubmen are educated and trained

for specialized rescue techniques and knowledge. According to the statistics available, approx. 10-30% of the victims by traffic accidents should not have lost their lives, only if they had been given a better first-aid treatment at the spot. Therefore, the Federation will concentrate on training as many clubmen as possible for this extremely important service.

It is hoped that the new training scheme will greatly contribute to the reduction of accident victims. It will in turn improve the general image of motorcyclists or motorcycles.

PR Films of Yamaha

"Narrow Edge"

The film is called "Narrow Edge" depicting Giacomo Agostini's wonderful performance on a works Yamaha. It is an exciting film of "man and machine" in full pursuit of the utmost limits of potentialities at the wheel-to-wheel battle of the world GP racing. Agostini and a fabulously fast Yamaha works machine — that's the most fantastic combination ever imagined.

All people who have seen this film, are extremely enthusiastic.

Specifications:

Colour:	All Eastman colour, 16mm
Narration:	English, French or German
Running time:	60 minutes
Price:	US \$450.00 including a two-reel fiber transportation kit, FOB Manchester, half borne by Yamaha



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"Vintage"

The film is entitled "Vintage" showing every highlight scene of the French round of the '74 European Trials Championship where Mick Andrews on a Yamaha 250 performed best. The film vividly depicts Mick's superb skill and Yamaha's unsurpassed superiority. The French round took place at Scancerre which is located in the famous wine producing area of France. Therefore, we have designated this trials film "Vintage".

Specifications:

Colour:	All Eastman colour, 16mm
Narration:	English, French or German
Running time:	18 minutes
Price:	US\$137.00, FOB Manchester, half borne by Yamaha

No.1 Actress & No.1 Bike **— Indonesia —**

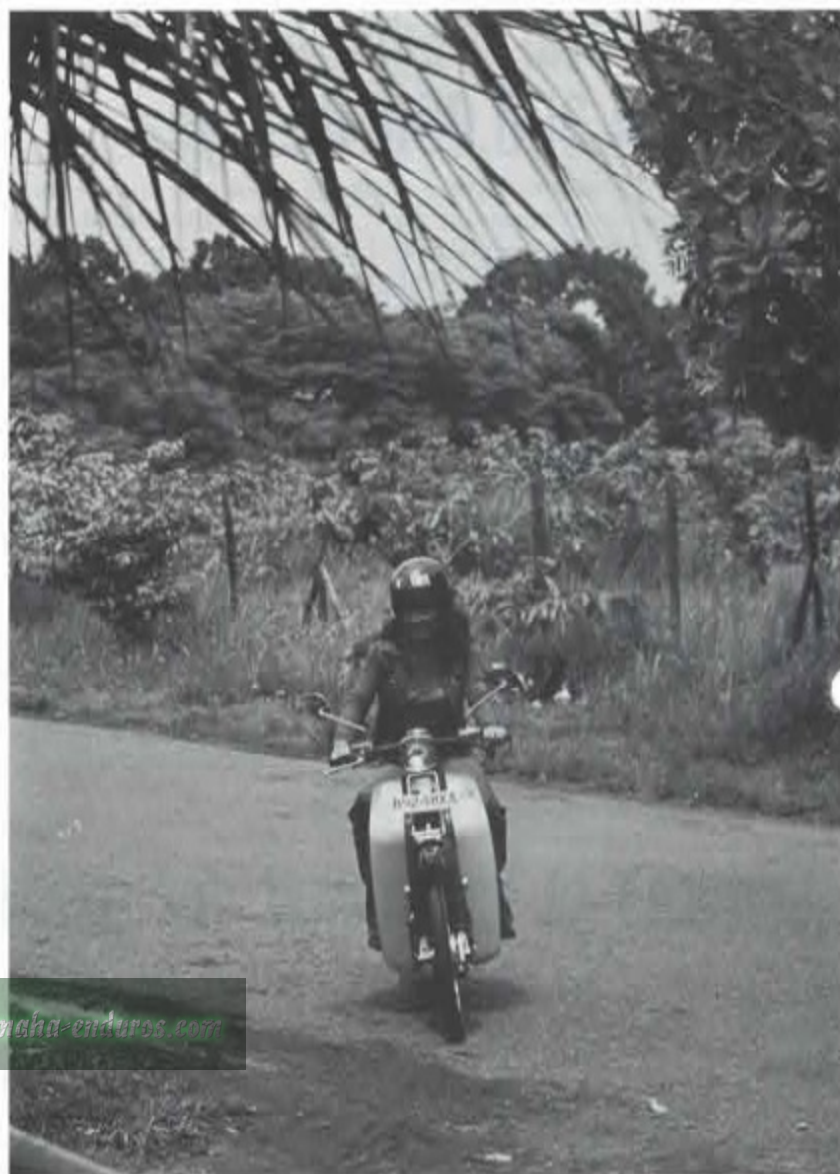
As already reported from time to time, Indonesia has long been one of the most promising and largest markets for motorcycles. It is forecast that even more emphasis will be placed on this market this year in line with an always-growing enthusiasm to motorcycles.

Yamaha's new campaign to start

Yamaha models ranging from 50cc to 125cc have been leading the local market for the last few years with the backing of a positive business policy to embark on local KD production earlier than any other makers.

P.T. Harapan Motor in Jakarta is now preparing a new, powerful sales campaign, aiming to overall consolidate the lead of Yamaha brand.

The campaign, aided by Yamaha, will be promoted on a big scale under a catchword — "Yamaha, No. 1". Tanti Josepha, a screen queen who was awarded the Grand Prix in the Movie Festival of Southeast Asia '75, is now under contract with Harapan Motor. Her participation in the forthcoming campaign will help the company achieve the best possible results.



Looking for a world of manly roman.... **— Ken Nemoto —**

Ken Nomoto who once captured a national road racing title in 1974, is unique among Japanese riders. Born in 1948 in Tokyo as a famous cartoonist's son, Nemoto studied literatures at Keio University in Tokyo. His connection with Yamaha started in 1966 when he rode a Yamaha YG1 machine just for fun at the age of 16. Also, his first participation in road racing was in 1967 when he raced a fantastically fast Yamaha production racer TD1B at the ultra-fast

Fuji Speedway circuit. That was a wonderful experience for young Ken. Ever since, he has been spelt by the pleasure of thrill only road racing could offer. "It seems to me that road racing is unfolding a world of manly roman", says Nemoto, "Also, I have learnt much through participating in road racing both here and abroad. Especially, friendship created through this manly sport is felt invaluable for me".

Cecotto's plan



Johnny Cecotto plans to get back into racing trim with a trip to Australia in February. Following talks with Yamaha at Iwata, Shizuoka, Japan, he arrived back in Italy late last year in order to continue treatment to the foot injured at the Dutch TT '75. Cecotto will race 350 and 750 Yamaha machines, and also one of the latest 500 racers from the factory, for Venemotos in Caracas, Venezuela. After Australia, he will go to Daytona and then to the Venezuelan round of this year's F750 series before making his European appearance at Imola.

Katayama to team with Mortimer this year

Takazumi Katayama who made an impressive European racing debut in 1974, will team with Charles Mortimer for a full season of grand prix and Formula 750 racing. Both riders will get the backing of the Sarome cigarette lighter company. Also, they will have the supply of spares through Irish Yamaha importer Danny Keany. Katayama will take his own 250, 350 and 750cc machines from Japan, accompanied by four Japanese mechanics who will work for the Sarome Yamaha team. The new team will have a Mercedes transporter,

three caravans and mobile press accommodation.

