



— New Year Opens —

“Let’s make a fresh determination to start out into a new, eventful year”

says Mr. Hisao Koike, President of Yamaha Motor at year’s beginning



Mr. Hisao Koike
President of Yamaha Motor

1978 was an extremely eventful year for all the industries of Japan. Especially, a drastic rise in the value of yen came as a heavy blow to many an export industry. Even the motorcycle industry, which is considered highly competitive and advantageous on the international market, was never an exception.

1979 just opens. The general drift of international affairs is still unfavorable and nobody can see how things will turn out this year.

Reflecting such a severe situation, Mr. Koike’s new-year message was exceptionally impressive, calling upon world-wide Yamaha people to make a fresh determination to start out into a new, eventful year.

The following is the summary of it: We live in the age of uncertainty, as it were. Many complex factors reacting on each other make it difficult or almost impossible for us to see far into the future and nothing warrants any optimism. Forming a clear view of the situation by any means - this must be the best and the sole way to survive such an age.

Flexible Yamaha policy

In 1978 we produced about 1,810,000 motorcycles, and this total was eventually equal to that of 1977. Domestic sales reached 660,000 and exceeded an original target by 60,000 due to a boom in the sales of 50cc family leisure bikes, such as Passol and Passola. On the other hand, however, export

shipments stood at 1,150,000 showing a 250,000 drop from an original estimate. This was attributed to many complex factors involved in the fluctuating international situation. Our export shipments still continued to increase for the first half period of 1978 after a sharp upswing had been recorded the previous year, though the general situation of international affairs was not always favorable. Things, however, took a drastic turn for the worse mainly because of another increase in yen value for the latter half period of the year, affecting adversely even the most internationally competitive industries of Japan including the motorcycle industry. There was no virtually effective measure to counter such a situation. Any rise in price was deemed even stimulative to the further growth of such an undesirable situation, rather than a solution to the problem. Such being the case, we did not hesitate to switch over to a self-control export

policy upon careful analyzation of all problems arising in conjunction with such increased export shipments of motorcycles. That is, we considered it extremely important to establish order by holding our shipments to a reasonable level, even if demand for Yamaha products was still great overseas. This set a good example of our sound and flexible policy which has long been a secret of business success.

Gain much more in quality

We have set a production target at 1,900,000 this year, with all conceivable factors taken into account. Domestic sales are estimated at some 750,000. 50cc family leisure bikes including some new models yet to come and large road sport

bikes will continue to enjoy an upward curve in sales. On the other hand, export shipments will stand at 1,150,000 again. Our basic policy is to gain much more in quality even at the cost of quantity. This policy will be reflected in every phase of our business activity. “Think everything right in the place of users” - we will give even more consideration to Yamaha’s long-established motto this year. Every commodity plan will be laid so that it can best fit particular local needs. We will elaborate on every export plan accordingly, with the order of each local market kept in mind, above all things. This policy will cover all other Yamaha products as well, as a matter of course.



Main office and factory buildings at Iwata

TC Iwata instructors take a special two-day course

— Yamaha Motocross School —



Seven first-line instructors of the Yamaha Technical Center Iwata took recently a special two-day course of Yamaha motocross School held at the Hamakita Trail Land. As reported already, the TC Iwata is the sole authorized motorcycle school for those who wish to obtain a licence while it serves as the nucleus of Yamaha’s comprehensive safe driving promotion program. As a matter of course TC Iwata instructors are all expert motorcycle riders and making great contributions to the smooth furtherance of novice riders education. The above special course of Yamaha Motocross School proves very useful even for them.

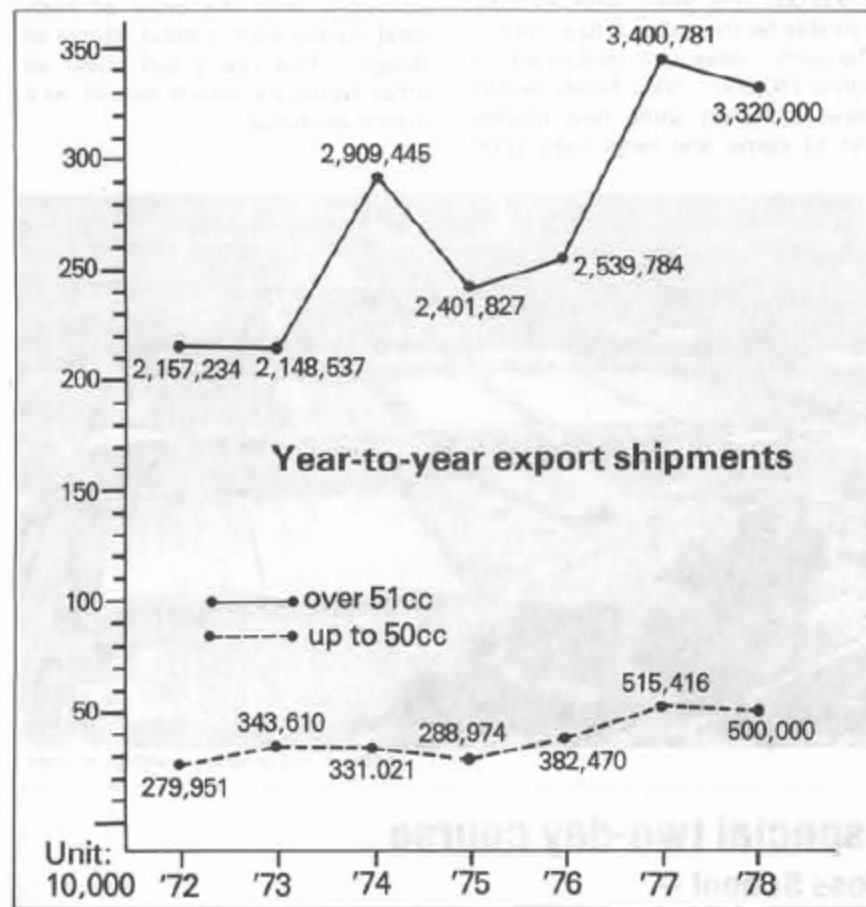
(See page 4 for a full report)

'79 outlook of the Japanese motorcycle industry

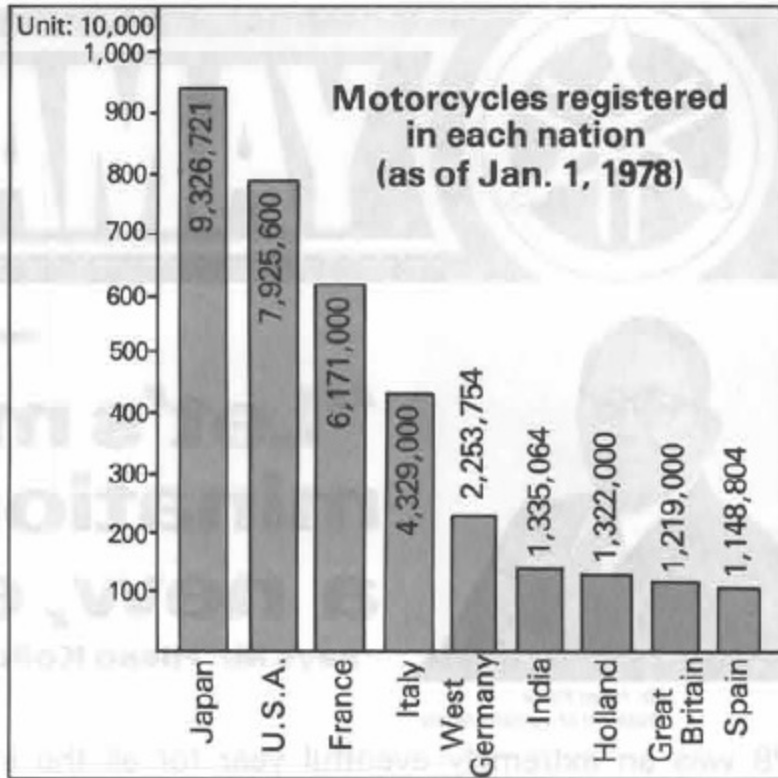
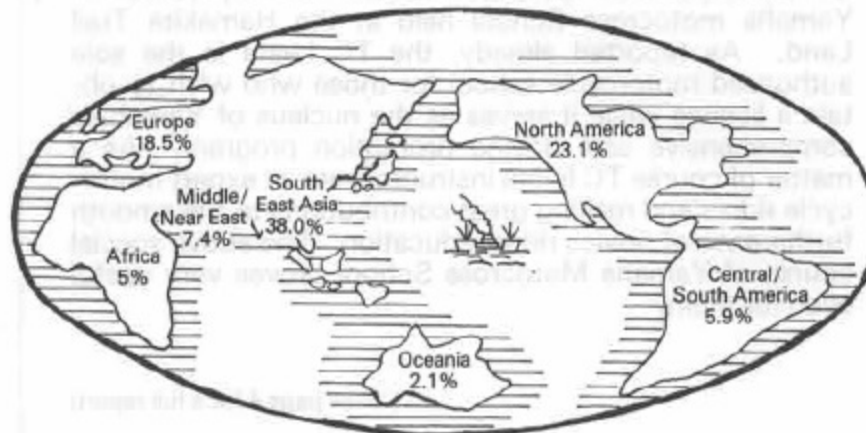
Last year the Japanese motorcycle industry turned out 5,820,000 units. This was a new record exceeding '77's total by 4.5%. Export shipments totaled 3,800,000 units 2.5% lower than '77's total, reflecting an industrywide self-control policy. On the contrary, domestic sales boosted to 1,980,000, showing a 330,000 increase over '77's total. This was also a new record. 50cc family leisure bikes as well as medium/heavyweight road sport models accounted greatly for it.

Total production estimated at 6,300,000

The industry estimates total production at 6,300,000 this year. Domestic sales are expected to reach a level of 2,200,000 registering some 10% advance over '78's total. 50cc family leisure bikes and heavy or mediumweight models will continue to maintain an upward curve in sales, though some are prudent enough to estimate total domestic sales at the same level as those of '78. Each manufacturer will introduce new, quality models in an effort to accelerate such a trend. A drastic rise in yen value resulting inevitably in some increase in selling prices held total export shipments to a level of 3,820,000 last year. This meant a 2.5% drop from '77's total. There are signs that the exchange rate of yen will be fixed at ¥190 per dollar on the annual average this year. Benefiting from it, export shipments will take some upturn to reach a level of 4,000,000 this year.



Shipments to individual markets (1978)



For your good parts business

'79 catalogue of genuine motorcycle parts and accessories



Introduced here is the Genuine Yamaha Motorcycle Parts Accessories and Specialties Catalogue to help promote your parts sales this year. Only the parts currently available are included in this catalogue. Individual part numbers are followed by applicable models with the specified parts list numbers in the parenthesis as follows:
 Example: Spark plugs
 Part No. 94701-00039 Model LB50 11A Parts list No. (1L4-05)
 As for Europe, the respective markets are mentioned.
 Please contact the following address for any further information:
 Parts Sales Overseas Operations
 Yamaha Motor Co., Ltd.
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan

advanced guide to safe riding Being dazzled

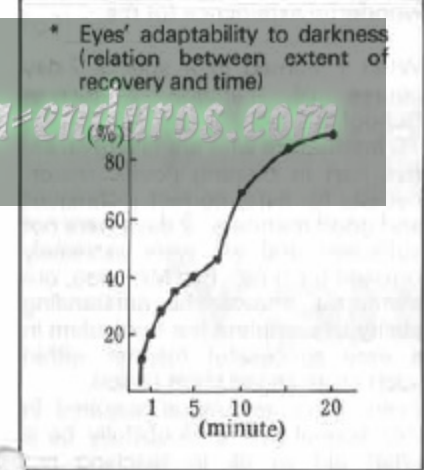
You should be careful enough to avoid "being dazzled" by the beam of an oncoming vehicle's headlight. Otherwise, it could lead to some serious accident. Keep "safety first" in mind whenever riding.

Too much light

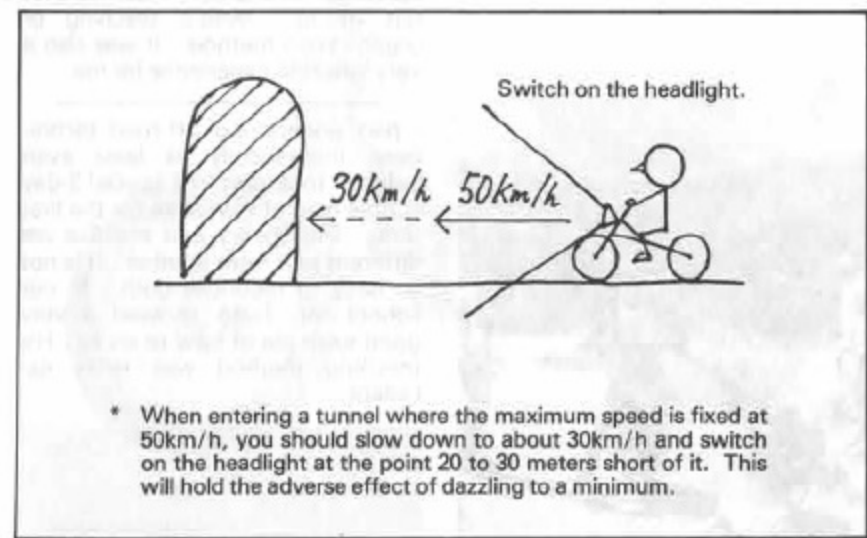
"Being dazzled" means a state of inability to see clearly because of too much light. When exposed to the direct beam of an oncoming vehicle's headlight, your sight is lost for a moment. This is called "being dazzled". Also you will be blind immediately after entering a dark place suddenly from a bright place, that is, when you ride into a dark tunnel in the daytime.

Adaptability to darkness

Your eyes need some seconds to get gradually used to darkness after entering a dark place. When you enter a tunnel with the headlight switched on, 5 or 6 seconds will be needed before your eyes get used to darkness anyhow, depending on inside brightness. Your eyes will need some more time before normal sight is perfectly recovered. For example,



your sight will need 4 or 5 minutes to get perfectly used to darkness when you enter a dark place of 0.1 to 0.01 lux (brightness at night with no lighting) from a bright place of some 10,000 lux (brightness on a cloudy day). Keep in mind that you are blind immediately after entering a dark place, and therefore, be careful to slow down the speed and switch the headlight on without fail before entering a dark place as the machine running at 60km/h makes as far as 16m per second and over 80m in 5 seconds.

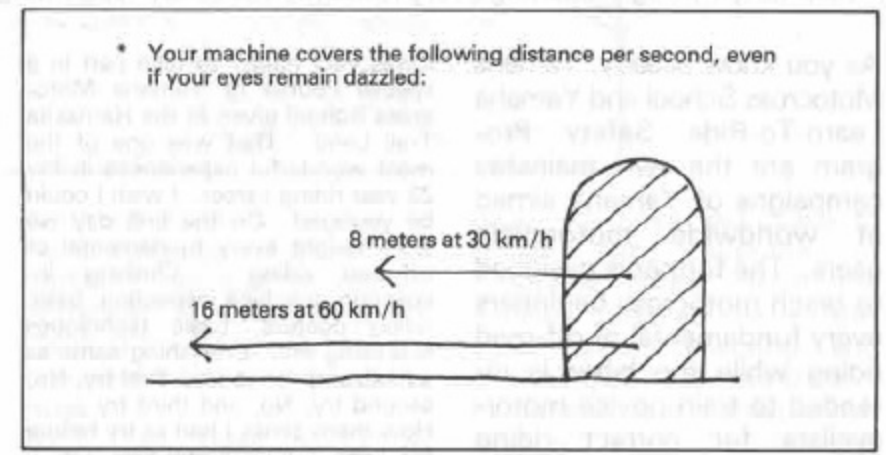


Adaptability to brightness

When coming out of a dark place into a bright place, you can not keep your eyes open because of the dazzling sunshine. Then your eyes will need some seconds to get gradually used to brightness. Brightness-adaptation needs less time than darkness-adaptation. Actual adaptation time varies in ac-

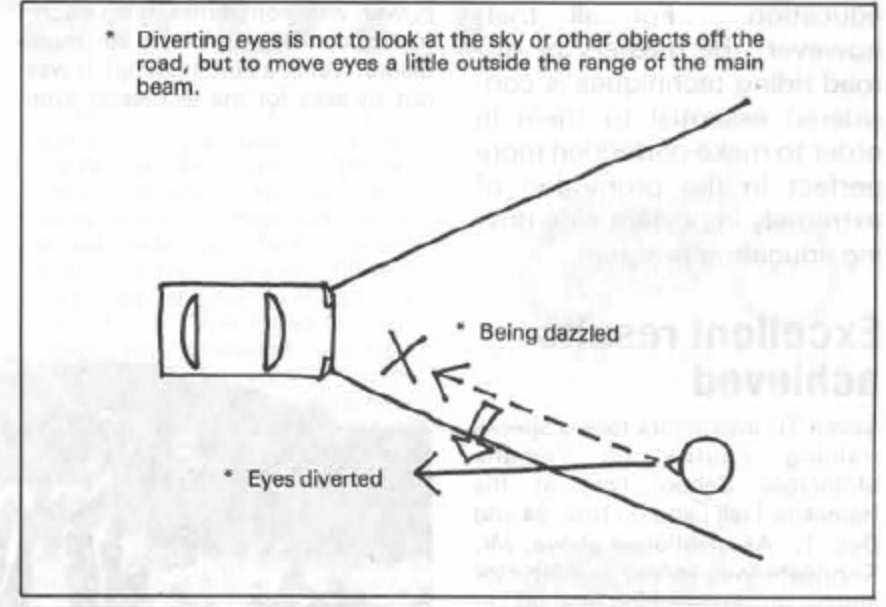


cordance with the circumstances. When you get out of a tunnel, you will be able to see the outlines around you in 2 to 5 seconds, and in one more minute or so your sight will recover to the normal state. As you are blind, as it were, immediately after coming out of darkness into brightness, special care should be taken to ride as slowly and safely as possible. The machine running at the speed of 30km/h makes as far as over 8m per second and over 40m in 5 seconds.



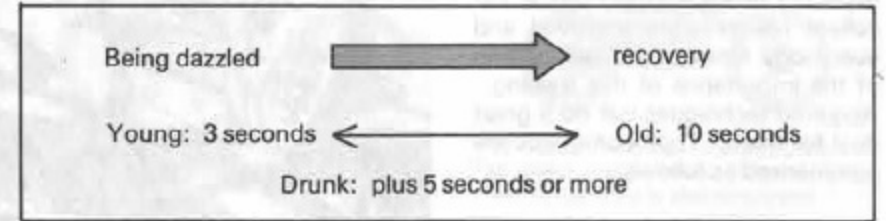
Preventive measures

Your sight is lost for moment when eyes are shot with the light of a strobo flash at the time of taking a picture. "Being dazzled" is a phenomenon like this. Your eyes are directly attacked by the beam of an oncoming vehicle's headlight at night. As you lose your sight for a moment, you expose yourself to danger. Dazzled eyes need 3 to 10 seconds to recover their normal sight, depending on the angle at which the beam hit them while the machine keeps on going. You should be careful enough to avoid "being dazzled". But, if your eyes are dazzled, then you should stop for a while on the left side of the road, waiting for recovery. One of the most effective preventive measures is to divert your eyes from the main beam of an oncoming vehicle's headlight. By averting your eyes by 5% from the main beam you can hold the decrease of visual power to some 84% and to about 69%, by 10%.



Time required for recovery

As mentioned above, dazzled eyes require some seconds to recover their normal sight when exposed to the direct beam of an oncoming vehicle's headlight. That is, healthy young people need only 3 seconds and the old, 10 seconds. In case people are drunk, five more seconds will be required. The more time is required for recovery, the more dangerous the situation becomes. Machine covers the following distance per second:
 * 5.6m at 20km/h
 * 8.3m at 30km/h
 * 16.7m at 60km/h



Special course for TC instructors

The Technical Center (TC) Iwata is the unique headquarters for the promotion of Yamaha's comprehensive safe driving education program. The Center is also well known as the sole authorized motorcycle-specialized training institute for those who wish to learn how to ride safely and correctly for obtaining a motorcycle licence. TC instructors are spearheading Yamaha's efforts in this line. The importance of their duty can never be overrated at a time when safe driving is becoming a matter for increased public concern. A special training course of Yamaha Motocross School, which was recently given under the guidance of Mr. Kazutoshi Iwao, special motocross instructor, was intended to facilitate the performance of their duty through teaching every fundamental of off-road riding.

As you know already, Yamaha Motocross School and Yamaha Learn-To-Ride Safety Program are the two mainstay campaigns of Yamaha aimed at worldwide motorcycle users. The former is designed to teach motocross beginners every fundamental of off-road riding while the latter is intended to train novice motorcyclists for correct riding techniques and good traffic manners.

Every off-road riding technique acquired in Yamaha Motocross School proves very useful for safe riding on a normal road, too. It goes without saying that TC instructors are all expert motorcycle riders and competent enough to be most active in the first line of safe driving education. For all that, however, the mastery of off-road riding techniques is considered essential to them in order to make perfection more perfect in the promotion of extremely important safe driving education program.

Excellent results achieved

Seven TC instructors took a special training course of Yamaha Motocross School held at the Hamakita Trail Land on Nov. 24 and Dec. 1. As mentioned above, Mr. Kazutoshi Iwao served as instructor and his proven teaching method impressed favorably on such expert students.

Summary of curriculum were: first day—clothing inspection, physical warming-up, machine inspection, lecture on basic off-road riding techniques, warming-up of machine and basic techniques practising. On the second day applied techniques were practised. As might be expected of such expert riders, excellent results were achieved and everybody renewed his recognition of the importance of this training. Acquired techniques will do a great deal for them. Their comments are summarized as follows:

I was very happy to take part in a special course of Yamaha Motocross School given at the Hamakita Trail Land. That was one of the most wonderful experiences in my 23-year riding career. I wish I could be younger! On the first day we were taught every fundamental of off-road riding. Clothing inspection, machine inspection, basic riding posture, basic techniques practising etc. Everything came as a fresh surprise to me. First try, No, second try, No, and third try How many times I had to try before Mr. Iwao, our instructor said "OK"! But it was a special joy to conquer off-road riding techniques one by one. A fantastic world of trail was unfolding itself before us.

I had to learn a lot within such a short span of time. I thought that it would be something like an ultra-Spartan training. I had had no experience of riding an off-road bike and was at a loss how to handle a machine at first despite Mr. Iwao's adequate guidance. For instance, Yamaha off-road machine's big power was sometimes felt uncontrollable. Failure, failure yet more failure! What a hard training! It was not so easy for me to master even

what was theoretically understood, such as starting, basic riding posture, balancing, cornering, braking etc. Mr. Iwao was a very excellent teacher. His vast knowledge and long experience of motocross or off-road riding counted for a great deal.

A special two-day course of Yamaha Motocross school was of great use for me. I realized every fundamental of off-road riding was useful for normal road riding, too. Mr. Iwao's teaching method was quite impressive to me. I hope I can apply much of what I learned to my teaching at the Technical Center Iwata.

I myself may be claimed to be one of the most ardent motorcyclists while working as a TC instructor. Even now I own four Yamaha bikes, namely, 80, 200 and 750 road models and a production racer. It is most likely that one more will add to my Yamaha range. That's will be Yamaha off-road machine, of course. A recent two-day course of Yamaha Motocross School in which I participated together with my



Mr. Kazutoshi Iwao

fellow TC instructors, made me appreciate the real pleasure of off-road riding to my heart's content, though training was never easy. At the same time I realized that everything learned in this training would be exceptionally helpful to me in teaching my own students at the Technical Center Iwata.

Mr. Iwao's teaching was very good. I learned many important techniques, such as correct knee gripping, clutchless shift and engine brake. A little more practice time would have furthered my skill. Anyway, it was a wonderful experience for me.

What I learned in a special 2-day course of Yamaha Motocross School will do a great deal for us, TC instructors who are taking an active part in training novice motorcyclists for safe, correct techniques and good manners. 2 days were not sufficient and we were extremely pressed for time. But Mr. Iwao, our instructor, showed his outstanding ability to complete the curriculum in a very successful manner within such an arranged short period. Every basic technique acquired in this school will undoubtedly be a great aid to us in teaching our students. In addition, I learned a lot out of Mr. Iwao's teaching or organization method. It was also a very valuable experience for me.

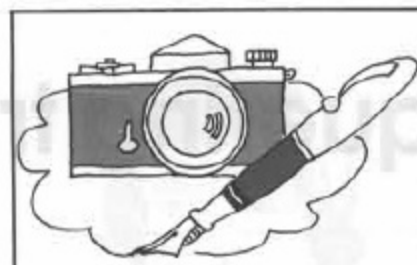
I had understood off-road techniques theoretically at least even before I took part in a special 2-day course held at Hamakita for the first time. But theory and practice are different one from another. It is not so easy to reconcile both. In our school Mr. Iwao showed a very good example of how to do so. His teaching method was really excellent.



Training at Technical Center Iwata



Motocross training at Hamakita



From Editorial Room

As you know, "Yamaha News" made its first appearance as our monthly newspaper for world-wide Yamaha distributors and dealers about 12 years ago. For the past years we have made every possible effort to make its contents as interesting and informative as possible so that each issue can be of some use for the largest possible number of Yamaha people in the world, even if we find it not so easy to know exactly what our readers want or we are not always certain of how much value our "Yamaha News" is to them.

"YAMAHA NEWS" coverage will be renewed!



Language problem

"Yamaha News" has been published in three different languages, namely, English, Spanish and French. But this method of publication is not considered absolutely good at a time when the market of our products have already expanded world-wide. That is, we are afraid that not a few dealers or users find it hard to understand correctly the con-

tents of each issue due to some language problem. In addition, because of our insufficient knowledge of individual overseas markets the contents may be a way off the mark. Also, we have to know precisely in what way or for what purpose our readers prefer to use "Yamaha News" so that we can brush up every editorial plan. Such being the

case, we have laid plans to renew the coverage of "Yamaha News" from the earliest possible issue this year, upon collecting and analyzing all necessary data. In general, our particular efforts will be directed towards making "Yamaha News" more instrumental in your sales promotion.

Unforgettable Models

Yamaha Trail DT1



First model with the piston valve 5-port induction system

Specifications

*Overall length 2,060mm *Overall width 890mm *Overall height 1,130mm *Wheelbase 1,360mm *Dry weight 112kg *Air-cooled 246cc single cylinder engine *Bore x stroke 70 x 64mm *Compression ratio 6.8 *Max. power output 18.5ps/6000rpm *Max. torque 2.32kg-m/5000rpm *Top speed 120km/h *5-speed transmission

An entirely-new era of off-road motorcycling opened when Yamaha's new Trail DT1 250 was unveiled at the '67 Tokyo Motor Show held in autumn. The new model came as a fresh sensation to all active and novelty-thirsty motorcyclists. It was a real ter-

rain attacker which could be compared to a wild horse running freely over a vast expanse of moors. The new 5-port single cylinder engine was designed and built with every heavy-duty use off the road in mind. This powerful, dependable engine was sup-

ported by the newly-designed lightweight yet rugged double-cradle tubular frame. Among other noteworthy technical features were a large-size front wheel, wide rear wheel, lowered seat position, ample ground clearance, lengthened front forks and so on. Everything demonstrated another level of Yamaha's advanced motorcycle technology. In addition, its appearance was another big score. The fuel tank was finished in vivid white in contrast with the black-finished upswept muffler. The aluminum finning was also newly designed for increased heat-dissipating efficiency. This model was launched on the market in March '68 and at the same time Yamaha Trail School started in order to teach an increasing number of trail enthusiasts how to enjoy the real pleasure of off-road riding.



'73 model with a raised front fender and thermal flow rear suspension



'75 model with a renewed fuel tank. Cylinder, cylinder head and crankcase are also redesigned.



'71 model featuring the 7-port reed valve "Torque Induction" system



'77 model, with full modifications to all major components. Mono-cross rear suspension is also employed.

American Motocross Special

Yamaha's all-conquering trio!

The trio of young Yamaha riders swept literally '78 America motocross championships, namely, Bob Hannah monopolized the AMA 250, Supercross 250 and Trans AMA 500 while Rick Burgett clinched the AMA 500 and Broc Glover, the AMA 125. This was really the most wonderful record ever achieved in the American motocross history.

The three riders with their respective mechanics were invited to enjoy a 7-day trip in Japan in late 1978 for such a brilliant success. During their stay they made necessary arrangements with Yamaha people in preparation for the forthcoming season. As a matter of course they tried out new Yamaha YZ machines, too. Also, Yamaha seized an opportunity to give an welcoming dinner party for them and selected Japanese motorcycle journalists showing keen interest in American motorcycle sport. Lively questions and answers were exchanged between Yamaha champions and veteran journalists as follows:



Hannah expressing his ambition

- Q. Congratulation, Hannah! Which victory was most impressive to you?
- A. Supercross victory.
- Q. Why?
- A. Because it was the toughest motocross series. Something crazy!
- Q. Supercross is a sport peculiar to the United States. Tell us more about it.
- A. It is a relatively new motorcycle sport but popularity is really immense. The '78 series had 11 rounds but four more will be added to the 1979 calendar. Each race is run on a specially-prepared circuit at a baseball or football stadium, attracting a crowd of 30,000 to 50,000 spectators.
- Q. How about the length of a circuit?
- A. It is considerably shorter than a normal motocross track and the number of laps is only 20. This inevitable makes each race extremely hot.
- Q. Have you any special supercross tactics?

- A. Nothing particular. I have one of the best machines and I run just to win!
- Q. You are called "Hurricane" and from what is it derived?
- A. Well, I let my major rivals go ahead of me at the start of each race but never fail to catch all of them before 20 laps have been completed. My fierce spurt is said to be "Hurricane", as it were.
- Q. AMA motocross has three different classes. Why did you take part in 250cc class alone?
- A. Because I was nominated as such at the beginning of the season. Every rider has to concentrate on one championship class due to new AMA competition rules effective from 1978 on.
- Q. You won the Trans AMA championship title for the first time against a strong challenge from European stars including former champion Roger DeCoster (Suzuki). How did you feel?
- A. Very happy. In recent years, however, American riders have become much more competitive with European top riders. In fact 2nd place was also taken by Rex Staten, my team-mate. I am afraid that European riders will become less interested in this series.
- Q. Any other comment on your triple success?
- A. Well, 1978 was the best year for Yamaha and me as well. I became the first rider ever to win three championship titles, all on Yamaha machines. I will concentrate on these series for the next two or three years.

Popular mini motocross

- Q. Glover, you are the youngest ever AMA champion. When did you start your racing career?

- A. Four years ago. I took part in AMA races around San Diego every weekend and became a professional at the age of 16.
- Q. We hear mini motocross is immensely popular in the United States. Are you originally from mini motocross?
- A. No, I am not. I am from high school motocross and also surprised at the recent growth of mini motocross in our country. Parents and school teachers encourage children to participate in motocross racing as they consider this sport very healthy. In fact, many of the 125cc class

- first time. Who was the toughest rival?
- A. My team-mate Rex Staten was. He was in hot pursuit of me throughout the season.
- Q. Any strong challenge from other riders?
- A. No, nothing particular. But, if Hannah had taken part in this class as before, I could have no chance of winning the title!
- Q. When did you begin riding?
- A. I began riding on a regular basis (almost every Sunday) in Enduro-Scrambles amateur competition about 8 years ago. I continued riding at local tracks (Portland,



Burgett (left) and Mr. Mizoguchi

- riders have experienced mini motocross, more or less.
- Q. What bike is most popular among such children?
- A. Yamaha YZ80 is. Yamaha's YZ range has an 80, 125, 250 and 400 models. This enables them to switch to larger classes very smoothly when they have grown.
- Q. Burgett, you clinched the AMA 500 championship title for the

- area) and earned 125cc and 250cc championships in 1971.
- Q. Are you enjoying your rider life?
- A. Certainly. Especially, 1978 was a very happy and lucrative year for me.
- Q. Tell us a future plan.
- A. I will do my best to defend the title. If possible, I want to take part in European Grand Prix races within a few years.



Keith McCarty
(Hannah's mechanic)



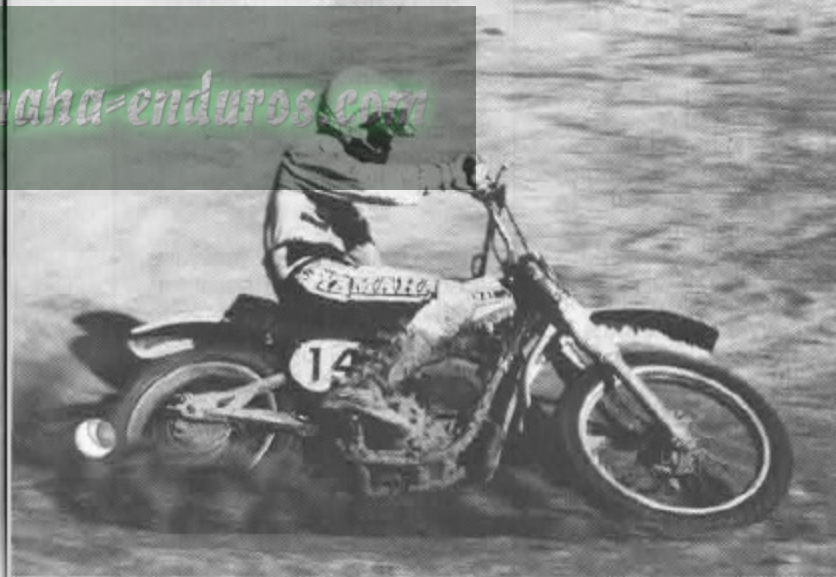
Bill West
(Burgett's mechanic)



Jim Felt
(Glover's mechanic)



Bob "Hurricane" Hannah



Rick Burgett



Broc Glover



Glover, the youngest ever AMA champion



American riders have become much more competitive with European stars in Trans AMA motocross.

American MX Special



BOB HANNAH

1976: Broke into the professional ranks with three straight victories in 125cc class. Captured two more 125cc races later in the season, bringing season points total to 347 or 81 greater than the former two-time champ, Marty Smith. 125cc class victories came at Hangtown; Buchanan, Michigan; Midlands, Michigan; Delta, Ohio; and San Antonio, Texas. He also scored wins in 250cc class competition at Keyser's Ridge, Maryland, and at the Trans-AMA contest at Phoenix, Arizona. Finished 250cc class with 175 points in sixth place. Became first rookie ever to be invited to the prestigious Trophee des Nations and Motocross des Nations competition in Europe. Nearly became first rider to win races in each of the three divisions, grabbing second place finishes in season's first two 500cc events.

1977: Raced box stock in Florida Winter-AMA and swept the series with unprecedented wins in each moto of all four races. Continued winning streak in the Supercross Series. Victories in Atlanta and Daytona made twelve straight wins from twelve moto starts. Threw a chain in his thirteenth moto in Houston and broke the charm. Raced all classes. Finished third overall in the 125cc class and second in the 500cc. Clinched Supercross title with one race remaining and returned to win the final

race of the series at Anaheim. Contested the Trans-AMA, finishing second overall, highest-ranking American rider.



RICK BURGETT

1974. Made first AMA National start, finished eighth in Open Class of Hangtown Classic in Plymouth, California. Again kept to heavy schedule at home but had a season of misfortune, experiencing several falls and mechanical breakdowns.

1975: Amid dominating matters again on the home front, broadened activities and journeyed to Sacramento, California, where he won an AMA qualifier. Moved on to Trans-AMA fall circuit and finished ninth in final standings of 250cc class, finishing second at Road Atlanta, Georgia; fourth at Omaha, Nebraska; fifth at St. Peter's, Missouri. He also was on the verge of capturing an overall win at Unadilla, New York, when, four laps from the finish, his machine threw a chain.

1976: Joined the Yamaha Team to contest primarily Open Class events while participating in as many 250cc races as schedule would permit. Finished season with 175 points and the seventh spot in 250cc competition. Compiled 162 points for a sixth place ranking in the Open Class series. Consistently finished in top ten of both 250cc and Open Class races, including a fourth at Plym-

outh, California; fifth at Phoenix, Arizona; fifth at Houston, Texas and fourth at Allentown, Pennsylvania. Finished fourth in New Castle, Kentucky 500cc National, putting together first moto win in National Competition.

1977: Was open Class Champion in Winter-AMA finishing first in Jacksonville and Gainesville and second at St. Petersburg and Orlando. Contested Supercross Series and the 500cc Nationals. Finished in the top ten in Trans-AMA competition.



BROC GLOVER

1976: Contested 125cc Nationals as privateer. Placed second in Houston and fourth at both Keyser's Ridge, Maryland, and San Antonio, Texas. Won both motos of Hangtown Sportsmen class by over a minute in each. Placed fifth overall for the season.

1977 Rookie year as factory racer. Rose to second place in Winter-AMA Series. Contested 125cc National Series. Finished third in Keithsburg, Illinois, and second in Midland, Michigan, and St. Joseph, Missouri. Scored his first national victory with back-to-back moto wins in Houston. Won both motos in San Antonio, capping the series with 249 points for the National Championship. Competed in the 250cc support races of the Trans-AMA Series and placed third overall with 275 points.

New PR Film



"King Kenny"

Yamaha's new road race film featuring Kenny Roberts' brilliant '78 world championship success is now available for your wide use. The film titled "King Kenny" introduces the most exciting story of the 500cc title battle that developed between Kenny and Barry Sheene (Suzuki) throughout the season. Kenny won a crown despite his first-ever participation in the GP series.

The film will do a great deal for your PR activity, if used on the following occasions:

- * Dealers meeting
- * Service meeting or school
- * Clubmen's assembly
- * Licence of safe driving school
- * Motocross, trials or road race school

Specifications:

Title: "King Kenny"
Size: 16mm, Eastman colour, optical sound
Running time: 30 minutes
Narration: English, French or German

Please contact the following address for any further information:

Mr. Rodney Gould
Public Relations Manager
Yamaha Motor N.V.
Postbus 7829, PROF. E.M.
Meyerslaan 3
Amstelveen, Holland

Yamaha Technical Center Iwata

Yamaha Technical Center Iwata has rendered great contributions to the promotion of safe driving education since it was founded as the sole authorized motorcycle school in April 1973. Outline of the Center is stated as follows:

Scale

Total site area: Approx. 9,500cm²
Total area of courses: Approx. 8,900m²
Total area of paved courses: Approx. 5,000m²
Total building area: Approx. 490m²

Facilities

Courses: Basic training course for safe driving fundamentals; special training courses (sand, gravel, bumpy, slalom etc.)
Buildings: Class room (seating capacity - 68), mechanical training room (34), control tower (scorer's tower), locker room, warehouse (garage), service room, office, lobby etc.

The Center is performing the following operations:

Motorcycle licence school

This school is intended for those people, especially, high school students who wish to acquire a motorcycle licence (over 51cc). Curriculum is arranged in accordance with that of an authorized automobile school.

50cc bike licence school

This school is held for those who wish to obtain a 50cc bike licence. They are taught every fundamental safe driving technique as well as good traffic manners under Yamaha's proven man-to-man teaching system.

Safe driving school

Those who have already acquired a

Great contributions to the promotion of safe driving education



motorcycle licence are trained in this school for brushing up their safe driving skill.

Motor sports school

This school is held for those who wish to learn how to enjoy sporty motorcycling such as touring, trials, trail riding etc.

Record of activities

- * Motorcycle licence school (medium and small-sized): Number of students annually enrolled - 1,300 (approx.)
 - * Motorcycle licence school (large-sized): Number of students annually enrolled - 100 (approx.)
 - * 50cc bike licence school: Number of students annually enrolled - 3,000 (approx.)
 - * TC field tests for 50cc bike licence applicants: Number of applicants per year - 4,300 (approx.)
- In addition, the Center has achieved the following result since it started operation:
- * High school safe driving school

- and diagnosis
60 times - 8,000 students
- * Workmen's safe driving school and diagnosis:
100 times - 3,600 students
- * Designated motorcycle instructors seminar:
30 times - 900 instructors

- * Safe driving symposium for high school teachers:
5 times - 60 teachers
- * Other field guidance
100 times - 3,700 persons



Mini-Cycle Campaign

Yamaha's large-scale mini-cycle campaign will start all over Australia from early 1979. The

campaign is aimed at increasing the sales of mini-cycles through promoting the sound spread of



general mini-cycling in such a way that mini-cycles can impress favorably on the general public. In order to implement this campaign, Yamaha Mini-Cycle Motocross School will be organized for the members of mini-cycle clubs in each state, with the initiative taken by Mr. Kazutoshi Iwao, Yamaha's special motocross instructor, in close cooperation with all distributors and dealers concerned. In addition, large-scale AD and PR activities will be developed under an established slogan "Enjoy communication a Yamaha". This school will be open to the 30 selected members of each mini-cycle club, who are to be taught every fundamental of correct riding and motocross competition. They will also learn how to enjoy the real pleasure of mini-

Australia

cycling and how to organize a motocross race. Those participants are expected to take a very active part of teaching their fellow members what they have learned.

Safe and enjoyable

Yamaha Mini-Cycle Motocross School is not a mere race event but a unique campaign intended to promote the spread of safe, enjoyable off-road riding among children. It is also designed to foster a team spirit essential to every group activity in the best enjoyable manner. Every fundamental technique learned in this school will prove very useful for safe normal road riding as well.

Effective Advertisement

- Ceylon



A Yamaha 1978 500cc world champions poster appears on the "Sunday Times", one of the most influential papers in Ceylon. This advertisement was arranged by Consolidated Engineering Company in Colombo.

Yamaha's race activities were exceptionally fruitful in 1978. That is, Kenny Roberts of the United States captured the 500cc road racing world championship title and Johnny Cecotto of Venezuela clinched the Formula 750 title, while Finnish rider Heikki Mikkola won the 500cc motocross crown for the second successive year. This brilliant success was publicized far and wide through our Yamaha News and poster.

The above ad was inserted in the paper in order to make Yamaha's success more impressive to local people. Ad copy reads as follows:

Why does Yamaha race?

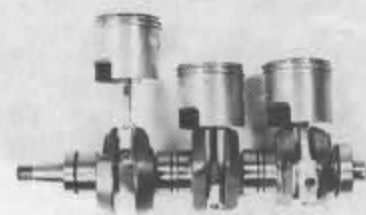
Do you think Yamaha goes in for World Championship Track and Trail Racing just for the publicity? Certainly they do, but there is another big reason that concerns you. And that's Technology. Yamaha knows that leadership in Racing means leadership in Technology. And that race-proven Technology does not stay in Yamaha's Racing Department. It is applied, every inch of it as far as possible, to commercial manufacture. So that, no matter whether you buy a 50cc or a 1100cc Yamaha bike, you are getting the benefit of Yamaha's racing success. So, if you want results from your motorcycle, buy it from the people who get results and get them every time.

New Model

Big power counts for a great deal!

YAMAHA 85AE

Topping the Yamaha range, the brand-new 85AE represents Yamaha's efforts directed towards the full-scale development of worldwide pleasure market. Designed and built through many years of technical research and development, basing on sufficient market survey data, the new model features numerous technical improvements or refinements for every power-favorite user who is in pursuit of the ultimate in pleasure and work efficiency as well.



Advanced 3-cylinder layout

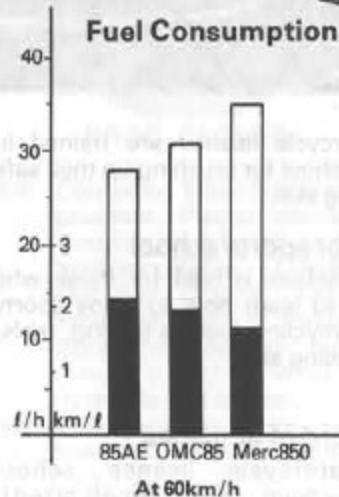
One of the most noteworthy technical features is a new 3-cylinder layout. As you know already, the number of cylinders has much to do with the performance of a big-power model. Yamaha has adopted an in-line 3-cylinder layout for the following advantages:

- (1)Easier service and repair jobs than 4-cylinder layout.
- (2)Smaller number of moving components, such as pistons, connecting rods, cranks etc., and electrical parts per cylinder, compared with 4-cylinder layout.
- (3)Much less time or labor needed for maintenance or service.
- (4)More compartment space available around the engine for increased serviceability.

How 3-cylinder system functions

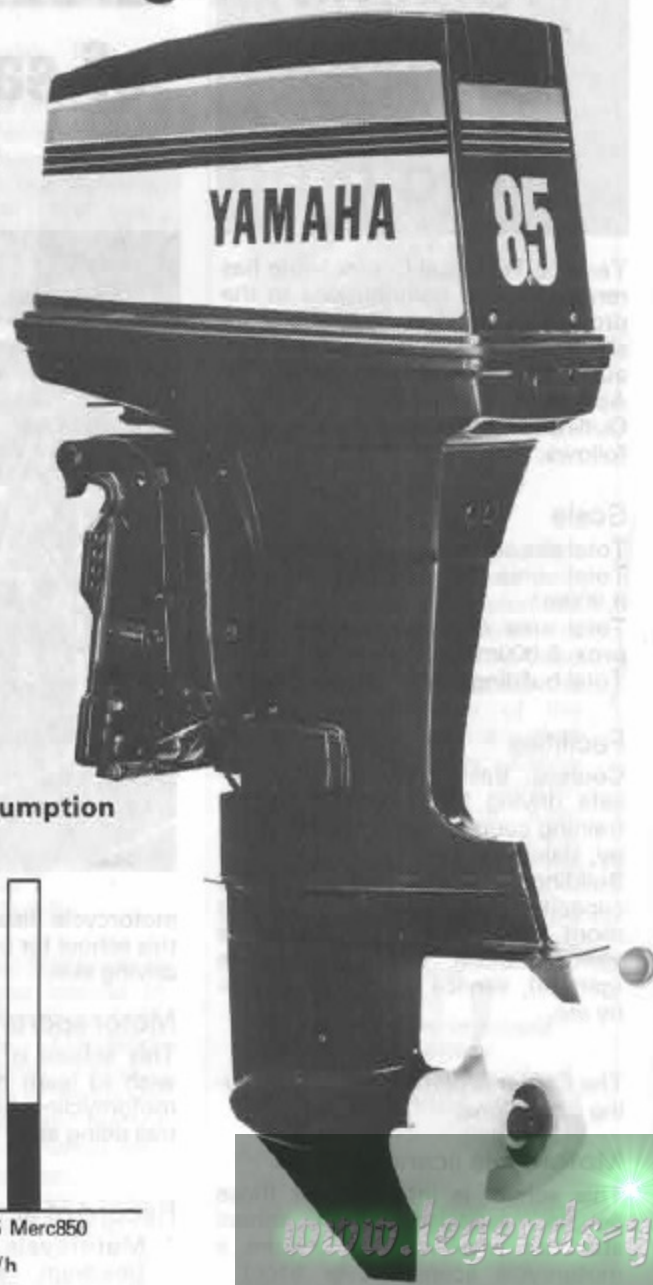
In this type of layout, the crankshaft

has three crank pins installed 120° intervals to each other, and therefore, the balance weight needed for revolutions can be split in three directions, resulting in better rpm balance, smoother output delivery and less torque fluctuation. On a 2-stroke engine, an undesirable phenomenon called "blow-out" arises during the scavenging stroke of a piston. That is, intake gas may partly flow out through the exhaust port, thus affecting adversely engine performance. In the new 85AE, blow-out is held to a minimum by utilizing the exhaust gas pressure on explosion with an exhaust port and exhaust pipe positioned precisely.



3 carburetors and V-type reed valves

Each cylinder has its own carburetor working in combination with V-type reed intake valves so that maximum intake efficiency can be ensured at all times. A balance-piping device is also built in the system in order to balance every delicate difference among carburetors in negative intake pressure. This has eliminated troublesome carb. adjustment. The new model is fitted with a large silencer, so large as that used on V-4 type models. This reduces efficiently intake noise.



Specifications

Engine type	2-stroke	Carburetor type	3 carburetors
No. of cylinder	3	Controls	Remote control
Max. output (HP/r.p.m.)	85/5500	Gear shift	Forward-Neutral-Reverse
Full throttle operating range	4500 ~ 5500	Gear ratio	2.0 (26/13)
Displacement	1,140 cc	Propeller size (standard)	3 x 13 1/2 x 17 ins.
Bore & stroke	82 x 72 mm	Transom height	20 ins. 25 ins.
Ignition system	C.D.I.	Weight	(L) 108 kgs.
Starting system	Electric starter	Fuel mixing ratio	50 : 1
Intake system	Reed valve	Fuel tank capacity	24 l
Exhaust system	Under water Dual exhaust	Lighting coil (Generator)	12V120W-AC (10 Amp)
Cooling system	Water, with pressure valve & thermostat		

*Specifications subject to change without prior notice.

www.legends-yamaha-enduros.com - Cameroun

"85" Sensation in Colombia

ship has had much to do with a constant rise in the sales of Yamaha products in this nation. 2,300 Yamaha motors were sold for the period from January '78 through October '78 and yearly total is expected to exceed a mark of 3,000. The market is presenting a still brighter aspect towards the future.

Dealers conference

70 Yamaha dealers recently got together in Cartageva, a port city facing the Caribbean Sea, to discuss every important matter concerning '79 sales policy under the presidency of Mr. Londoño. It was unanimously agreed that even greater efforts should be directed towards the perfection of after-sale service and smooth parts supply system. Among decisions taken in this line were the adoption of new cardex system to keep dealers' stock of replacement parts in optimum quantities at all times; calling of a '79 mechanics conference;

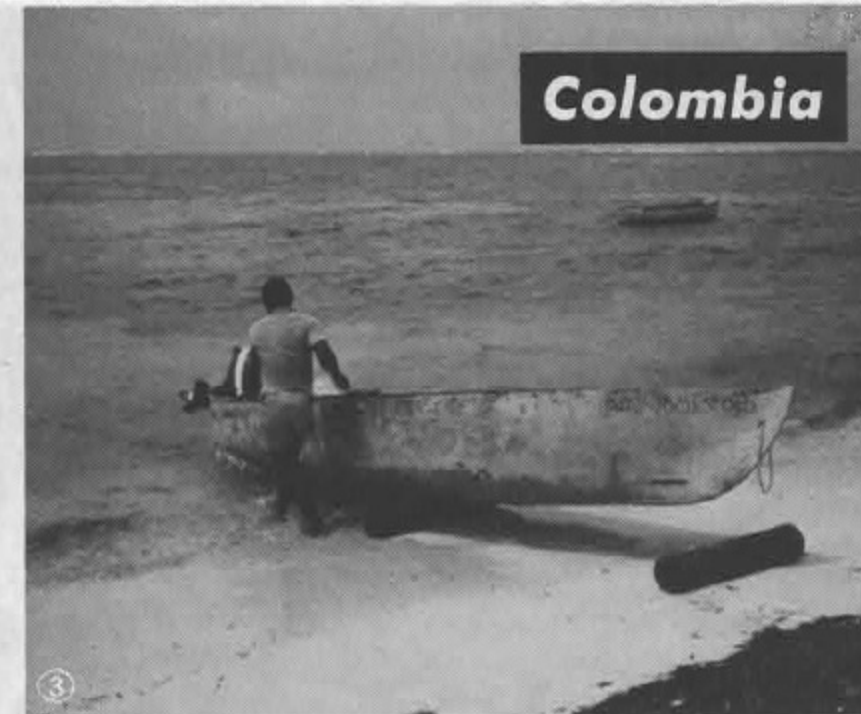
mandatory establishment of many more workshops etc. It was also decided that dealers with outstanding business results should be awarded a special Miami trip. In addition, a new 85HP

model demonstration took place and extremely pleased all dealers.



It is a recent, noteworthy tendency that large-power outboard motors are getting more popular among fishermen and other commercial users in Colombia. Eduardono, with the main office located in Bogota, are seizing this tendency with accuracy and making all endeavours to increase the sales of Yamaha outboard motors in close co-operation with all franchised dealers. Mr. Johnny Londoño, president of the company, is a very competent man full of shifts and devices. His superb leader-

Colombia



Photos:
1. A Yamaha-powered ferry boat on the River of San Jorge (Tierralta area).
2. A Yamaha STR-17 pleasure boat, one of the best sellers in Colombia.
3. A Yamaha outboard motor is fitted to a local wooden fishing boat, with little modifications required (San Andrés Island).

Latent demands are great



In Cameroun of West Africa about 100,000 tons of fish were landed in 1975 and breakdown was announced as follows:

- * Coastal-water fish 25% by powered boats
- * Coastal-water fish 30% by dug-out canoes
- * Freshwater fish 45% by canoes and powered boats

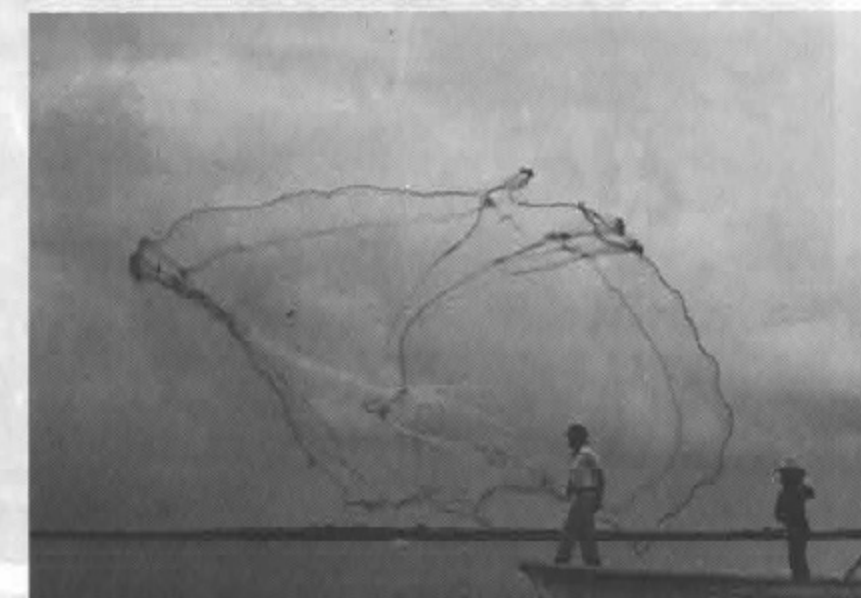
As you can see, freshwater fisheries on lakes and rivers had still much weight in the fishing industry of Cameroun despite abundant fish resources in the Bight of Biafra. This may well lead to a conclusion that more efficient measures should be taken to develop coastal-water fisheries on a larger scale. In the first place, efforts will be focussed on motorizing a great number of local dug-out canoes in full action.

Thus, latent demands for outboard motors are considered great. About 5,000 canoes are currently in use, only 750 of which are powered and the rate of motorization will exceed 50% within a few years. Yamaha outboard motors were launched on the market only three years ago but have already gained popularity for their high, dependable performance and outstanding economy and thanks to continued efforts on the part of distributors and dealers. Sales will continue to increase, with the perfection of an after-sale service system, at a time when the government's 4th 5-year program for coastal-water fisheries development is set on its way. Pictured above is the demonstration of a Yamaha motor by the staff of distributors.

Great contributions to coastal-water fisheries - Mexico

The governmental project of coastal-water fisheries development has made a remarkable progress since it started in 1971. This is most straightforwardly represented by the increased number of outboard motors in combination with small-size FRP fishing boats in full action for larger catches of fish. The products of Yamaha brand have already become most popular with

Mexican fishermen. For example, the number of Yamaha-powered FRP boats has far exceeded 300 at La Reforma, a fishing base facing the Gulf of California while the total number of fishermen is around 700. Fishing boats are equipped with 25 to 50HP motors and this combination proves ideal for cast-net fishing of prawns and shrimps.



Supercross, it's a fantastic sport!



Typical supercross circuit



Hannah's jump is really spectacular!

Supercross, it's a fantastic motorcycle sport winning immense popularity in the United States. Participants using 250cc machines compete for speed superiority on a short track prepared for this particular purpose at a baseball or football stadium attracting a crowd of 30 to 50 thousand spectators. It is something like a speedway-motocross mixed event but its thrill and excitement are unsurpassed. All participants are divided into 4 groups and the first 5 riders in each elimination heat (10 laps) are eligible to a final race (20 laps). The '78 series consisted of 11 rounds and Bob Hannah (Yamaha 250cc) won the title for the second successive year.



Hannah, the winner!

New Billboard Poster



Introduced here is a new giant-size billboard poster designed to fit your enlarged shop. A couple of years ago we produced the poster of this kind for the first time in an effort to meet an always-growing tendency for large-size shops. This hit a mark and the poster gained popularity among a great number of dealers all over the world. Shown here is a new version of it. As you can see, the theme of the new one is "The Youth and Motorcycle".

The picture from the brush of a famous Japanese artist Takai living in the United States represents the sentiment of the modern youth in very impressive colouring. It will elevate your shop in general image if used as interior or exterior wall decoration tool. Paper is so treated that it can withstand every weather condition and therefore, the poster will have a good AD or PR effect on the general public for a long time if shown outdoors. Ready-to-use paste is attached to the poster.

Size: 270 x 180 cm

Please contact your nearby Yamaha distributors for further information.