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# INSIDE PAGES

Riva motorscooters are creating a whole new market in the United States. See pages 4 and 5 for more details.

# The living predecessor of the world's renowned Yamaha 2-st. twin sports



Yamaha Marina Hamana-ko is located by Lake Hamana about 40km west of Iwata.



A vintage Yamaha parade around Lake Hamana. The engineering excellence of these bikes does not become obsolete in this age of rapid progress.

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"Yamaha 2-stroke twin sports" is a synonym for "high performance and high quality". It has long been accepted as the masterpiece of motorcycle engineering. The origin of this world's renowned 2-stroke twin design format can be traced back to the Yamaha YDS-1 250cc which was launched on the market in 1969. This model came with a newly developed high performance 2-stroke twin engine and became a true pioneer among Japanese sports bikes, sweeping all of Japan's major races in its days.

This successful engine design has continued to be improved over a period of 24 years, while at the same time being closely related to the TD and TZ production racer designs, through Yamaha's active participation in world GP road racing, until it was adopted in the current RD model. The YDS-1 was virtually the primary model that helped Yamaha establish its firm position in the Japanese motorcycle industry in its earlier stage.

Yamaha Motor was founded in 1955, after separation from Nippon Gakki. In brief, the period from 1955 to 1969 was the first distinct epoch in Yamaha history. Throughout this period Yamaha strove to introduce revolutionary 2-stroke innovations one after another, thus making its position eminent in the motorcycle market, and by the end of the sixties



Among the Yamaha staff present are Mr. T. Hasegawa (left), Mr. I. Komiya (middle) and Mr. Z. Watase (right).

Yamaha had established itself almost without question as the leading 2-stroke motorcycle manufacturer in the world. The 1955-69 Yamaha models included many that have truly changed the course of motorcycle history. The excellence of these models has not become obsolete, supported by a great number of vintage Yamaha fans even in this age of rapid progress.

## Get-together meeting of vintage Yamaha owners

About 40 of these Yamaha fans recently had a 2-day get-together meeting at Yamaha Marina Hamana-ko near Iwata, each bringing its favorite Yamaha bike, which had lived an incredibly long life. Invited to attend the meeting were Mr. T.

## YDS Club Founded in Japan

Hasegawa, Mr. I. Komiya and Mr. Z. Watase who had been closely related to the development or marketing of the YDS-1.

Among the vintage bikes present were the 125cc YA-1, the 250cc YDS-1 and the 250cc Trail DT-1, each of which enjoyed an unmatched reputation in its day. At this get-together meeting these people founded a vintage Yamaha lovers' club and named it "The YDS Club" because they considered this celebrated model to be the living predecessor of the world's renowned 2-stroke twin sports.

Talking about good old times, these Yamaha owners exchanged greetings with the Yamaha directors who had been closely related to the development or marketing of this model.

A vintage Yamaha presentation was also included in the schedule. This was a very delightful event for all present. Each of the bikes was introduced one by one, together with various interesting episodes or inside stories, and a round-Lake-Hamana parade brought this significant get-together meeting to a successful finish.

## The latest generation of the Yamaha 2-st. twin

Both the TZ250 and the RD250LC are the latest models to feature the long proven 2-stroke twin engine format. The former is basking in the glory of having won the world GP, while the latter is reputed to be the fastest 250cc street sports bike ever built.

In addition, the RD350LC, sister model of the RD250LC, which is gaining widespread popularity especially in Europe, also features basically the same engine design as the RD250LC.

Above:  
A. Carter on a TZ250 winning the 250cc class of the French GP.

Below:  
The 2-stroke twin RD350LC is giving a strong boost to Yamaha international cup racing (Coupe Yamaha Gauloises).



Yamaha's first production bike, the YA-1 (125cc)



Yamaha's first 2-stroke twin model, the YD-1 (250cc)



World's first real dual-purpose bike, the DT-1 (250cc)



# Vehicles for fun and convenience

As reported in our previous issue, the Yamaha motorscooter has worked a surprising job in Japan. Designed and built as a kind of family commodity rather than a "motorcycle", it has become the key for unlocking the door to a vast new market especially among women. It is a new vehicle which meets the needs of the times and can change the situation for the better. The new Yamaha motorscooter range called "Riva" is now creating a whole new market in the United States alike, backed by the combined sales promotion efforts of Yamaha Motor Corporation, USA and dealers.

## Marketing research paves the way for new Yamaha motorscooter introduction

Riva was born following three years of extensive, multi-phase market research. Yamaha in effect discovered what it considers a substantial potential market segment whose surface has not even been scratched, and the existing forces in the U.S. motor-scooter market have very little market penetration and have not attracted a large following. "Our research indicates that scooters are perceived as both fun and sophisticated vehicles by a significant, non-motorcycling buying public", said Mr. Dennis Stefani, marketing division manager of Yamaha Motor Corporation, USA. "In addition, we believe the potential market for a convenient, contemporary and inexpensive motorscooter is substantially greater than the market for the few, relatively outdated models currently available in this country. Our research suggests that motorscooters have not been aggressively marketed by other manufacturers. In short, there is a considerable market potential and virtually no one there to fill the need."

The total U.S. motor-scooter market has hovered around the 7,000 unit mark for the past several years. Riva's first-year sales target is roughly double that amount. Yamaha also believes that within five years, total motor-scooter sales may be 10 times the current level, as consumers take a new look at their need for economical and enjoyable transportation.

The Riva's attractive design and its low purchase and maintenance costs will make a decided impact upon potential buyers. Yamaha will back its new product with aggressive marketing and an innovative dealer program. Yamaha's research clearly indicates that the potential motor scooter buyer is not one likely to be interested in a motorcycle. This fact poses a key problem: Where can Yamaha sell the new Riva so that the customer feels comfortable coming to see one?

## A motorscooter boutique

Yamaha has designed a complete, distinct environment for the Riva that the dealer simply adapts to his showroom. That environment includes a special color scheme. Floor and wall displays and other collateral material that together very effectively set the space reserved for the Riva apart visually.

The basic idea is to make the Riva selling area seem almost like a motor-scooter boutique. Eventually, Yamaha would like to see the majority of its participating dealers set up separate stores devoted to the Riva line and its accessories. Yamaha plans to use the strength of its dealer network as another competitive edge in the motor-scooter market. Yamaha's research indicates that good parts and service availability will be a key factor in broadening the appeal of the motor-scooter. All Yamaha dealers will have the opportunity to sell Rivas, but none will be required to do so. In fact, in some areas of the country business people outside the Yamaha network have already signed as Riva dealers. By being first into the U.S. market with a contemporary, convenient and economical motor-scooter, Yamaha expects to be the first to reap the benefits of tapping the market's potential. "We are going to back the Riva with substantial advertising and promotional campaigns, and we believe they will help start a boom in motor-scooter sales and interest. The Riva is an enjoyable, practical transportation alternative. Its time in the market has come," Mr. Stefani emphasized.

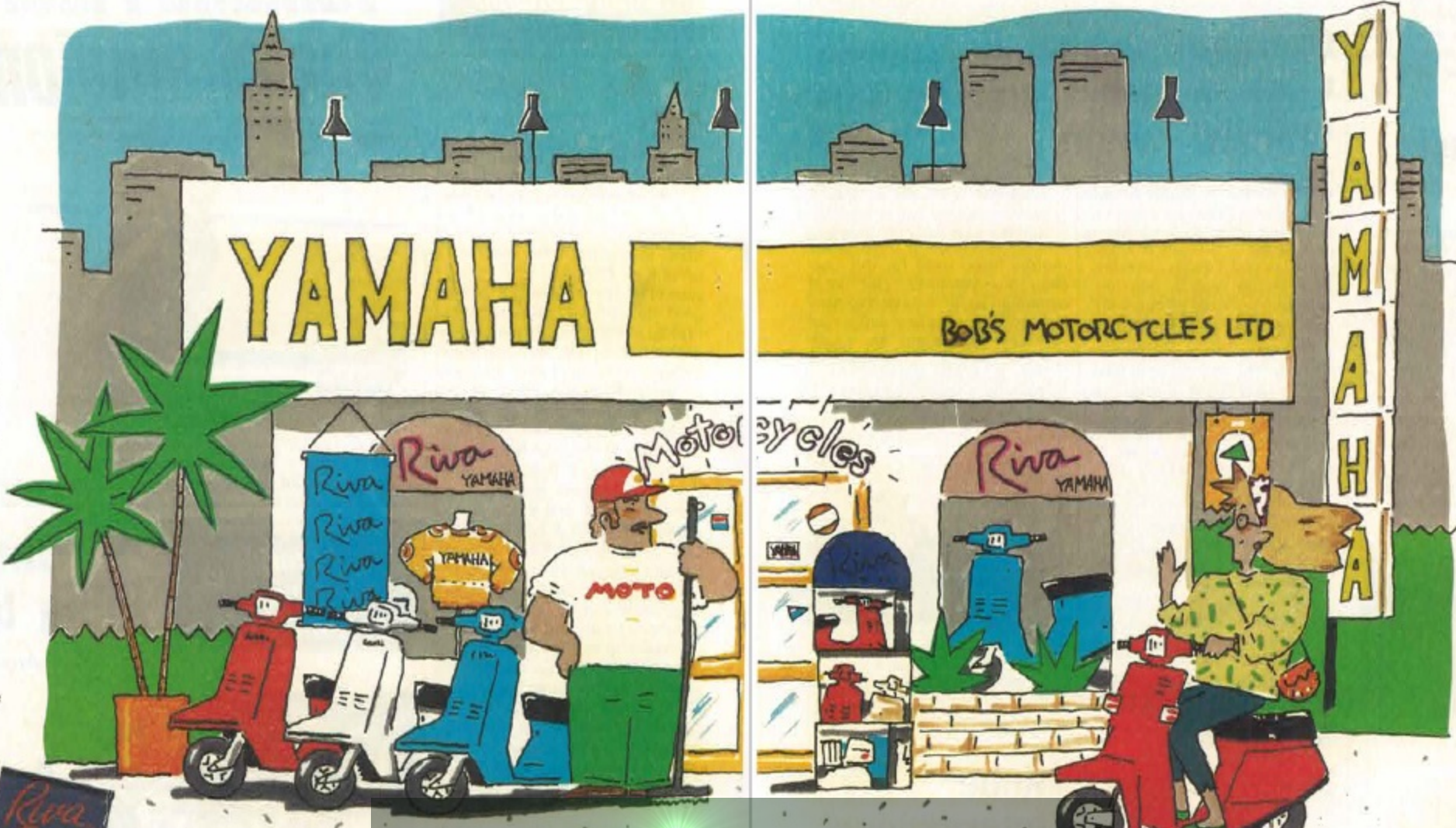
## The Riva has all that a quality motor-scooter should have

In general, the motor-scooter should be:

- \* A lightweight, motorized two-wheeler, easy to drive and easy to maintain.
- \* A means of personal transportation genuinely capable of carrying one or two people.
- \* A vehicle that can be ridden door to door.
- \* A vehicle able to be ridden easily through traffic jams and needing no special parking places.
- \* A vehicle which is as fuel-efficient as possible.
- \* A non-enclosed vehicle providing a refreshing open-air ride.

The Riva is sure to meet all of the above

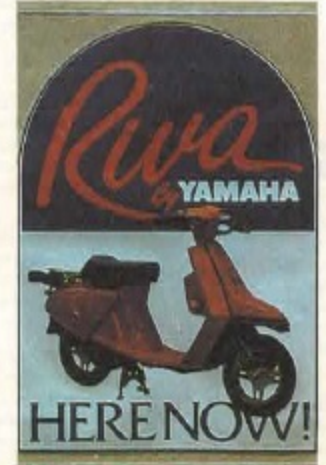
requirements. These features are also shared by motorcycles and mopeds but the motor-scooter is unique in that it has been deliberately styled to mirror today's general fashion trends in other things besides transportation. This gives it equal appeal to both male and female customers. The Riva is squarely aimed at positioning Yamaha as the leader in the U.S.



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# THE TRIO OF YAMAHA MOTORSCOOTERS IS CREATING A WHOLE NEW MARKET IN THE UNITED STATES

A specially designed floor display: completely assembled (above) and spread out (below)



## Riva 50/80 (2-stroke)



Riva 50



Riva 80

SPECIFICATIONS RIVA 80	
Engine type	Fan-cooled 2-stroke, reed valve single
Bore x stroke	49.0 x 42.0 mm
Compression ratio	7.0 : 1
Max. torque	0.8 kg-m/4,000 rpm
Starter	Electric
Carburetor	Mikuni, VM13
Ignition	CDI
Lubrication	Autolube
Transmission	V-belt, automatic
Overall length	1,820 mm
Overall width	670 mm
Overall height	1,020 mm
Seat height	757 mm
Wheelbase	1,200 mm
Ground clearance	110 mm
Dry weight	82 kg
Fuel tank capacity	4.7 lit.
Oil capacity	1.1 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	3.50-10
Rear tire	3.50-10

\* Emergency kick starter is also provided. Specifications are subject to change without notice.

The 2-stroke Riva, available in 50cc and 80cc engine models, comes with an automatic transmission; electric starter; and easy-to-read dashboard with a speedometer, gas gauge, odometer and warning lights for the oil level and the headlight high beam, all as standard equipment. A wide, stable floorboard allows the driver to sit on, rather than straddle, the Riva while operating it. The seats on both Riva models are under 30 inches high, making it simple for riders to touch the ground when stopped. Braking is done with convenient hand-operated controls, so virtually no foot-work is required to drive the Riva. Convenience is further served by the fact that, unlike many two-wheeled vehicles, the Riva offers a precise Autolube system that spares the owner the bother of premixing gas and oil. The Riva's electronic ignition does not utilize points, and therefore requires almost no maintenance.

Fuel-efficiency is also outstanding. Yamaha estimates that the 50cc Riva can return a superb 100 miles per gallon, or more, in normal city driving. The 80cc estimate is 95 miles, or better, per gallon. On both models, a special mechanism keeps the driver from moving unless the ignition switch is in the "run" position. Since the Riva also boasts a handy front parcel pocket and rear luggage rack, Yamaha's motor-scooter rates as a truly practical fair weather commuting option as well as a weekend fun machine. The 80cc Riva can carry the driver and a passenger comfortably, while the 50cc Riva is designed just for one-person transport. Both models weigh under 200 pounds, making them easy to manage for even the smallest rider. The Riva's ride is smooth, thanks to a hydraulic shock absorber mounted to the rear suspension, and quiet, thanks to its automatic transmission, high capacity muffler and forced air-cooling system.

## SPECIFICATIONS RIVA 50

Engine type	Fan-cooled 2-stroke, reed valve single
Bore x stroke	40.0 x 39.2 mm
Compression ratio	7.0 : 1
Max. torque	0.54 kg-m/4,500 rpm
Starter	Electric
Carburetor	TK, V12P
Ignition	CDI
Lubrication	Autolube
Transmission	V-belt, automatic
Overall length	1,640 mm
Overall width	615 mm
Overall height	990 mm
Seat height	690 mm
Wheelbase	1,125 mm
Ground clearance	160 mm
Dry weight	57 kg
Fuel tank capacity	3.8 lit.
Oil capacity	1.0 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	2.75-10
Rear tire	2.75-10

\* Emergency kick starter is also provided. Specifications are subject to change without notice.

## Riva 180 (4-stroke)



Riva 180

The Riva 180, the largest of the Riva range, features a newly designed 4-stroke OHV single-cylinder engine with forced air-cooling system and single-shaft balancer. The fully enclosed engine and V-belt drive system provide clean, smooth, quiet, trouble-free propulsion, with plenty of power to merge swiftly with traffic. In fact, this model is freeway legal. The hand brake (front) is at a relaxed arm's reach, while the foot brake (rear) is positioned at a relaxed leg's reach. The transistor controlled ignition system and automatic choke ensure the superb dependability and precise air fuel mixture needed to start the first time, in any weather. The Riva 180, like its smaller brothers, has an attractive stepthrough type frame and a thick, wide, comfortable seat, thus providing the option of riding in everything from tennis gear to white tie and tails, or from a sun dress and sandals to an evening dress and four-inch heels. In addition, the Riva 180 won't start until the brake is engaged so that ideal operation safety is ensured.

## SPECIFICATIONS RIVA 180

Engine type	4-stroke, OHV forced air-cooled single with balancer
Bore x stroke	63.0 x 65.0 mm
Compression ratio	10.0 : 1
Max. torque	1.5 kg-m/6,500 rpm
Starter	Electric
Carburetor	Mikuni, BS28
Ignition	Transistor controlled
Lubrication	Wet sump
Transmission	V-belt, automatic
Overall length	1,840 mm
Overall width	715 mm
Overall height	1,290 mm
Seat height	745 mm
Wheelbase	1,290 mm
Ground clearance	130 mm
Dry weight	115 kg
Fuel tank capacity	6.5 lit.
Oil capacity	1.3 lit.
Front suspension	Bottom link
Rear suspension	Unit swing arm
Front brake	Drum
Rear brake	Drum
Front tire	3.50-10
Rear tire	3.50-10

Specifications are subject to change without notice.





## GAULOISES · YAMAHA

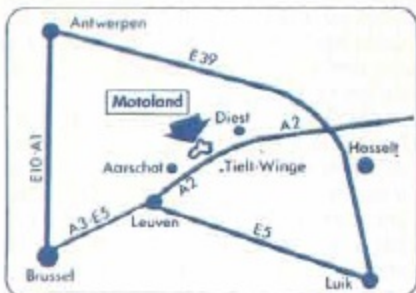
### motoland

### Promoting the spread of sound off-road sports

A unique motor sports land has recently opened in Belgium. It is called the "Gauloises-Yamaha Motoland" because it was constructed jointly by D'leteren Sports and Gauloises. By making full use of natural terrain features the Motoland includes various modern off-road sports tracks and in particular, the motocross track is designed to meet the FIM-approved international specifications for GP racing. The Motoland which is similar to the Motopark Yamaha in El Salvador and the Enduro and Motocross Practice Course in Germany (introduced in the No. 2 and No. 8 issues of '82 Yamaha News respectively), is sure to give another boost to the spread of sound off-road sports in Belgium.



Ad of the Gauloises-Yamaha Motoland



The Gauloises - Yamaha Motoland is located in the Belgian commune of Tielit, which is situated within a triangle formed by the major cities of Brussels, Antwerp and Liege. The Gauloises - Yamaha Motoland covers an area of 16.5 hectare and incorporates the following existing and planned features:

- Castle** — The castle is presently shut down. The possibility exists to renovate it at a later date. It could then be used as a hotel and/or conference center.
- "Stables"** — The "stables" will be renovated and used as a work shop/educational (technical) facility/permanent storage garage for motorcycles belonging to members as well as rental bikes.
- Cafeteria** — The cafeteria will feature a large room for serving drinks. This appears to have the potential of becoming very comfortable, with a long hand made bar, open fire, etc. The bottom floor also contains a changing room with 5 showers, a work shop where club-members can work on their own motorcycles and a snack restaurant which will serve steaks, french fries, etc. The indoor eating area of the snackbar is not all that large but the possibility exists to set up tables in the yard outside, behind the clubhouse. Next to this area, as well as outside the workshop, will be outdoor motorcycle cleaning areas.
- Lake** — The small lake shown at the bottom left corner of the map will remain as seen.
- Mini Cross** — The minicross track is located between the entrance and

- the castle, surrounding the "stables". It will be permanently fixed with banners and car tires cut in half placed around the trees.
- Motocross** — The motocross track is being landscaped using the natural geography of the area as much as possible. When finished, the track will be of international world championship standard.
- BMX** — A BMX circuit will be constructed on the big lawn area facing the castle.
- Tent** — A permanent tent site is reserved near the castle.
- Parking** — Two permanent parking areas are located on either side of the entrance. Additional parking space for teams/trucks is available. This is located in the bottom right part of the area, as shown in the map. Other more or less annexing visitor parking spaces can also be made available.
- Trials** — A trials course with fixed passages of the varying difficulty will circumscribe the Gauloises - Yamaha Motoland. Some of these passages are planned to be located at the ⊗ marks on the map.
- Natural features** — The start of the Motocross circuit ("vertrek" on the map) is the lowest part of the track, which ascends in slings as you go further away from the highway. There will be permanent fences along the moto-

cross track, which will offer excellent advertising opportunities. The fixed fence which will face the highway is estimated to no less than 500 meters.

As can be seen from the map there will be excellent spectator space behind the castle. The four slings of the motocross track which face the castle are planned to be both individually fenced and closed off to the public, which in this manner will have a very good view of a fairly large part of competitions. A small lake is planned crossing the motocross track which leads away from the castle, with the idea that the competitors will have to jump over this or loose time going around it. During days open for

practice for the public, there will be a possibility to short cut the most difficult part of the track. Other short cuts will also be possible, in particular for PW 50/80 races.

#### MEMBERSHIP CARD SYSTEM

The Motoland remains open 5 days a week (Tuesday - Saturday) all year around plus 6 Sundays.

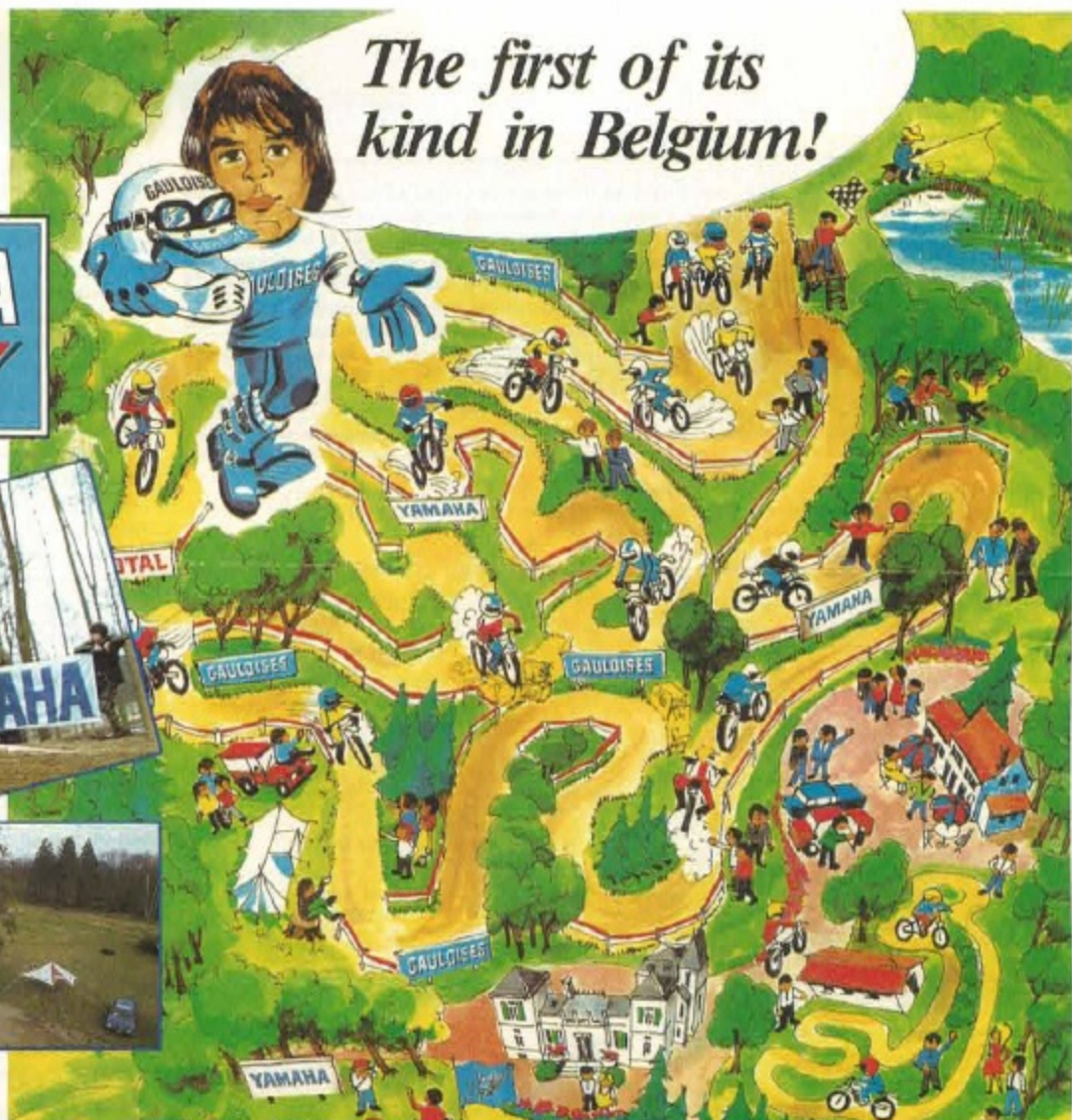
The membership card system will be owned and controlled by D'leteren and only D'leteren will have the right to issue membership cards.

As one of the main objectives with the Motoland is sales promotion it is planned that purchasers of Yamaha motorcycles will receive a free membership card for the year of the purchase.

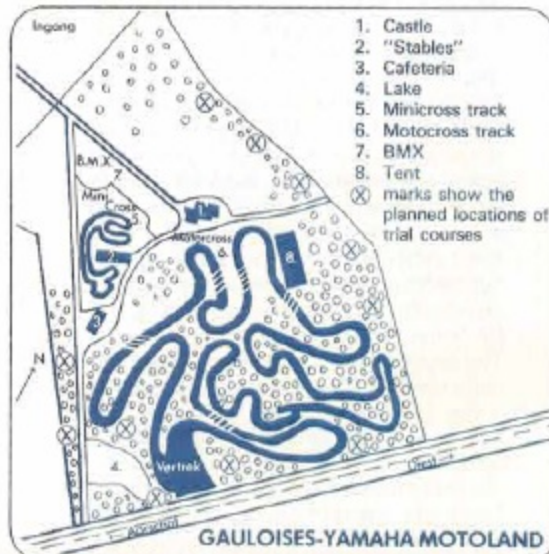
Yamaha owners who purchased their motorcycles prior to the current year will probably be charged 500 BF, and owners of motorcycles of other brands will be charged 2000 or 2500 BF.

D'leteren may use the Motoland for the promotion of all products like motorcycles and/or accessories which are imported/sold by D'leteren.

On March 30 an official opening ceremony took place, attended by a number of representatives from various quarters.



The first of its kind in Belgium!



YAMAHA

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