



## A new target of domestic sales announced!

Dealers assembly in Tokyo



"About 700,000 Yamaha bikes were sold in Japan last year, setting a new record of domestic sales", stated Mr. Hisao Koike, President of Yamaha Motor in his message to selected 470 Yamaha dealers attending the annual year-beginning dealers conference held in Tokyo. "Our easy-to-handle light moped models, Passol and Passola hit a mark and accounted greatly for such a remarkable upturn in domestic sales but much of this success should be attributed to you who are active in the first line of a hot sales war. It must be taken for granted that 1979 will become even more eventful for both Yamaha and you in conjunction with the present state of affairs, national or international, yet to grow much more complex towards the future, which may sometimes affect badly the motorcycle industry of Japan. With all conceivable factors taken into account, we have set a new sales target on the almost same level as the previous year. But we will make it our basic policy this year to gain more in quality even at the cost of quantity. This will be reflected in every phase of our business activity and our new quality bikes, which will follow popularity-gaining Passol and Passola, must help you attain even better business results this year."

## Smooth development of CKD assembly in Brazil

Setting an example of the best international co-operation, Yamaha's CKD assembly in Brazil is making a very remarkable progress with the backing of the government's positive policy for national industrialization.

Yamaha's complete knockdown assembly of motorcycles is being carried out in 22 bases of 20 nations across the world. Even greater efforts will be put in the expansion of this project towards the future in order to comply with each government's positive national industrialization policy. In Brazil Yamaha has a powerful overseas subsidiary company, Yamaha Motor do Brazil with the main office located in São Paulo. Its CKD assembly factory, which started operation about 5 years ago, is now at full capacity for production increase at a time when the market of motorcycles is presenting a very favorable aspect. In this nation about 1,000,000 automobiles are produced each year and VW1300 cars occupy nearly 50% of the total market. On the other hand, the market of motorcycles is still in a fair way to maturity and considered one of the most promising markets.

(see center pages for details)



## Service seminar and factory tour – Thailand



Thailand is now one of the most important markets for Yamaha motorcycles. Sales are maintaining a constant rise and CKD assembly of quality lightweight bikes is already placed on the right line. Siam Yamaha, with the head office located in Bangkok, are making all endeavours for sales promotion in co-operation with their franchised dealers forming a powerful nationwide network. Yamaha's CKD assembly project in Thailand is setting an example of the most successful international co-operation sharing efforts with the government keenly interested in the progress of national industrialization. The recent service seminar and factory tour, which was given for 250 dealer mechanics, was intended to strengthen overall an after-sale service system for another leap in sales.

see page 2 for details

**Service Seminar  
•  
Factory Tour**

**Increased sales,  
Strengthened after-sale  
service system**



Mr. Kasem Narongdej  
Managing Director

Demands for Yamaha motorcycles are still great in Thailand where Yamaha has already become a leading brand. Siam Yamaha and their franchised dealers are developing their sales promotional activity in a very successful manner throughout the nation.

**250 mechanics are trained**

Yamaha's established business motto is to have every customer use his or her bike in the best operative condition at all times. Along the increased sales of Yamaha motorcycles, greater importance is being attached to the perfection of after-sale and parts supply system. A recent large-scale service seminar represented Yamaha's very positive attitude towards it. The seminar was given for 250 mechanics from all the parts of Thailand. It was the largest scale event of the kind ever organized and mechanics were trained and educated for advanced skill and knowledge of motorcycle repairing and servicing, with particular emphasis placed on tuning up, troubles shooting, electrical system, how to use a pocket electric tester etc. Questions and answers were brisk and every key point was thoroughly discussed by instructors and students.



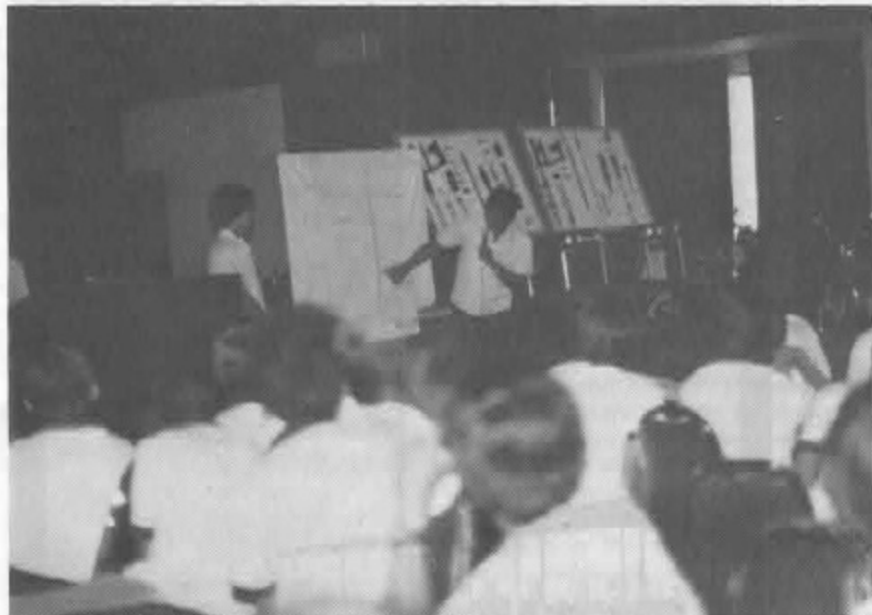
Quality CKD bikes increase their reliance on Yamaha.



They are all active in the first line of repairing and servicing Yamaha bikes.

**Presentation of A Yamaha Bike  
— Kenya —**

Pictured below is the Hon. Mwai Kibaki, Vice President of Kenya (2nd from the right) looking intently at a 125cc Yamaha bike which was presented to the Ruling Political Party through Car & General, distributors for Yamaha in Kenya. The Vice President was exceptionally satisfied with this wonderful present. Also pictured here are Mr. B.C. O'toole, Managing Director of Car & General (3rd from the left) and the General Secretary of K.A.N.U., the Ruling Political Party.



Service seminar proves very useful for all mechanics.

**More reliance on Yamaha bikes**

Factory tour also formed a very important part of this event. Mechanics were greatly pleased to watch personally new Yamaha bikes rolling off the line one after another at Siam Yamaha's new, modern CKD factory located at Bangnan — Trad. New Y90 and DX100 models were also shown with introduction of various quality components, such as Kayaba shock absorber, G.S. battery and N.G.K. spark plug. CKD assembly is now considered an ideal form of international cooperation doing a great deal for the smooth promotion of the government's national industrialization policy. The above factory tour helped all mechanics know much more about Yamaha motorcycles. This increased naturally their reliance on Yamaha products.



Diploma awarded

**Yamaha  
Motorcycle  
Topics**

**Driving safety campaign  
— Brazil**

*Mais importante que nossa mão, só a sua.*



Pictured above is a poster for a large-scale police sponsored safe driving campaign which gets going around São Paulo, Brazil. Driving safety and good traffic manners are becoming an object for serious public concern along an increasing number of motorized road vehicles. Yamaha Learn-To-Ride Safety Program, which has already been implemented more than 30 times in this nation, has evidently called public attention to the importance of a happy, accident-free bike life.

**First-aid training  
— Japan**

Yamaha Safe Riding Promotion Center gave recently a special first-aid training course for Yamaha dealers. On-the-spot first aid treatment is considered extremely important to hold accident disaster to a minimum. The above special training course was part of Yamaha's nationwide safe riding campaign and twenty selected dealers learned how to treat the injured on the spot of traffic accident, with various different situations taken into consideration. "I have learned a lot about first aid", said one of the participating dealers, "I will teach as many customers as possible what I have



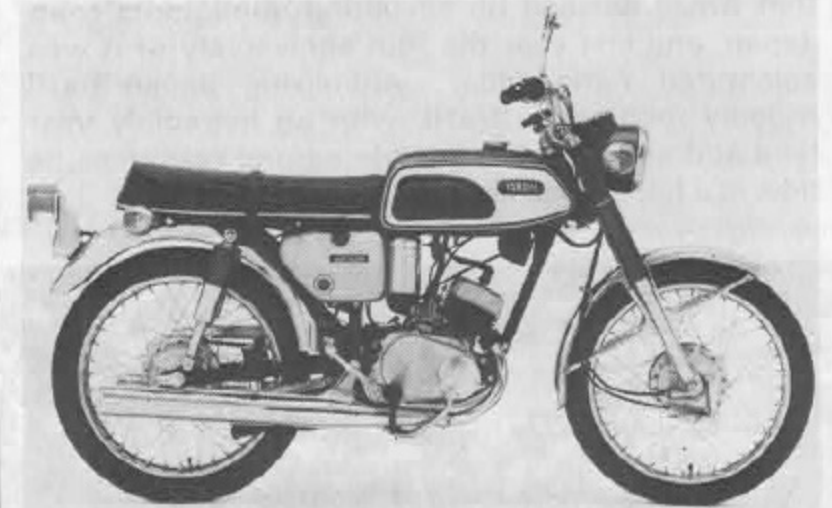
learned. This must benefit my business itself."



**Unforgettable models**

Part 14

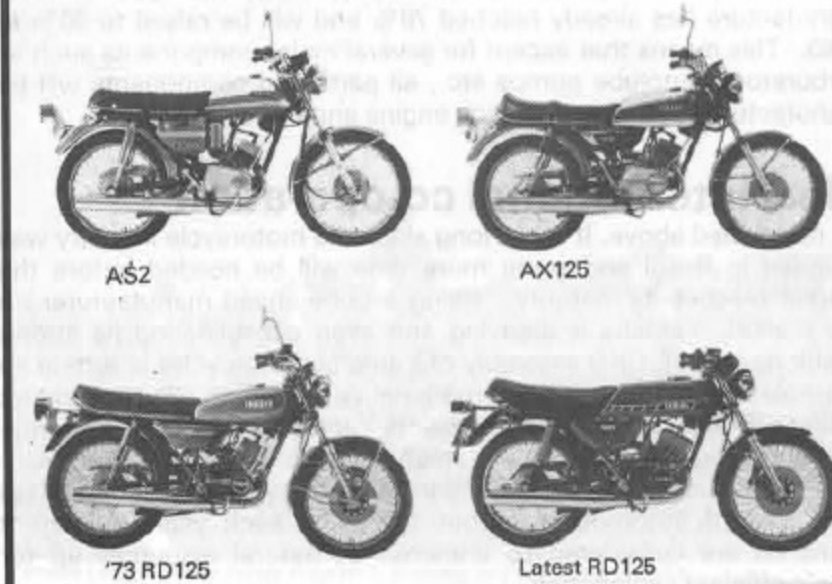
**Yamaha Sports 125 AS1**



\*Overall length 1,855 mm \*Overall width 740 mm \*Overall height 1,070 mm \*Wheelbase 1,200 mm \*Dry weight 98 kg \*Air-cooled 2-stroke piston valve twin cylinder engine \*Bore x stroke 43 x 43 mm, 124cc \*Compression ratio 7.0 \*Max. power output 15ps/8,500rpm \*Max torque 1.3kg-m/8,000rpm \*Top speed 130km/h \*Rotary-type 5-speed transmission \*Tire size 2.50-18(F) and 2.75-18(R)

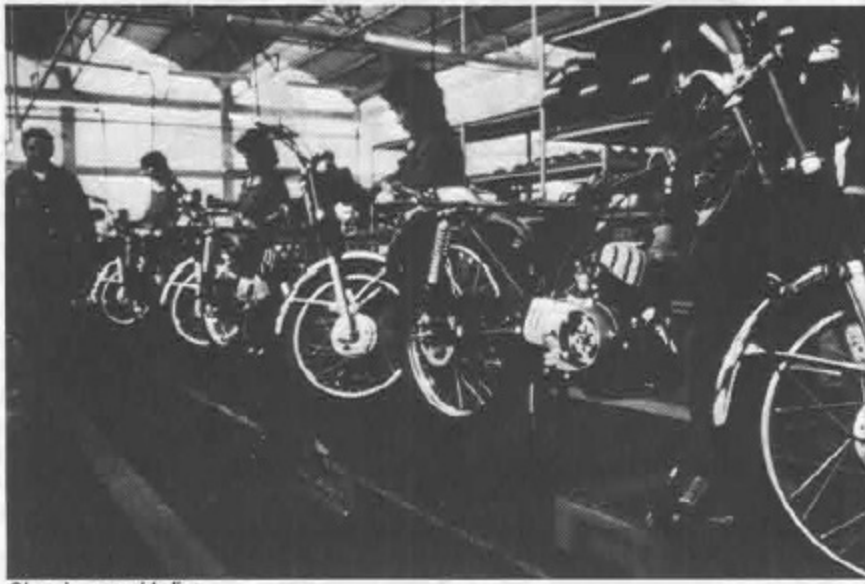
**Real super-sport model**

Yamaha's first lightweight super sport model was launched on the market under the designation of "125 AS1" in October 1967. In those days the YA6 with a rotary valve single Autolube engine, which had been offered for sale in 1964, enjoyed invariable popularity as one of the best utility bikes ever built in Japan. Yamaha's new super sport model was also reputed to be a big score for the Company. Featuring a newly-designed diamond type frame with a square type fuel tank and a couple of cylinder-type air cleaners, the whole machine looked remarkably slim and sporty. In addition, the 2-stroke twin-cylinder engine employed an entirely-new 5-port piston valve intake system and max. power output reached full 15ps at 8,500rpm. This meant 120.4ps per liter! As you know, the 7-port "Torque Induction" system has been developed from the above 5-port intake system employed on the 125 AS1 for the first time. Just for this reason the AS1 is claimed to be one of the most memorable models for Yamaha. Both styling and performance were far above conventional standards in its own class and the AS1 enjoyed the reputation of a real lightweight super sport bike. The chrome-plated AS1 Custom was also marketed at the same time to strengthen the super sport range. Much of this model's technical niceties was inherited to the AS2 in 1969 and the AX125 in 1971. The AX125 was redesigned to be the RD125 in 1973. This model featured some more technical improvements and refinements including a front disc brake. The '76 RD125 model was even more exciting. Styling was renewed overall and max. power output was increased to 16ps. By the way, Yamaha's international sport activities reached the climax in 1967. Yamaha riders including Phil Read and Bill Ivy, both British stars, swept 125cc and 250cc classes of all important events across the world. All technical data collected through racing have been fully utilized for the perfection of RD series models.



## Expanding market of Yamaha Motorcycles

It dates back to the early part of the 20th century that Brazil decided on accepting immigrants from Japan, and last year the 70th anniversary of it was celebrated nationwide, symbolizing Japan-Brazil friendly relations. Brazil, with an incredibly vast land and almost inexhaustible natural resources, is now in a fair way to national industrialization.



Chassis assembly line

### Yamaha Motor do Brasil Ltda.

Yamaha Motor do Brasil Ltda., with the main office located at Guarulhos about 30km northeast of the center of São Paulo, is spearheading Yamaha's business efforts in this part of the world. It was about 9 years ago that the company was founded as the sole Yamaha-owned overseas subsidiary one to take the initiative in enlarging the market of Yamaha motorcycles. In 1974 the company started out into local CKD assembly of Yamaha lightweight bikes, keeping pace with the actual trend of market and also to comply with the Brazilian government's positive policy for national industrialization. Yamaha was the first Japanese motorcycle manufacturer to materialize a CKD assembly project in Brazil.

### Increased ratio of local manufacture

Yamaha Motor do Brasil's CKD assembly factory, which is also located at Guarulhos, covers about 8,000m<sup>2</sup> in total floor area on a giant 250,000m<sup>2</sup> site. Operation started late in 1974 when Brazil reported a remarkable rate of economic growth. A crucial worldwide oil problem, however, which arose in 1978, came to have an inevitable effect upon Brazil, one of the oil importing nations. Since that time, her economy has suffered drastic fluctuations, urging the government to introduce some substantial changes to its national industrialization policy.

Thus, the government has worked out a new policy making it mandatory for all assembly manufacturers to use many more Brazil-made parts to replace imported ones. Up to now, the ratio of local manufacture has already reached 78% and will be raised to 90% in 1980. This means that except for several major components such as carburetors, autolube pumps etc., all parts and components will be manufactured in Brazil, including engine and frame items.

### Ideal international co-operation

As mentioned above, it is not long since the motorcycle industry was founded in Brazil and some more time will be needed before the market reaches its maturity. Being a gone-ahead manufacturer on the market, Yamaha is enjoying and even consolidating its strong position. In fact, CKD assembly of Yamaha motorcycles is setting an example of the most ideal international co-operation. Every product rolling off the assembly line represents Yamaha's advanced motorcycle technology and Brazilian Yamaha people's excellent workmanship. It is true that total production of motorcycles is still much less than that of automobiles (about 1,000,000 each year) but latent demands are considered so immense as natural resources up for man's efficient exploitation.

- News from Brazil -

# Smooth development of CKD assembly

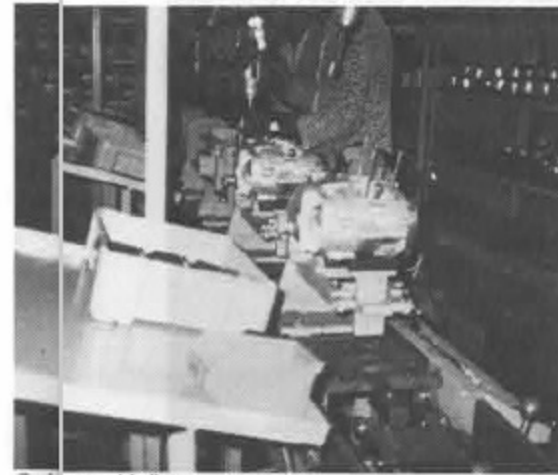


It is evident to everybody that Brazil is a big power of tomorrow for her immeasurably colossal store of natural resources left undeveloped everywhere on the vast land, especially, almost all over the basin zone of the Amazon River. A large-scale development project is already started along the right lines with the backing of the government's exceptionally positive policy. The induction of foreign funds, as a matter of course, forms part of this project. Exercising its accurate foresight into the future, Yamaha has been making all endeavours to expedite the progress of it through establishing a factory and offering every technical assistance for CKD assembly of high quality motorcycles. Yamaha Motor do Brasil, led by President Ohara and staffed by 550 employees, and all franchised dealers are joining efforts to achieve an established target with eyes set onto the future of 10 years ahead when motorcycles have been accepted as a handy, economic means of transport or leisure enjoyment for many more Brazilians.

### Important safe riding education

Yamaha has upheld a basic business policy that motorcycle or motorcycle riding should be in no way incompatible with social conditions. This policy has been embodied into a worldwide safe riding campaign called "Yamaha Learn-To-Ride Safety Program" (LTR). The program started about five years ago and has already covered many nations including the United States, Canada, Greece, Australia, Brazil etc. Brazil has been one of the most important targets for this program, with tremendous market potential taken into consideration. The program has been promoted more than 30 times up to now and public response was very favorable each time. Novice riders education is considered extremely important at a time when motorcycling is getting popular. The program is designed and arranged to let novice motorcyclists learn how to ride safely and correctly in a very enjoyable manner under the guidance of Yamaha-approved expert instructors. In Brazil the latest training session of this program was organized for the period of one month from the late-Mar. to the late-Apr. of 1978 on a larger scale than ever. The program was given sheer support by the increased number of people and organizations recognizing the importance of safe riding education.

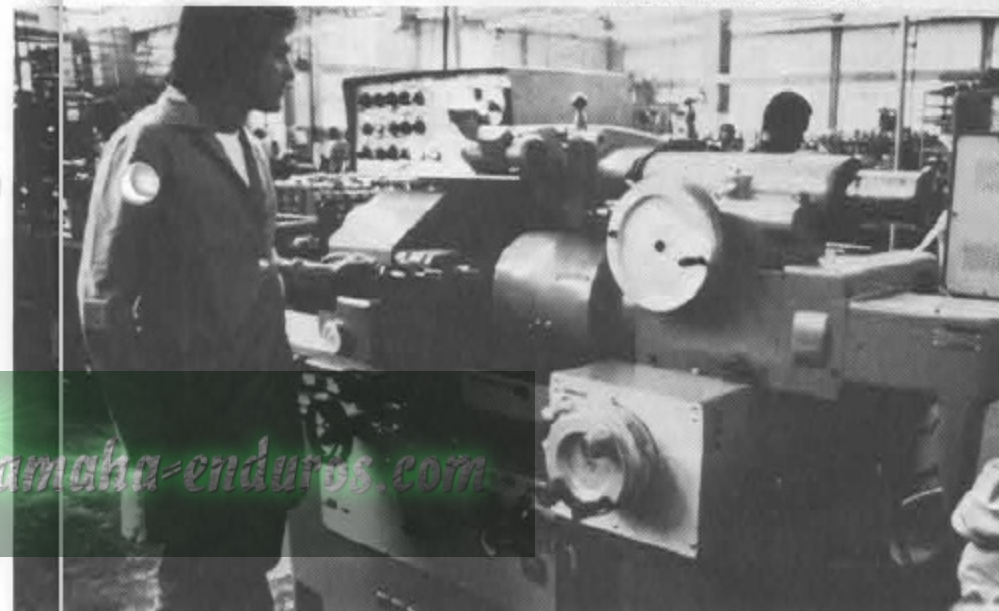
The program also incorporated a special course for traffic control policemen active in the first line of accident prevention. These policemen using 750cc machines were trained to improve their skill and knowledge of safe, correct motorcycle riding, which should render greater contributions to the performance of their important duty. In addition, many of the Yamaha dealers became much more interested in the education of novice riders, which they thought would have much to do with their business. All in all, the program gave a rise to a strong safety-conscious tendency in Brazil.



Engine assembly line



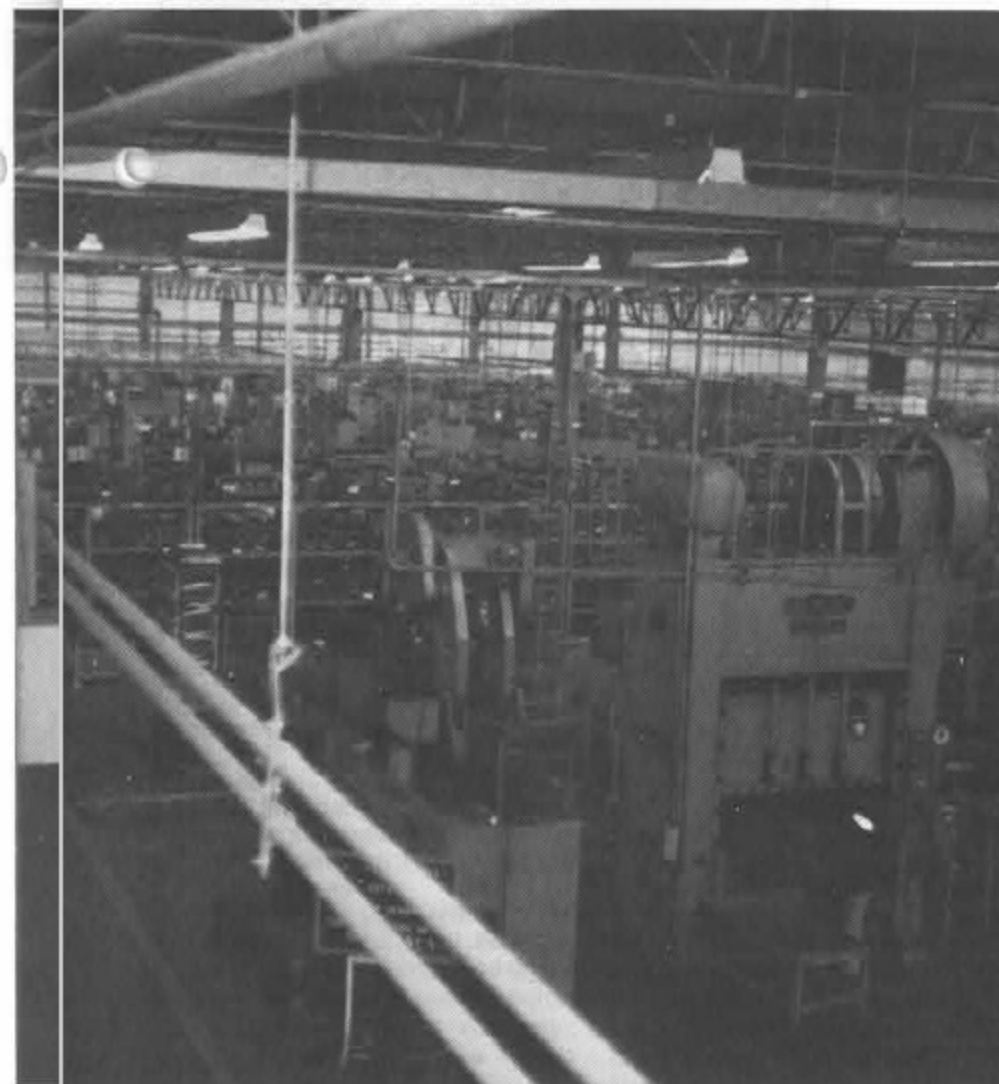
Yamaha Motor do Brasil Ltda.



Mechanical processing



One of the typical Brazilian dealers



Press machines



Well-arranged workshop



Yamaha Learn-To-Ride Safety Program is attaining very satisfactory results.

Yamaha products are doing a great deal for a great number of people .....

## Increased durability New Enduro 40AM

The new Enduro 40AM, with muscular performance plus increased durability, has joined the Yamaha outboard range. The proven 2-stroke twin engine, with a reed valve intake system and single carburetor, delivers full 40HP in a more dependable manner for higher work efficiency or greater pleasure on the water. Major technical features are introduced as follows:

Thicker piston rings are newly employed for better lubrication effect. Heat dissipation efficiency is also improved adding extra durability to cylinder wall and piston rings. New thermostat and water pressure valve control motor temperature. This results in added durability, longer engine life and improved idling. Split type lower case is easily detachable and opens wide for extra maintenance ease. Heavy-duty spiral bevel gear and big capacity taper roller bearing are tough enough to withstand thrust and power. New aluminum alloy propeller has a big capacity rubber damper designed to withstand axial thrust force.



### Specifications

Engine type . . . . . 2-stroke, Twin-cylinder Single-carburetor  
Maximum output . . . . . 40HP (29.4 kw)/5,500 rpm  
Displacement . . . . . 592 cc.  
Bore & Stroke . . . . . 75 x 67 mm.  
Ignition system . . . . . Flywheel magneto  
Starting system . . . . . Recoil hand starter  
Cooling system . . . . . Water (with thermostat & pressure valve)  
Controls . . . . . Twist grip  
Gear shift . . . . . Forward-Neutral-Reverse  
Gear ratio . . . . . 2.0 (26/13)  
Propeller size (Blade x Dia. x Pitch) . . . . . 3 x 11-1/2" x 12"  
Transom height . . . . . (S)15 in. (L)20 in. (LL)22 in.  
Weight . . . . . (S)59.5 kgs.  
Tilting position . . . . . 5-stage  
Fuel . . . . . Gas-Oil mixture (50 : 1)  
Fuel tank capacity . . . . . 24 lit. (6.4 US gal.)

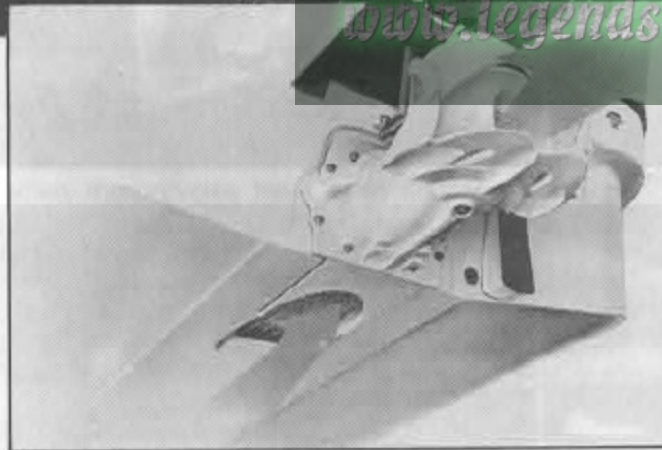
\*Specifications are subject to change without prior notice.

## Yamaha Marine Jet MJ Series

Exciting jet-powered FRP boats are launched on the market under the designation of Yamaha MJ series. The entirely-new power-unit, which has been developed from that of Yamaha 40A outboard motor model, combines with a high-performance impeller and newly designed drive unit to develop an exciting world of "jet propulsion" on the water.

### Improved maneuverability, increased safety

The marine jet-powered boat has no projecting part at its bottom and all rotating parts are housed inside the hull. This ensures troublefree shallow-water (only 30cm deep) cruising, giving no hazard to a fishing net or rope set thereabout. Mechanical noise is exceptionally low. The compact jet unit utilizing a part of boat hull itself allows easy maintenance and servicing. The MJ series has four different models, namely, MJ-23, MJ-23DX, MJ-19 and MJ-19DX.



## Snowmobile season opens in Japan

Snowmobiles are still maintaining a steady rise in sales here. Sporty EX440, GP440 and family type S250 models are particularly popular. Japanese enthusiasts cite their machines as the best available means of transport in snowy regions. Especially, there are many places

good for snowmobiling in Hokkaido, the northernmost part of Japan, all Yamaha dealers are continuing their positive efforts for another sales promotion. For example, Mr. Takeshi Ameya, motorcycle shop owner, has organized a snowmobile tour club in order to

have all enthusiasts enjoy the real, exciting pleasure of snowmobiling in a safe and correct manner. He is also organizing a snowmobile license school in an effort to develop latent demands during the height of the season. His efforts are gradually taking shape. "Snowmobile fans are steadily increasing in number", says Mr. Ameya, "Latent demands are considered still great, too, and sales promotion will depend on how we can convince our would-be customers of the true pleasure of snowmobiling. Snowmobile users are sport-minded people for the most part and they switch over to bikes after a season is over. "Yamaha" is the most popular brand in both categories. Benefiting from it, we hope we can achieve a new target this year." Snowmobile racing is also so popular as touring. The Motorcycling Federation of Japan (M.F.J.) organizes annually a national championship series and Yamaha is the most successful make in it, as a matter of course.



Worldwide  
response  
to  
"Fishery Journal"

"Fishery Journal", which is issued by Yamaha every other month, is now enjoying worldwide response for its extensive coverage instrumental to coastal-water fisheries development. Up to now four issues have already been published, each of which features collectively a particular species of fish or marine animal as follows:

- No. 1: Horse mackerel and mackerel
- No. 2: Prawn and shrimp
- No. 3: Squid
- No. 4: Abalone and similar species

Its extensive coverage runs on their ecology, geographical distribution, popular fishing method or equipment, cooking or processing method currently in use in Japan and fishery topics as considered instrumental since the aim of publishing it is to wake it a medium for informational exchange providing technical, economical and like data concerning coastal-water fisheries development and maximum utilization of marine resources to such educational organizations as fishery colleges, as well as to the governmental agencies in charge of fisheries in many nations across the world.

## Yamaha Portable Generators

### New Model

### Brand-new 2-stroke ET500



Yamaha portable generators, namely, 2-stroke ET1500 and 4-stroke EF1800/2600, are gaining popularity as a handy, all-round power source for a great number of economy-minded people all over the world, especially, in many developing nations. These models are offering a

wide variety of applications for household and business needs. The newly introduced 2-stroke ET500 is a nicely compact yet power-packed model featuring the same technical niceties and product qualities as its sister model ET1500. The new model is powered by a 49.9cc 2-

stroke engine with a reed valve intake system ensuring an exceptionally smooth development of power output over the entire range

of speeds. Available in A type (with a voltage meter or B type (standard).

### Success of sales/service campaign - Nigeria

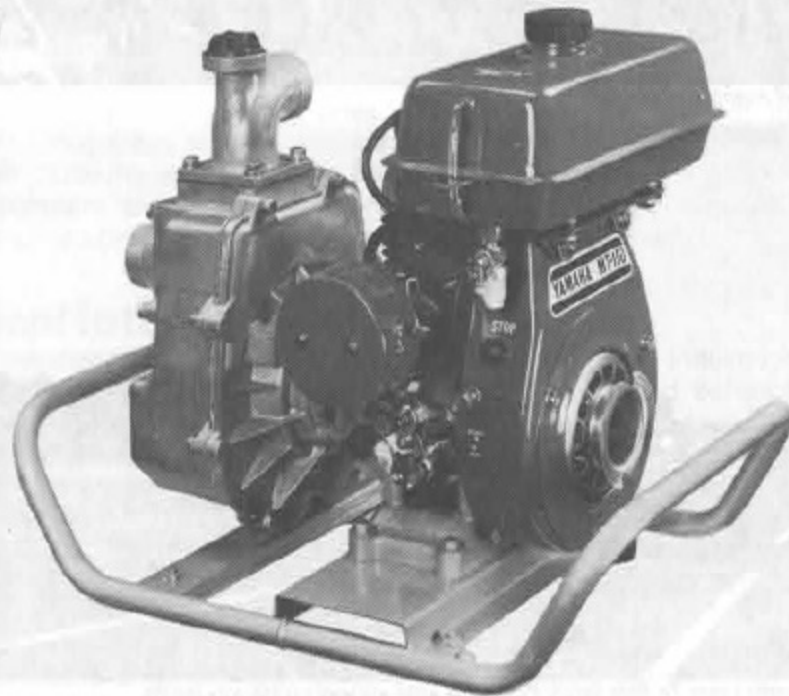


Yamaha's large-scale sales/service campaign, which was recently promoted in Nigeria, West Africa, achieved very successful results.

Yamaha became the first ever to launch this sort of campaign in Nigeria and public response was much more immense than anticipated. Yamaha portable generators ET1500 and EF1800/2600 are relatively newcomers on the market but gaining popularity against other brands including Honda and Kawasaki. The campaign covered many major cities, such as Lagos, Ilorin, Benin, Warri, Onitsha, Enugu etc.

Demonstration, service seminar and free check service were given in the above areas with the initiative taken by Messrs. Suzuki and Okamoto of Yamaha Motor in close cooperation with the staff of YAMACO and their dealers concerned.

## Yamaha Water Pumps YP2/YP3



Introduced here are new light-weight water pumps designated YP2 and YP3. Powered by MT110A and MF180A, respectively, and employing a special impeller, both models features an exceptionally strong sucking force for various commercial applications, such as sprinkling water over a farm; general irrigation; sucking up underground water; water supply at the time of emergency etc. Made of lightweight die-cast aluminum alloy, both models are easy to carry and handle. Special mechanical seal is put over a pump/engine joint for better sealing qualities. Running noise is held to a very low level ensuring super-quiet operation at all times.

YP2  
Caliber . . . . . 50 mm (2 in.)  
Dimensions . . . . . 573 x 370 x 480 mm (L x W x H)

Dry weight . . . . . 26 kg  
Engine . . . . . Yamaha MT110A  
2-stroke, forced air-cooled gasoline, 106 cc, 2.9 ps/3,600 rpm  
Max. capacity . . . . . 450 lit./min.  
Total head . . . . . 29 m  
Priming head . . . . . 7 m

YP3  
Caliber . . . . . 80 mm (3 in.)  
Dimensions . . . . . 617 x 366 x 530 mm (L x W x H)  
Dry weight . . . . . 35 kg  
Engine . . . . . Yamaha MF180A  
4-stroke, side valve, forced air-cooled, gasoline, 179 cc, 3.5 ps/3,600 rpm  
Max. capacity . . . . . 780 lit./min.  
Total head . . . . . 28 m  
Priming head . . . . . 7 m

## Yamaha Sport Highlight

# Indonesian Grand Prix

Dec. 2 & 3, '78

The Indonesian Grand Prix Road Racing, which is annually held at the 4.47km Anchol circuit located in the outskirts of Jakarta, is reputed to be one of the most important events of its kind in this part of the world. In concert with always-growing sport enthusiasm, the event draws a large crowd of spectators each year. The '78 event took place on Dec 2 & 3, and the number of ardent fans was estimated at 40,000.

### Kanaya, the winner!

The 2-heat open class race was contested by many works riders including Hideo Kanaya (Yamaha), Ikujiro Takai (Yamaha), Hiroyuki Kawasaki (Suzuki) etc. The race developed



# Kanaya & Indonesian Stars Thrill 40,000 Spectators



### Indonesian stars sweep lightweight classes

Even more spectacular was Indonesian stars' performance in lightweight classes. The Indonesian trio monopolized the first three places in senior and junior 125cc races. They rode fantastically fast water-cooled YZ125R machines and outclassed all rivals. Koji Ueda (Honda) and Kengo Kiyama (Honda), who are claimed to be ones of the best Japanese riders, were not a match for the Indonesian Yamaha trio. Budijanto spearheaded such a brilliant Yamaha victory. In addition, he finished first in senior 100cc race.

into a three-way battle, as had been anticipated, but the Suzuki machine suffered a mechanical trouble during the latter half stages. Clocking the fastest lap at 1'51" 2 Takai won the first heat while Kanaya finished second. Third spot was taken by Bangbang Soedarsono on a Yamaha TZ750. Hiroyuki, new Suzuki ace, hit back in the second heat. He managed to finish first despite Kanaya's race-long hot pursuit. Kanaya was declared eventual GP winner with two second spots and Kawasaki overall second. Takai was sixth in the second heat and ranked third overall. Bangbang Soedarsono fourth with third and fourth spots.



## Popo, Indonesian MX No.1!



Popo Hartopo, who finished a special training course for prospective motocross school instructors held in Japan last year, is sweeping all big events in Indonesia. Advanced motocross techniques as acquired in Japan prove unsurpassed. His continued triumph march is a good PR exercise for Yamaha. Especially, many more people are renewing their recognition of the importance of Yamaha Motocross School.

### Be a good teacher!

"I studied much about motocross in Japan", this Indonesian star says, "the first motocross school in Japan was very successful and I am happy to make contributions to the growth of this sound motorcycle sport in our own country." Popo is competent enough to serve as school instructor teaching his fellow riders every motocross fundamental. He wishes to be a good teacher as well as the best racing rider.

## FIM Sport Calendar '79

### Formula 750 World Championship

Italy	April 1
Great Britain	April 22
France	May 27
Switzerland	July 15
Austria	July 22
Canada	July 29
USA	August 5
Holland	September 9
Belgium	September 16
West Germany	September 23
Yugoslavia	September 30

### Tourist Trophy

Isle of Man	June 2 ~ 8
Ulster GP	August 18

### Coupe d'Endurance

Holland	April 22
France	April 29
Belgium	May 20
West Germany	June 17
Italy	June 24
Spain	July 7/8
Great Britain	September 30