



YAMAHA NEWS

1975
No. 8

Yamaha's Powerful Sales Drive at the Best Selling Time in Japan

As already reported by this journal, Yamaha is focussing particular efforts on the expansion of motorcycle home market

Most important mainstay

Yamaha's efforts are concentrating on lightweight bikes, especially, 50cc models here.

Those models have been the most important mainstay of home market since the Japanese motorcycle industry was founded. That's to say, top manufacturer Honda put in greater efforts in consolidating this department first of all for taking steps toward the establishment of its overall unchallenged position in the world's motorcycle industry.

Honda occupied 70 - 80% of small bike market here once at its height. It is accepted that Honda successfully established its commanding lead over others by dominating the small bike market.

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Things take a turn

For the first half period of this year Yamaha sold 128,765 50cc bikes here against Honda's 154,352. Only 26,000 gaps separated both makers from each other. For the corresponding period of 1974, Honda's total sales attained 209,260 against Yamaha's 89,759. Thus, Honda lost its considerable share to Yamaha this year.

In brief, things are now taking a turn from Honda's long-time domination. Yamaha's powerful sales drive will further accelerate this new trend of home market.



For safe & pleasurable motorcycling

Safety campaign opens



Aiming to create a better life with a motorcycle, Yamaha has just kicked off a nationwide safety campaign in close cooperation with all affiliated distributors and dealers. With the introduction of higher performance, better quality bikes in large quantities, Yamaha has so far directed greater efforts toward the spread of safe and pleasurable motorcycling through promoting various rider education programs than any other manufacturers in Japan.

The new campaign is intended to brush up all these efforts so that more people can enjoy their better life with motorcycles.

The campaign program is comprised of:

1. Expansion of Yamaha license schools
2. Promotion of thorough safety service
3. Safety instructor training
4. Cooperation with automotive schools.

Brisk sport-leisure activities back up a sales drive

Summer is the best selling season for motorcycles. Yamaha's nationwide sales drive proves to be a big success backed up by brisk sport-leisure activities at a time when much more attention is being turned to the unique merits of small displacement bikes.



Popular "Sugo"

Sugo is becoming more and more popular among leisure-time sport enthusiasts as a unique all-round sports land offering both places and services for the promotion of various motorcycle sport events. Now, Sugo is playing a very important part as the center of safe & pleasurable sport activities designed to further accelerate the successful development of Yamaha's sales drive.



Good play, dad!



An open-air concert



Games are just over!



Ranking high!



Most enjoyable triple game

The same rider using the same machine takes part in three different competitions.

This unique sport called "triple game" was recently organized at Sugo. A lot of participants riding their small displacement Yamahas competed for overall superior results in road racing, motocross and trials.

It was the first sport of the kind ever organized in Japan, and therefore, most of participants looked embarrassed how to distribute their stamina among three different competitions. But, anyway, it was a fantastically enjoyable sport for all of them.



Overall winner (No. 2) successfully distributes his stamina among three different competitions.



Start for motocross



Games enjoy a whole family.

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Road race

D. Braun Wins 350cc Race — Dutch TT

Dieter Braun, a tall handsome West German rider, piloted his 350cc Yamaha to a sensational victory at the Dutch TT, after a fierce battle with P. Korhonen on a similar Yamaha. The meeting took place at the tricky circuit of Assen as the 7th round of the series on June 28, attracting a crowd of 130,000 spectators. Final results of races were reported as follows:

125cc class

1st.	P. Pileri	Morbideilli
2nd.	P. Bianchi	Morbideilli
3rd.	B. Kneubuhler	Yamaha
4th.	L. Gustafsson	Yamaha
5th.	J. Schrugers	Bridgestone

250cc class

1st.	W. Villa	Harley-Davidson
2nd.	M. Rougerie	Harley-Davidson
3rd.	D. Braun	Yamaha
4th.	B. Kneubuhler	Yamaha
5th.	Y. Duhamel	Kawasaki

350cc class

1st.	D. Braun	Yamaha
2nd.	P. Korhonen	Yamaha
3rd.	A. George	Yamaha
4th.	G. Agostini	Yamaha
5th.	J. Cecotto	Yamaha

500cc class

1st.	B. Sheene	Suzuki
2nd.	G. Agostini	Yamaha
3rd.	P. Read	MV
4th.	J. Newbold	Suzuki
5th.	T. Lansivuori	Suzuki



At Yamaha Motor N.V.



A fierce battle between Cecotto and Harley riders

Cecotto Beats Both Harleys — Belgian GP

Johnny Cecotto riding a 250 Yamaha won one of his toughest European races on July 6 when the Belgian GP, the 8th round of the series, was held on the ultra-fast Francorchamps circuit. The 250cc race developed into a fierce three-

man battle between Cecotto and a couple of Harley riders. After a race-long dice, Cecotto's Yamaha screamed cross the finish line, about 0.5 sec. ahead of M. Rougerie. Final results of the meeting were shown as below:

125cc class

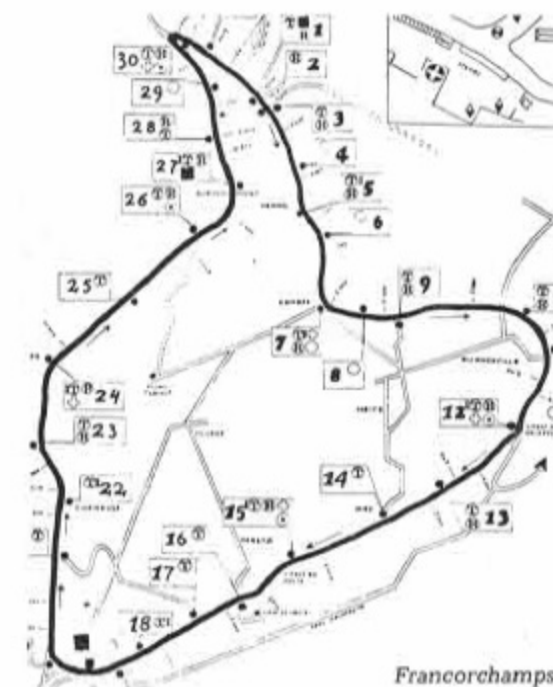
1st.	P. Pileri	Morbideilli
2nd.	P. Bianchi	Morbideilli
3rd.	K. Andersson	Yamaha
4th.	H. v. Kessel	Condor
5th.	E. Lazzarini	Piovatucci

250cc class

1st.	J. Cecotto	Yamaha
2nd.	M. Rougerie	Harley-Davidson
3rd.	W. Villa	Harley-Davidson
4th.	B. Kneubuhler	Yamaha
5th.	L. Gustafsson	Yamaha

500cc class

1st.	P. Read	MV
2nd.	J. Newbold	Suzuki
3rd.	J. Findlay	Yamaha
4th.	A. George	Yamaha
5th.	J. Williams	Yamaha



Francorchamps

500cc class championship

Soviet GP — June 8

Overall results

1st.	R. De Coster	Suzuki
2nd.	A. Jonsson	Yamaha
3rd.	H. Mikkola	Husqvarna
4th.	B. Lackey	Husqvarna
5th.	G. Wolsink	Suzuki
6th.	J. v. Velthoven	Yamaha

French GP — June 15

Overall results

1st.	R. De Coster	Suzuki
2nd.	H. Mikkola	Husqvarna
3rd.	J. v. Velthoven	Yamaha
4th.	B. Aberg	Bultaco
5th.	G. Wolsink	Suzuki
6th.	B. Lackey	Husqvarna

US GP — June 22

Overall results

1st.	G. Wolsink	Suzuki
2nd.	R. De Coster	Suzuki
3rd.	P. Karsmarkers	Honda
4th.	B. Lackey	Husqvarna
5th.	H. Mikkola	Husqvarna
6th.	T. Stefano	Suzuki

Canadian GP — June 29

Overall results

1st.	P. Karsmarkers	Honda
2nd.	G. Wolsink	Suzuki
3rd.	R. De Coster	Suzuki
4th.	H. Mikkola	Husqvarna
5th.	B. Lackey	Husqvarna
6th.	B. Aberg	Bultaco

British GP — July 6

Overall results

1st.	G. Wolsink	Suzuki
2nd.	A. Jonsson	Yamaha
3rd.	R. De Coster	Suzuki
4th.	H. Mikkola	Husqvarna
5th.	A. Kring	Husqvarna
6th.	J. v. Velthoven	Yamaha

Motocross

World championship status after British round

1st.	R. De Coster	Suzuki	161
2nd.	H. Mikkola	Husq.	156
3rd.	G. Wolsink	Suzuki	132
4th.	A. Jonsson	Yamaha	90
5th.	B. Lackey	Husq.	67
6th.	J. v. Velthoven	Yamaha	66



250cc class championship

Yugo. GP — June 8

Overall results

1st.	E. Ribaltchenko	CZ
2nd.	Z. Velky	CZ
3rd.	H. Everts	Puch
4th.	A. Weil	Maico
5th.	W. Bauer	Suzuki
6th.	H. Maisch	Maico

British GP — June 22

Overall results

1st.	Z. Velky	CZ
2nd.	A. Weil	Maico
3rd.	H. Maisch	Maico
4th.	E. Ribaltchenko	CZ
5th.	H. Andersson	Yamaha
6th.	W. Bauer	Suzuki

West German GP — June 15

Overall results

1st.	H. Everts	Puch
2nd.	H. Maisch	Maico
3rd.	H. Andersson	Yamaha
4th.	J. Pomeroy	Bultaco
5th.	W. Bauer	Suzuki
6th.	J. Roberts	Suzuki

French GP — July 6

Overall results

1st.	Z. Velky	CZ
2nd.	T. Hansen	Kawasaki
3rd.	H. Everts	Puch
4th.	J. Robert	Suzuki
5th.	J. Pomeroy	Bultaco
6th.	H. Andersson	Yamaha

Championship status after French round

1st.	H. Everts	Puch	133	4th.	H. Andersson	Yamaha	102
2nd.	W. Bauer	Suzuki	126	5th.	H. Maisch	Maico	101
3rd.	Z. Velky	CZ	104	6th.	A. Weil	Maico	99

News from FIM

Road race rules discussed

The representatives of all major manufacturers concerned and officials of the FIM (Fédération Internationale Motocycliste) met together at Geneva, Switzerland late in June for the purpose of discussing many important matters concerning the future of road racing. Included in the agenda were the following matters:

1. Slick tires
2. Silencing of road racing machines
3. Ultra-high speed and fuel consumption by road racing machines
4. New championship for production machines
5. Modifications to the rules governing the manufacturers road racing championships.

No decisions, however, were taken and it was agreed that the manufacturers' representatives would be invited as observers to the FIM annual congress in Berlin, West Germany in October.

Andrews Performs Well

— Italian round —

The 14-round series of the world championship observation trials is now at its climax.

Mick Andrews, Yamaha's sole title contender, performed well at the Italian round on June 15.

Finishing 2nd just behind Martin Lampkin on a works Boltaco, Mick leapt from seventh to fourth place in the title battle.



Steep mountainous course

The Italian round was held in very high mountains situated outside of Torino. For the first of the two laps, there was torrential rainfall with thunder and lightning but this did not deter the many spectators who went up the mountain on the ski-lift which was necessary, if one wanted to

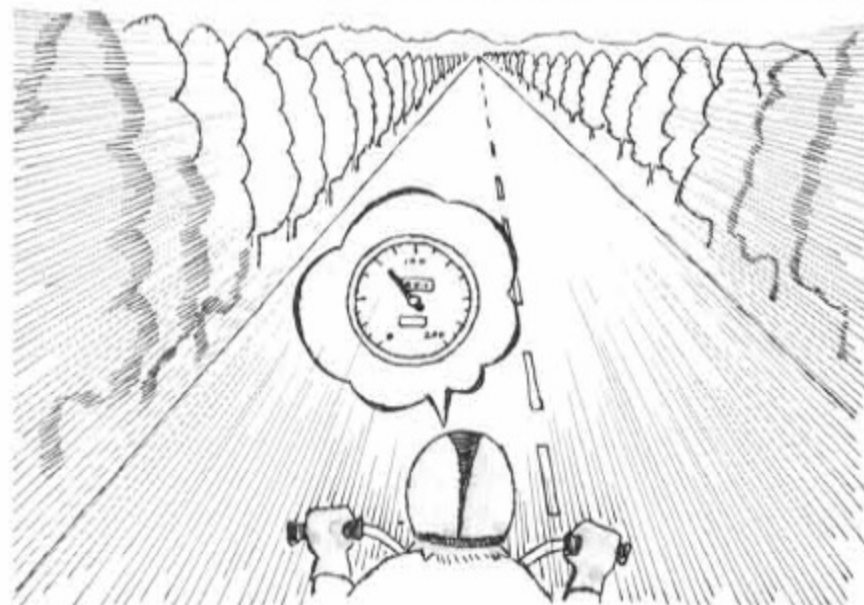
see all sections. 20 sections were held each lap and 5 were established on top of the mountain. Also, with the exception of one at the start, all other sections were inaccessible for spectators.

Do you know Eyes & Speeds

One's range of vision normally covers approx. 200 degrees when he is at a standstill. The range of vision is extremely narrowed when moving speed exceeds 40 km/h. While moving at speeds under 60 km/h, a rider must try to set his eyes onto the point at a distance three times the reading on a speedometer. For example, a bike runs at 60 km/h, eyes should be set 180 meters ahead. Also, in case speeds exceed 70 km/h, the distance should be 4 - 5 times the reading.

As speed increases, the field of vision becomes narrowed as follows:

40 km/h	100 degrees
70 km/h	65 degrees
100 km/h	40 degrees



Trials

Impassable section

The course 50 km long was covered twice and moving from one section to another required high techniques.

Also, many sections looked almost impassable. In fact, one section was refused by all competitors, since it was extremely dangerous.

On the second lap most of sections were modified making them easier. Mick led others for the first half stage but, quite unfortunately, the engine of his Yamaha lost some power during the 2nd lap when the weather got suddenly hot due to the very high altitude. Consequently, the 5 sections on top of the mountain took many marks from him, which eventually cost him the best performance.

Final results

1st.	M. Lampkin	Bultaco	98
2nd.	M. Andrews	Yamaha	104
3rd.	M. Rathmell	Montesa	105.4
4th.	Y. Vesterinen	Bultaco	114.3
5th.	B. Sellman	Montesa	116.4
6th.	M. Soler	Bultaco	117

Championship status after Italian round

1st.	M. Rathmell	Montesa	77
2nd.	M. Lampkin	Bultaco	61
3rd.	Y. Vesterinen	Bultaco	54
4th.	M. Andrews	Yamaha	45
5th.	B. Sellman	Montesa	44
6th.	D. Thorpe	Bultaco	36

News around Industry

New Parts Plant in Indonesia

Yamaha's new plant for manufacturing motorcycle parts in Indonesia has been just completed. It is forecast that the said plant will be put in operation within August, if everything has gone right.

The new plant is intended just to meet the policy of the Indonesian Government for increasing the ratio of local manufacture. At the same time, the new plant will help Yamaha take another steps toward the integrated system of motorcycle production in Indonesia, the largest market in the area of Southeast Asia.

Yamaha formerly established a new local corporation P.T. Yamaha Indonesia "Manufacturing" in Jakarta in capital tie-up with P.T. KARYA SAKTI UTAMA MOTOR, a local company, aiming to push forward with the program of constructing a new parts plant in compliance with the Government's policy.

The new plant which is located in the industrial estate of Jakarta, is capable of turning out various component parts including mufflers, exhaust pipes, frames, etc. It is also replete with plating and welding facilities.

Covering approx. 100,000 m² in total area and 13,800 m² in building area, the plant will start production with the staff of 400 employees.

Now, about 10,000 machines of 75 to 125cc class are being locally assembled by KD system in Indonesia, thus leading the table of Yamaha's overseas production.

With the construction of the new parts plant, Yamaha's KD production system in Indonesia has been further strengthened.

— Yamaha's Account Settlement — Total Turnover Reaches ¥87,200 Mil., 11% Advance over Year Ago

The provisional results of Yamaha's account settlement for the fiscal April term (Oct. '74 to Apr. '75) were recently announced.

Total earnings for the above term reached ¥87,287 mil. This meant a ¥9,253 mil. or 11.9% increase over the corresponding term of the previous year (¥78,450 mil.).

Recurring profit, however, stood at ¥2,718 mil., thus showing a 24.4% down from the corresponding term of 1974 (¥3,595 mil.). Net profit also totaled only ¥1,344 mil., a 21.5% decrease from the year-ago term (¥1,712 mil.). Due to decreased shipments to the United States, the largest market, total export sales of completely assembled motorcycles showed a 56,700 decline from the year-ago level. CKD production, however, in Brazil, Iran, Indonesia and Pakistan went on very smoothly, showing a 25,500 advance in all total.

After all, total export value of completely assembled motorcycles amounted to ¥40,528 mil., a ¥1,129 mil. rise above the year-ago level. Also, total value of CKD sales boosted to ¥9,651.9 mil., exceeding the year-ago total by ¥2,887.9 mil.

Consequently, gross total value of export sales attained ¥50,180.2 mil., a ¥4,017 mil. increase.

Exports of snowmobiles, outboard motors and other products amounted to ¥11,775 mil., a ¥1,175 mil. advance.

On the other hand, total value of motorcycle home sales reached ¥10,913 mil., rising above the year-ago level by ¥2,333 mil.

Second Largest Imports of Motorcycles — America

The United States imported 1,555,810 motorcycles in all total for 1974. This meant a sharp 29.0% increase over '73's 1,205,966. Also, it was the second highest level ever reached in history, only 7.9% behind '72's 1,689,831.

Over 291 cc models accounted for 35.5% of all imports to the United States.

It attracted particular attention that Japanese models totaling 1,402,555 occupied 90.1% of total imports. Italian models ranking second took only 3.0%, followed by Taiwan models' 1.9%.

Who are hot rodders ?



Hot rodders or speed maniacs are causing road accidents or public nuisance. Then, who are hot rodders?

It is an extremely biased opinion that motorcyclists are speed maniacs.

It is frequently the automobiles driven by short-sighted, ill-mannered and aggressive motorists that are the greatest hazard on the road.

In fact, it is up to the motorcyclists to watch out for the automobiles.

Much of the information that formed this conclusion comes from a paper entitled "Motorcycle Accidents and Injuries"

written for a vehicle safety conference by two research workers at the Transport and Road Research Laboratory of Great Britain.

The paper gives the clear information that of all accidents involving motorcyclists of 17 and over, the motorcyclists were considered to be at fault in some way in only one third of them.

Furthermore, in the 120 motorcycle accidents examined in detail, 31 of them were caused by another vehicle pulling out of a minor road or driving into the path of the motorcycle.

These two very similar types of crash, which by their nature imply that the motorcyclist is completely free from blame, are together the most common incident by far, accounting for 37 percent of the total.

That's almost three times as many as the next biggest cause of motorcycle accidents—loss of control while cornering, and six times greater than the number of crashes by motorcyclists driving out into the path of other vehicles or turning across their path.



Expanding market for Yamaha products



Big trail run organized by "Tiger Yamaha"

— South Africa —

Yamaha motorcycles are now enjoying their fast expanding market in South Africa, one of the most important markets in this part of the world, with the backing of strenuous efforts on the part of Charlie Young (Pty) and their affiliated Yamaha dealers.



Importance of "dealer participation"

This type of promotion is considered extremely important and useful, since it will enable the dealer to keep direct contact



with his customers and would-be customers, and also to keep him on a personal friendship basis with his customers. This will in turn be of great assistance to the dealer in selling not only trail bikes but other models of Yamaha.

Charlie Young (Pty) will encourage all dealers to become involved in various motorcycling activities in their particular area. Also, at the same time they will encourage local press personnel to become involved in those activities. In this way, the dealer can gain the support of newspaper for desirable PR effect on the general public.

Laudably inventive

They are continuing and exercising laudably inventive efforts to make more successful their approach to customers and would-be customers as well. Here introduced is a big trail run meeting organized by "Tiger Yamaha" in Johannesburg.

Tiger Yamaha have been specially keen to promote motorcycle sales through creating closer communication with customers and would-be customers in their territory since they joined the group of Charlie Young (Pty) in January this year.

The said trail run meeting which was organized in cooperation with "The Star", one of the most widely circulated newspapers in South Africa, proved to be a big success resulting in a strong impact especially on the trail bike market.

The senior members of their staff involved in this meeting helped all participants enjoy the fun and excitement of trail riding to their hearts' content.



8th Atami Ocean Cup Race

Yamaha FRP boats

The Atami Ocean Cup Race is the most important event of boat racing annually organized by the Japan Motorboat Association.

One-two-three victory by Yamaha boats



Reflecting fast hotting-up enthusiasm to boat racing here, this year's event attracted a large entry of 63 boats including several Yamahas.

The race was staged on a 8-km circuit course to be covered 20 times.

The Yamaha 28 equipped with a massive Holman Moody engine demonstrated its dynamic performance all the way to keep spectators thrilled and excited.

The Yamaha 28 easily won this race followed by two other Yamahas, completing a sensational one-two-three victory.

Yamaha patrol boats

The FRP motorboats of Yamaha are offering tremendous utility not only for recreational purposes but for various work purposes.

Here introduced are the Yamaha-20 HT boats recently adopted by the Maritime Safety Headquarters and the Police Agency. Powered by Volvo or Nissan motors and featuring various corresponding modifications, those boats are intended to take a very active part for coast patrolling or water test.



First Service Campaign — Papua New Guinea —

A big-scale service campaign was recently promoted for the first time in the area of Papua New Guinea. Ela motors, general distributors for Yamaha in this part of the world with the headquarters located in Port Moresby, promoted a one-month service campaign covering six major cities assisted by service engineers from Yamaha.



▲ Local mechanics are showing their tremendous enthusiasm to the mechanical education given by ▼ Yamaha's competent engineers.



The first-ever service campaign for Yamaha outboard motors was a big success for all concerned. The improved after-service system is expected to bring on more sales.

Most favorable response

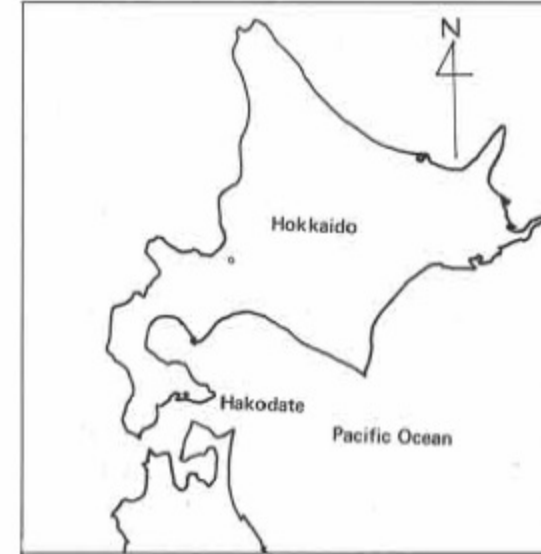
The outboard motors of Yamaha are finding a very good market in this area, too. An increasing number of fishermen and other people concerned with transportation business on the water are highly appreciating the outstanding durability and ideal economy of Yamaha outboard motors.

It is quite natural that much more importance is now being attached to the improvement of after-service system.

Ela Motors' first campaign was just intended to train and educate those people engaged in servicing and repairing outboard motors for the army and national transport corporation. Messrs. Masuda and Hirose, both competent service engineers from Yamaha, acted as instructors, teaching all zealous pupils how to repair or service Yamaha products. Local press men who became involved in it were cooperative enough to give much space to the news of this campaign, thereby greatly contributing to the image of Yamaha brand.

"Kombu" Farming

"Kombu"—it's a kind of edible sea weed which specially pleases the palate of people here. The sea around Hakodate, Hokkaido has long provided a good catching ground. But, farmed kombu has recently taken over the place of natural one.



Specialized farming

Natural kombu catching has long been one of the most popular shallow-sea fisheries in this part of Japan. But, in the course of nature, this fishery operation does not always guarantee a bumper catch for fishermen. In fact, fishermen have had to take it for granted that any bumper catch is inevitably followed by next year's poor catch, thus resulting in overall unstable earnings. This has in turn prevented them from specializing in kombu catching.

It was about 10 years ago that fishermen began to give more serious consideration to kombu farming in an attempt to ensure much more stable earnings.

Through the 3-year period of experiment, they found this new method well payable.

Annual output standing at only 6 tons in 1968 sharply increased to 30 tons in 1971, and then, to 248 tons far exceeding that of natural kombu.

This has quite naturally encouraged more fishermen to devote themselves to this new fishery operation.



Collection season opens

Kombu collection season opens early in July each year. Boats quickly move around countless farming buoys installed about 500 - 1,500 meters far from the shore. Within a couple of hours they become fully loaded with collected kombu.

It draws special interest that 80% of fishermen engaging in kombu farming use the FRP boats powered by outboard motors, both made by Yamaha.



Quickly & smoothly — YB125E

Specially equipped Yamaha YB125E machines quickly and smoothly running around Osaka, the 2nd largest city in Japan, rendering tremendous contributions to the improvement of work efficiency for serum carrying. As is the case with all other major cities in this country, traffic is terribly jammed and congested around Osaka. This has inevitably prevented the smooth progress of this extremely important work needing "promptitude" above all things.

The Serum Microorganism Laboratory of Osaka performing the test and analysis of

serums provided by approx. 3,000 hospitals and dispensaries, has adopted 23 machines of the Yamaha YB125E model as the best conceivable solution to the above inconvenience.

Those bikes are so modified as to best serve this particular purpose. Especially, the 12V electric system of this model allows the installation of a convenient radiophone equipment. They daily cover a total of 3,000 medical organizations, collecting or delivering serums for test or tested in a much more efficient way than ever before.



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Yamaha, bride's outfit

With always-growing enthusiasm to motorcycles in Japan, an increasing number of girls are becoming interested in them. Miss Misuzu Tawara, a nice, charming girl as



pictured here, is undoubtedly one of the most ardent Yamaha fans.

"It is a bias that motorcycles are dangerous", says Misuzu, "On the contrary, motorcycles can offer tremendous fun and utility, if ridden correctly.

I wish I could see much more girls interested in bikes".

She enjoys her better life with Yamaha. Also, she wants to include her Yamaha in the list of her bride's outfit.

Useful press cuttings

Introduced here is a nice collection of press cuttings made by Charlie Young (Pty) Ltd. in South Africa. The collection covers new model introduction, major sport events, various campaigns and all others concerned with Yamaha motorcycles.

Reflecting high popularity enjoyed by Yamaha products in this part of the world, all of major newspapers always spare much space for reporting the news of Yamaha. The collection of press cuttings will be useful for Charlie Young and Yamaha as well in studying and analyzing the general tendency of response to Yamaha products.



Good PR effect

The red mark and name of Yamaha on a white background prove to have a good PR effect on the public. These arrangements were made by International Automobiles Ltd. in Malta on the Mediterranean Sea. The van body was built by their sister company Gasan Enterprises.



Attraction at Paul Ricard

Stunt ride by a Yamaha machine thrilled 70,000 spectators at Paul Ricard, France. Stunt ride was staged as attraction at this circuit where a big international event took place. A stunt rider piloting a Yamaha YZ motorcrosser successfully jumped over 19 cars.

