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## Yamaha 1982 Open House

— Australia and New Zealand —

Six Australian and one New Zealand importers promoted the first Open House programs in their respective regions in a very successful manner. (See pages 4 and 5 for texts and inserted color pages for pictures)

# Yamaha Passes the 20 Million Mark in Total Motorcycle Production

**27 years of dedication to high quality and high performance**

On February 10th, this date Yamaha passed the 20 million mark in total motorcycle production. The first Yamaha motorcycle was born on February 10th, 1955, when the first YA1-125cc rolled off the line at the Hamakita Plant of Nippon Gakki Co., Ltd. Since that day, with "high quality and high performance" as its motto, Yamaha has continued to produce unique and original Yamaha motorcycles until now, by coincidence, its 27th anniversary also sees the completion of its 20 millionth motorcycle.

Here is an idea of the way Yamaha's motorcycle production has grown. By October of 1965, 10 years after the founding of Yamaha Motor Co., Ltd., the one millionth Yamaha came off the line. By January of 1973, 7 years and 3 months later the number had reached 5 million, then the 10 millionth bike came off the line four years and 5 months after that, in June of 1977. It was only 2 years and 8 months later that the 15 millionth bike was produced, in February of 1980, and now, exactly 2 years later the 20 millionth Yamaha has rolled off the line.

Starting with its first export to the U.S. in 1960, Yamaha has grown in production and sales to become an exporter to 140 countries around the world, with 16 Overseas Corporations in 14 countries, 33 companies conducting "knock-down" production of Yamaha motorcycles in 28 different countries, and an ever-growing number of customers have been won over to Yamaha, because people know Yamaha as a company that has continued to produce motorcycles that answer the needs of customers as well as the needs of the times. Through these kinds of efforts, and with the



Chairman Kawakami on the XZ550, the momentous 20 millionth motorcycle. Showing their appreciation at the scene is a group of the top minds and leaders of Yamaha.

cooperation of the worldwide "Yamaha family", Yamaha is continuing with more strength than ever before to prepare for even greater development for tomorrow and for all the years to come.

It seems fitting that the memorable 20 millionth motorcycle off the line should be a model that has caused so much excitement because it brings together in one machine so much of Yamaha's advanced motorcycle technology, the XZ550, and also it is fitting that Chairman of the Board, Gen-ichi Kawakami, the man who built that very first Yamaha 27 years ago with his own hands, should be on hand along with Yamaha President, Hisao Koike, to perform the ceremony at this momentous occasion.

## '82 DAYTONA 200

### Yamaha shinning in the glory of the victory

G. Agostini (left) and G. Crosby



#### Graeme Crosby and YZR750

Graeme Crosby (New Zealand), Marlboro Team Agostini Yamaha on a works prepared YZR750 won the Daytona 200, the first big event of the '82 season which took place on the Daytona International Speedway, Florida, U.S.A. on March 7.

This was Yamaha's 11th consecutive Daytona 200 victory. (See page 2 for more details)

## Yamaha's one-two victory!

**Argentine GP (500cc Class)**

Kenny Roberts and Barry sheene on '82 YZR500 racers brought Yamaha a decisive one-two victory in the Argentine Grand Prix, the opening round of the series held on March 28. (See our next issue for more details)



# '82 Yamaha Factory Machines

## Race performance is greatly increased!

The '82 Yamaha factory machines which have been developed based on their '81 models, are much more competitive by featuring a number of technical improvements and refinements.

### YZR500

Yamaha's long proven racer technology has completed the new YZR500 into a more powerful title contender in every respect, than its '81 model. It has been improved in power development characteristics, maneuverability, suspension and aerodynamic characteristics. The compact, lightweight engine and slim chassis help to improve steering characteristics. All these improvements have greatly in-

creased its racing performance.

### YZM125/250/500

The '82 YZM machines feature two kinds of Yamaha-original 2-stroke technological achievements as an integrated system for smoother power development over the entire speed range. One is the Y.E.I.S. (Yamaha Energy Induction System), and the other, the Y.P.V.S. (Yamaha Power Valve System). The former works to in-

crease the intake efficiency of the engine while the latter functions to automatically control the exhaust timing. With these significant improvements, the engine is kept more responsive to every delicate change in throttle operation over the entire speed range. Both front and rear suspension systems have also been improved in performance, along with the newly designed frame, thus giving these models unmatched maneuverability on a bumpy, tricky motocross track.

#### SPECIFICATIONS

	YZR500	YZM125	YZM250	YZM500
Engine type	2-stroke liquid-cooled, YPVS rotary disc valve	2-stroke liquid-cooled single	2-stroke air-cooled single	2-stroke air-cooled single
Cylinder layout	Square four	—	—	—
Displacement	499cc	123cc	246cc	487cc
Max. power output	120ps plus	31 ps plus/11,250 rpm	43 ps plus/8,250 rpm	55 ps plus/7,000 rpm
Top speed	270km plus/h	—	—	—
Ignition system	C.D.I.	C.D.I.	C.D.I.	C.D.I.
Lubrication system	Pre-mix (30 : 1)	Pre-mix (20:1)	Pre-mix (20:1)	Pre-mix (20:1)
Clutch type	Dry multi-plate	Wet multi-plate	Wet multi-plate	Wet multi-plate
Transmission	6-speed gearbox	6-speed gearbox	5-speed gearbox	4-speed gearbox
Tire size (front)	18 in. (16 in.)	3.00-21	3.00-21	3.00-21
Tire size (rear)	18 in.	4.00-18	5.00-18	5.00-18
Suspension (front)	Telescopic	Telescopic (air/coil spring)	Telescopic (air/coil spring)	Telescopic (air/coil spring)
Suspension (rear)	Swing arm with Mono-cross suspension	Swing arm with Mono-cross suspension	Swingarm with Mono-cross suspension	Swing arm with Mono-cross suspension
Brake (front)	Double disc	Drum	Drum	Drum
Brake (rear)	Single disc	Drum	Drum	Drum
Weight	Under 136kg	—	—	—
Fuel tank capacity	—	7.0 liters	9.0 liters	11.0 liters

## '82 DAYTONA 200

The Yamaha machine was unbeaten! The 11th consecutive Daytona victory was achieved by Yamaha when New Zealander Graeme Crosby (YZR750) took the checkered flag well ahead of Freddie Spencer (Honda 1,025). This year the start of the race was delayed about four hours because of heavy rain but spectators' patience was repaid with the truly exciting 52-lap race.

### Kenny takes the pole position

The '82 Daytona 200 (41st) which took place at the Daytona International Speedway on March 7, was plainly a prelude to the '82 international sports season. The race attracted 133 entries including a number of works riders such as Kenny Roberts (Yamaha), Randy Mamola (Suzuki) and Eddie Lawson (Kawasaki).

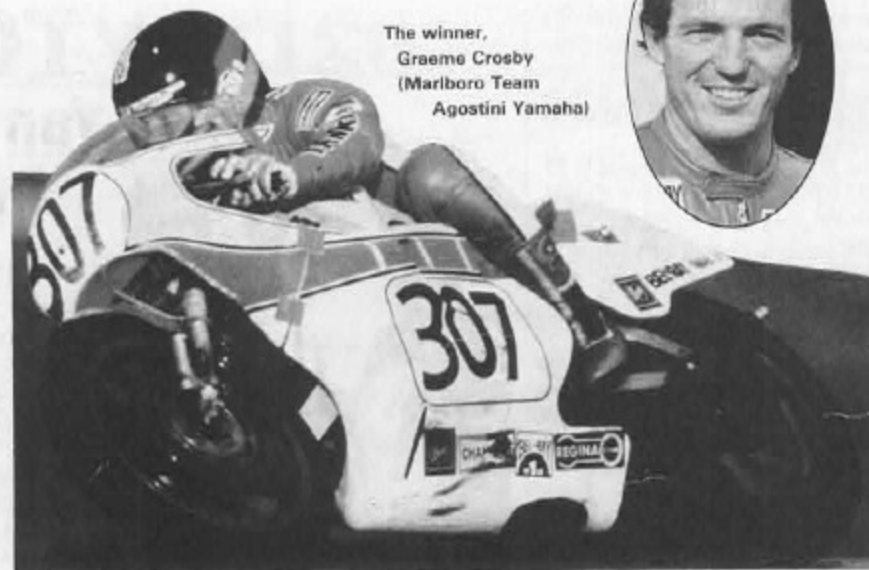
Kenny hit the fastest practice time to take the pole position. Second fastest was Mike Baldwin who rode one of the newly developed Honda 1,025cc machines. The 52-lap race started at 16:10 and Venezuelan rider Roberto Pietri (Honda 1,024) dashed into the lead, with Kenny Roberts, Freddie Spencer (Honda 1,025) and Mike Baldwin also making a clear getaway! Randy Mamola crashed after only 150 yards. Then Baldwin took over the lead with Spencer and Kenny competing hard for second spot. Lawson (Kawasaki) was lying fourth with

\*1972 Don Emde TZ350 \*1973 Jarno Saarinen TZ350 \*1974 Giacomo Agostini YZR750 \*1975 Gene Romero YZR750 \*1976 Johnny Cecotto YZR750

## Yamaha's 11th consecutive victory!

\*1977 Steve Baker YZR750 \*1978 Kenny Roberts YZR750 \*1979 Dale Singleton TZ750 \*1980 Patrick Pons TZ750 \*1981 Dale Singleton TZ750

### \*1982 Graeme Crosby YZR750



The winner, Graeme Crosby (Marlboro Team Agostini Yamaha)

Graeme Crosby (YZR 750) fifth. The race was led by the above trio until lap 9. Then Kenny was forced to retire because of a seized piston. During lap 12 Baldwin had to come into the pits to change the rear tyre. His teammate Spencer had also a similar problem on lap 13. Lawson was in the lead for some time but had to retire because of gearbox trouble. Then Crosby took the lead for the first time. Spencer who had fought his way back onto the leader-

board by the 20th lap, was in hot pursuit of the leading Yamaha. During the middle stage of the race Spencer reduced the gap to 10 seconds but tyre trouble once again hit his Honda. Now the New Zealand ace was unchallenged! He led the race for the remaining laps and crossed the line first. He was congratulated by Giacomo Agostini, new team boss and former Daytona winner, for his magnificent Daytona victory.



YZR500



YZM125

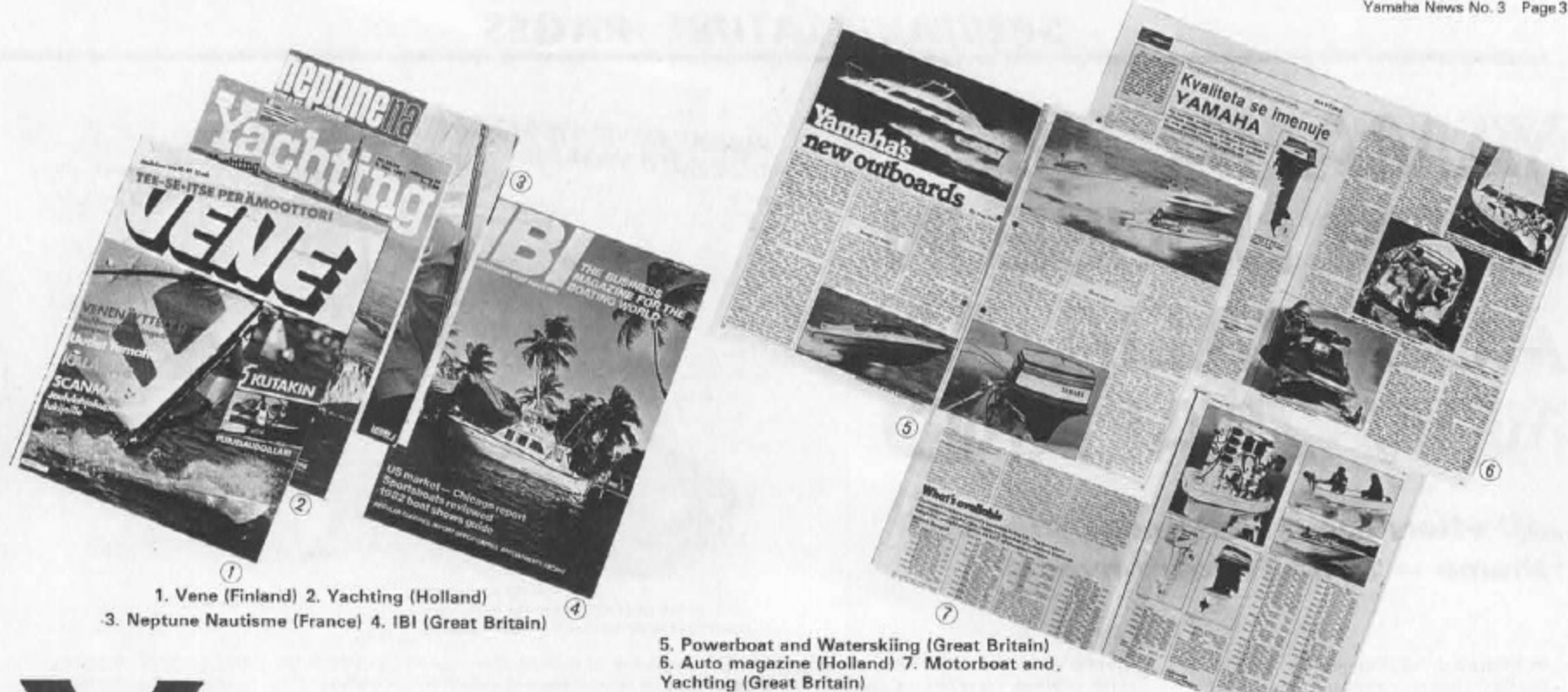


YZM250



YZM500

www.legends-yamaha.com



1. Vene (Finland) 2. Yachting (Holland) 3. Neptune Nautisme (France) 4. IBI (Great Britain)

5. Powerboat and Waterskiing (Great Britain) 6. Auto magazine (Holland) 7. Motorboat and Yachting (Great Britain)

# YAMAHA MAKES A MORE SUCCESSFUL APPROACH TO THE EUROPEAN MARKET

The first Yamaha European outboard motor press and distributors conference that was held in Monte Carlo for 3 days from Sept. 11 of last year was a great success.

There present were 30 journalists from 12 European countries and 30 Yamaha O/M distributors from 14 European countries and South Africa. During this conference the superior product features of Yamaha outboard line-up including the powerful new 115hp model were shown directly to them, together with the outline of Yamaha's outboard market policy framed to meet the actual market trends in Europe.

As reported already, the European O/M market has been relatively inactive for the past few years due to a stiff economic situation in almost all countries. Only Yamaha outboards, however, have maintained an upward curve in sales even under such a situation. Success of the conference is sure to give another impetus to this favorable trend for Yamaha outboards.

Now let's take a look at the articles of the conference which appear in a number of Europe's boat magazines.

back and the other with the new 50hp ..... Yamaha are claiming that the new 60hp engine has a fuel consumption some 30% lower than comparable engines, and this has been achieved by very careful design and matching of the combustion chamber, the exhaust and inlet ports and the exhaust system .....

The current output from the factory is running at about 220,000 units per year, making Yamaha the second largest producer in the world, behind OMC. What is not generally known is that Yamaha are the largest builder of GRP boats in Japan, and they must be the only outboard manufacturer building both boats and engines, which must give them a depth of experience not found elsewhere .....

Tekniikan Maailma — Finland (Extracts)

### "New Yamaha Outboards Have Come"

Despite the fact that the world market of outboard motors is declining and many brands are being discontinued, some companies have got the courage to develop completely new models. Yamaha has introduced its new models for 1982 and claims to have decreased fuel consumption even by 30% .....

Yamaha 60hp is claimed to be the first outboard motor ever built up aiming at really low fuel consumption. However, this is not the first time that an outboard is claimed to have low fuel consumption, and the oversize displacement of 798cc of this 2-cylinder in-line motor is also familiar .....

The result has been reached by the new design of the combustion chamber, and by providing the motor with V-type reed valves and oversize, tuned-up suction and exhaust systems .....

Yamaha has developed a muscular Yamaha 115 90° V-4 engine with the displacement of 1730cc. Obviously Yamaha will go no further except perhaps by tuning up this motor for the class of 140hp, to compete with sterndrives. The technical features of the new V-4 are the same as those of Yamaha 60hp but, due to difference in size, for example, lubrication is secured by using 1 : 50 fuel mixture. The engine is fed by two dual barrel carburetors, and suction ports are

straight and the combustion chamber is pancake shaped .....

Neptune Nautisme — France (Extracts)

### "The new Yamaha 115"

Over 100hp models make up only 1% of the total outboard market in France but Yamaha is aggressive enough to make inroads into this market with the brand-new 115hp model that features much of its long proven outboard technology .....

The engine adopts a classical 90° vee four format, with two dual-barrel carburetors, electronic ignition system and 2% mixing rate .....

At Monte Carlo this outboard was fitted to a Shark Arvor Cormorant, a large-sized dinghy. This was an interesting combination. The engine delivered plenty of torque especially in the low speed range. Max. cruising speed reached 67km/h. Fuel economy was generally satisfactory, and optimum speed was some 3,500rpm. Even in this speed range the boat could run at 20 knots an hour.

Cruising was felt comfortable and stable. This showed that the Yamaha 115 and this 5.6-meter dinghy made up one of best combinations .....

Motor Boat and Yachting — Great Britain (Extracts)

### "Yamaha ready for ON racing"

I referred to an engine being developed by Yamaha, thought likely to fit the ON (1500 to 2000cc) racing class, which could possible annihilate Western competition in much the same way as Yamaha and other Japanese motorcycle manufacturers have ended up dominating this particular form of transport.

I was recently given the opportunity, as a guest of Yamaha, to review their 1982 range of outboards on display in Monte Carlo, and what an impressive it is ..... topped by the Yamaha 115hp. The 115hp is a genuine output measured on the propeller shaft rather than the crank, a system still used by some outboard producers. More interesting is its vee, fourcylinder block, which has a

capacity of 1730cc. This is 270cc below the ON class maximum, where Mercury compete with outboards of 1999cc. While this is not exactly the size I forecast, the high propshaft output, coupled with an ample casing which can easily be bored out as the engine develops, tells me that I was not very far wrong .....

Expressen Journalist — Sweden (Extracts)

### "Here you have the new outboard engines"

Here in Sweden the outboard business reached the very big sales during 1975 — 1976 with 44,000 units sold. The figures of this year don't look very good (about 30,000 units) .....

What's new from Japan this year? A new cold start system on the 115 and the 85. Instead of a choke, they have a separate jet, like some earlier models. The 60 has increased the displacement for better performance in the middle speed range. The 40 has been equipped with twin carburetors for better fuel economy .....

All the engines between 4hp and 40hp are now equipped with an energy adviser on the twist grip. You can at once see that the control is in the most economical position .....

The very big news from Yamaha is the new 115hp model. A V-four 1,730cc engine. It will not play around with 3% oil mixture. Its oil mixing rate is 2%. The percentage that Yamaha has pushed hard, will be recommended for small marine engines in Sweden .....

In addition to the above magazines, many others also give much space to introducing the new Yamaha outboard range. They include:

- \* Seilas & Batliv (Norway)
- \* Water Spot (Holland)
- \* Yachting (Holland)
- \* Yacht revue (Austria)
- \* Auto magazine (Holland)
- \* Vene (Finland)
- \* Yachting (Belgium)
- \* Waterskier and Powercraft (Great Britain)
- \* Italia Mare (Italy)
- \* IBI (Great Britain)
- \* etc. etc.

# YAMAHA 1982 OPEN HOUSE IN AUSTRALIA AND NEW ZEALAND

### All efforts are joined under a unified theme — "Don't Follow Anyone"

In 1981 six Australian importers (in each of their home states) and one New Zealand importer adopted a new dealer meeting system as an important part of their market activities. This year they have taken another significant step in their market activities by promoting a new sales promotion campaign called "Open House" right after the dealer meetings, under a unified theme — "Don't Follow Anyone", with the intention of attaining a new goal for 1982. In this way, each importer and its dealers can make and carry out more carefully thought-out market plans based on closer communication with local customers.

buying public in a more direct manner. This enables importers or dealers to grasp how the new line-up has been responded to by the public. This permits them to map out sales and management plans just in time.

- \* Open House provides a rare chance for preparing the list of prospective customers including those who wish to change their bikes for new ones. This makes importers or dealers more aggressive in carrying out their market activities.
- \* Customer's voice can be reflected in market activities.
- \* It will help customers make their purchasing plans.
- \* Importers or dealers can get the feel of their positions in the market.
- \* Importers or dealers can rise in public estimation in their individual communities.
- \* Communication between importers and dealers is increased for mutual benefit.

All in all, Open House offers a reliable guide to business for all importers or dealers concerned. In particular, a questionnaire which is conducted on the audience, brings a great deal of precious information concerning actual market trends or customer's preference, by which importers or dealers can continue their aggressive market activities in a most ideal manner. The list of customers which is controlled based on questionnaire results, will also earn them a very advantageous position in an intense sales war. The first Open House program that was recently promoted by Australian and New Zealand importers, set a good example of success.

## Open House

Open House is a kind of consumers show event where a preview of new Yamaha models is given for the buying public. In the United States, Canada and Europe, this type of sales promotion is quite popular especially during the new model launching period. And for the first time here in Australia and New Zealand, the same type of event was planned and carried out with various good new ideas on each state basis.

In general, Open House is not so expensive for its scale, compared to other types of sales promotion campaigns. In addition, it has a more substantial effect on customers or prospective customers by showing new models more directly to them than any other sales promotion campaigns.

Now let's take a closer look at the advantages of Open House:

- \* New line-up models are openly shown right before the sales season to the

## Win a Turbo 650!

McCulloch of Australia (New South Wales) was the start runner of Australian Open House Campaign of this year. It was held at the Bankstown Civic Center on Feb. 7.

The company was very enthusiastic about a pre-event PR campaign. Large-space ads were continuously inserted in a number of influential newspapers and magazines to publicize the event far and wide. In particular, a full-page ad which appeared in The Sun, together with a 4-page introduction story, turned out to be a great impact. The ad featured the new Yamaha Turbo 650 as an eye-catcher, and invited the public to take part in an Open House contest — Win A Turbo 650.

The ad copy reads: "1982 New Model Release, Bankstown Civic Centre, Sunday February 7. The people who brought you the last two Bikes of the Year would like you to see their bikes for the next year.

The 1982 range of Yamahas that have stunned motorcyclists all over the world

with their technical innovation and excellence have arrived.

There's the sensational Yamaha 650 Turbo which combines futuristic styling with awe-inspiring power, the stunning XZ550 water-cooled V-twin sports bike, and the all-new XT550 super trail bike. Yamaha invites you to come and see all their 1982 motorcycles, including the motocross bikes and mini-cycles at Bankstown Civic Centre on Sunday February 7 from 10.30am till 5.30pm. Admission free. You'll also get the opportunity to win a fabulous Yamaha Turbo. Yamaha's 1982 range. They'll show you the way motorcycling should be."

Everyone who filled out and placed an attached coupon in the box at Bankstown Civic Centre on Feb. 7, was eligible to the contest for which an exciting Yamaha Turbo 650 was offered as the grand prize.



An eye-catching full-page advertisement in the Metropolitan and selected provincial newspapers.



Introduction to Open House appearing in The Sun

On the day the key radio station continued a spot announcement in return to McCulloch's inviting the radio staff to the dealer meeting held the previous day. Due to the success of such pre-event PR campaign activities, the event drew a large audience. A constant stream of people besieged the Bankstown Civic Center even before the opening of the event. The new line-up appealed greatly to them. The new Beluga turned out to be one of the most popular models and its product concept was very favorably received by the audience. Children thronged to the mini bike corner where a number of attractive new models were on display.

Apart from the staff of McCulloch, 6 dealers in Sydney also attended the display corner in 2-hour rotation. Each of them attained good on-the-spot sales results.

The first Open House was brought to a success by drawing some 15,000 people even in a day. You can understand how significant this success was, compared to a 4-day all-brand motor show which was held at the same place early in March and attracted only 40,000 during the whole period. In addition, local dealers organized their own shows in six other cities.

## A pleasant surprise!

Milledge Yamaha (Victoria) launched an active and effective one-month PR campaign by means of newspaper/magazine ad, posters and pamphlets, to organize an Open House on Feb. 14 in Melbourne. Each dealer kept free tickets ready for pick-up by visitors. Open House itself was admission free but those with free tickets

were given priority to prevent extreme congestion. On the day the forthcoming Yamaha range was on display to arouse a sensation among the audience. A selection of brand-new



### YAMAHA 1982 MODEL RELEASE

#### OPEN HOUSE - NEW PALAIS, ST KILDA Sunday 14 February 1981

PR posters and pamphlets

motorcycle films was continuously screened from 10am. to around 10pm. filled with spectacular road race and motocross action, plus a sensational audio presentation of the new models. The venue was very near a seaside amusement park and the audience included a number of holidaymakers. Besides, the company gave full support to local dealers who held similar shows in their home cities. Each show plans were carefully made to meet the particular requirements of individual local markets.

Mr. Fraser, Prime Minister of Australia who was present at a preview given the previous day, looked greatly interested in the new line-up including the XT550 as Yamaha AG bikes are used in his farmland. One of the audience said — "A pleasant surprise!" These words were quite enough to express the success of this Open House.

## Total distance covers 5,075km!

Yamaha's Queensland importer Annand & Thompson decided to promote its Open House program not only in Brisbane, but also in other cities for the following reasons:

- \* It was almost impossible to find a venue centrally located so as to draw from all areas of Brisbane, a large city, and one that in terms of size and design was also suitable (ie., it would need to be on ground floor, very accessible parking wise, etc.).
- \* By holding them at the various major dealers' premises, the public in those areas would be enticed to attend and by so doing would be exposed to their premises, themselves and their staff on a more personal basis.

The program started on Feb. 25 and continued until April 6, covering the following areas:

**Metropolitan Brisbane**  
Feb. 25 to 27 Moorooka  
Mar. 1 to 3 Gaythorne  
Mar. 4 to 6 Newstead  
Mar. 8 to 10 Springwood

Open Houses in these areas were held to take advantage of the normal Thursday night late trading opportunity, and special application was made to appropriate Government Department to gain a late trading special licence for the other nights

of the schedules for the various dealers.



### Other areas

- Mar. 11 to 13 Gold Coast
- Mar. 17 Toowoomba
- Mar. 19 North Coast
- Mar. 22 Bundaberg
- Mar. 24 Gladstone
- Mar. 26 Rockhampton
- Mar. 29 Mackay
- Apr. 1 to 2 Townsville
- Apr. 5 to 6 Cairns

In fixing the above dates they considered that no Open House should take place too soon in terms of the protracted release dates of some key models otherwise it could create an anticlimax situation.

Mr. W. Page (State Sales Manager) said — "It is felt that the high cost in terms of time, manpower resources and expense has been vindicated by the good exposure achieved by taking the new line-up to the people. This in turn will accelerate the public (and dealers) awareness and appreciation of the dazzling 1982 'J' series and result in more sales sooner".

## Yamaha launches Turbo - shows off new 250



Australian Motor Cycle News gives full editorial support to the event.



## An elaborate plan

Pitmans Distributors Pty. Ltd. (South Australia) also worked out an elaborate plan to

promote the first Open House in Adelaide where its main office is located. The company picked out its retail shop as the venue for this event. This turned out to be a very good idea. The shop is located in the

main quarters of the city and the first Open House presented a lively scene with a large audience including many from the

neighbouring business center. In addition, the cost was surprisingly low.

## Preparations are in steady progress

Ken George (Western Australia) has plans to promote its Open House program at the earliest possible date, most likely late in April, along with opening of a dealer's renewed shop. Now preparations are in steady progress. The new Yamaha line-up was very favorably responded to

by all dealers during the dealer meeting held on Feb. 19. All Yamaha fans are eagerly looking forward to Ken George's Open House.



Ken George's dealer meeting. All dealers renew their determination for another big advance in 1982.

## Very much fruitful!



New model pamphlets

Moller Yamaha, Yamaha's importer in New Zealand, also promoted the Open House program.

### Open House

- Feb. 1 Auckland
- Feb. 13 to 14 Hamilton
- Feb. 17 Palmerston North
- Feb. 19 to 21 Wellington
- Feb. 25 to 27 Christchurch
- Mar. 3 to 4 Christchurch
- Mar. 6 to 9 Invercargill

In each Open House the new Yamaha range was on display, to create a sensation among the audience. The company organized its first Open House in Auckland, assisted by three main dealers. The company achieved a success in publicizing the event by means of newspaper/magazine ad, radio announcement, shopfront posters, direct

mail, word-of-mouth communication, etc. On the day the venue was buzzing with excitement of the audience who had a rare chance to see the sparkling new Yamaha models prior to their debut on the market. Demonstration of new models including the Turbo 650 and the Liquid-cooled V-twin XZ550 extremely pleased them. The computer monitor system on the XV920 also became a focus for their keen attention. The audience included a great number of other brand dealers and users, thus the event attracted almost all bike interested people in this area. Open House events in other cities were also successful and the total number of audience was in excess of 55,000; about two times that of yearly bike purchasers in this country!

# Consumers show in Stockholm



Yamaha Corner featuring the new RD125LC prominently; from left to right, Mr. Eneqvist (Yamaha importer), Mr. Hallman (Yamaha importer) and Mr. Carlqvist (Yamaha motocross star).

From Sweden: Yamaha importers and dealers in Europe, the United States, Canada and Australia are making the most of consumers shows as part of their effective sales promotion activities. Each show features the attractive new Yamaha range to appeal greatly to customers and prospective customers. Benefiting greatly from these shows, they are steadily increasing the market share of Yamaha motorcycles in the face of an intense sales competition of '82 models. The recent Stockholm consumers show was not an exception. Visitors' interest was focussed on the new Yamaha RD125LC which made its debut on the European market during the show as Yamaha's positive answer to the call for a better 125cc machine. The 125cc category is becoming increasingly important in today's motorcycle market. Many young, or novice, riders are restricted to this capacity bracket by law and, therefore, development of new and appealing machines in the class has significant priority in

most manufacturers future product planning. With the introduction of the Yamaha RD125LC, we see the most sophisticated and technically-advanced motorcycle ever offered for sale in the 125cc street machine category. Specification of both engine and chassis components, plus the styling and equipment, leaves no-one in any doubt that Yamaha have set out to construct a potential market leader...and have succeeded in doing so. The supersports two-stroke concept first started by the phenomenally-successful RD250LC and RD350LC twins has been continued into the 125cc class by the new RD125LC. Liquid-cooling, the Yamaha Energy Induction System (YEIS), transistor ignition with automatic electronic advance/retard system, single-shaft engine balancer, monoshock suspension, cast-alloy wheels, disc front brake - these are just the highlights of the RD125LC specification chart.

## New DT180

### Shows Its Power in Amazon Adventure Touring

From Brazil: Two men rode 2700km through the wilderness of the Amazons in seven days on the trail bike DT180 which just went on the market in Brazil on October 9, 1981. The DT180 just introduced there is a new type of motorcycle with a 176cc engine, Monocross suspension, Torque Induction System, and YEIS, and it has now been proved that it is very suited for riding around in wild and undeveloped terrain. The men who took part in this rough and rugged adventure were two Frenchmen; Pierre Yues Refalo (34) and Xavier

Pomier Layrargues (25). They now both live in Brazil and are test riders for the magazine Motor 3. Mr. Refalo's main occupation is photography, but he is also a veteran motorcyclist having ridden a total of 600,000km. Moreover, 40% of this distance he covered in the Sahara, Africa, Asia, and other difficult terrain. In 1973 and '74, Mr. Refalo competed in the Enduro Europe Championships and worked as the chief editor for French motorcycle magazines including Motorcyclisme, Moto-revue, Moto Hebdo, and La



Mr. Refalo and the DT180 equipped for adventure with portrait of Mr. Xavier.

Revue des Motards. He has also worked for Gente Motori and L'Equipe in Italy. Mr. Xavier has also worked for various motorcycle magazines as a writer and has taken part in races held in Europe and Africa. In 1977 he participated in the enduro race which went from France to Sri Lanka and India.

The Amazon Adventure Tour was started on October 28 with the full back up of Shell de Brazil. This trip went roughly as follows: From Belém, the starting point, to Posto Zero the road was paved all the way for 450m. Although it may seem pretty simple to ride on a paved road, Xavier says; "Rain was pouring and the road was flooded. It was almost like riding up a stream. Our bikes were loaded down with 30kg of gear and spare parts so we were greatly relieved when we finally reached Posto Zero."

The next day they had a rough time on a 150km section which took all day to cover. There would be a great many curves following long stretches of straight road and washboard road surfaces with ridges about 30cm in height (this kind of road is called "steer ribs" in Brazil) would come up every 3km or so. Each time they hit such a rough section, the spare fuel tanks and sidebags would begin to shake loose and hit the ground. So every time they had to stop and carefully refasten their loads.

In the next section from Vila Ron-don to Marabá, on top of the "steer ribs" they had to put up with roads of sand.

These sandy roads look smooth and firm from a distance but they are actually composed of a loose layer of fine sand over 20cm deep. Because of this, they both had to ride in first gear through this section, keeping a 500 meter distance between each other while leaving their lights lit up.

The next section to Santarém was in no better condition, and Xavier's bike finally ran out of gas, completely exhausting that in the spare fuel tanks also. So as the last resort, they even used Pierre's bike to pull Xavier's to a filling station.

From Santarém they took 40 hours to go up the Amazon River on a gaiola (steam river boat) to Itacoatiara. From here, they rode about 300 km on dirt and paved roads to reach their final destination Manaus.

The two Yamaha DT180 trail bikes which made this trip were put on display from November 13 (Friday) at the show stand of Yamaha Motor do Brasil. This trip was not only an adventure, but it was also a test of this model's performance. The severe weather conditions, the fuel supply problem, and some of the worst possible road conditions they encountered served as a good test. It was not that much of a problem to complete the trip within the time scheduled, especially since there were no real problems to speak of. Of these two bikes, one received some damage to one spoke in the rear wheel, while the other got a broken handle grip from a spill. There were no flat tires and not even the sparkplugs needed replacement. The two riders became fully convinced that the DT180 has all it takes in performance and good quality for a superior trail bike.

In their words: "The DT180 will handle any kind of road there is, and will even go where there is nothing that can be called a road.

What was most impressive was the wonderful way in which the frame withstood punishment. This frame could probably carry an engine with a larger displacement. The accuracy of the in-

struments and the durability of the electrical system was exceptional. We kept our lights lit up all through the trip but there were no burn-outs."

## New DT180 opens a new trail age!

The New DT180 which is built in Brazil and showed its outstanding performance and dependability in a recent Amazon adventure touring, is gaining widespread popularity among Brazilian trail enthusiasts. DUAS RODAS and MOTOR 3, two of the most influential motorcycle magazines give much space to introducing the excellent product features of this model as follows (extracts):

### DUAS RODAS

The New DT180 is a good answer to an increasing number of dual purpose bike fans in Brazil. Significant technical features including the Torque Induction engine with YEIS, Ceriani type front forks and rear Mono-cross suspension system have made this model an exciting terrain attacker as well as a dependable and economical runner on normal roads... The New DT will be one of the best sellers in the always-

growing Brazilian motorcycle market.

### MOTOR 3

The New DT180 has made its debut as the first real dual-purpose bike ever built in Brazil. Featuring much of Yamaha's advanced technology, it shows its superbly dependable and exciting performance both on and off the road. In particular, it is not too much to say that the New DT180 opens a new trail age in Brazil...



## Super Snocross

From Canada: This winter brought an exceptionally large amount of snow to the northern hemisphere in particular. Some people may have spent the long winter in the traditional manner, but others hit upon a new way to find excitement in snow! In Peterborough, located in the province of Ontario, in Canada, there is a race track named Kawarath Internationals. The famous oval track race held here is among one of the most well known racing events in the world. This winter, Yamaha Motor Canada introduced snow-

mobile stadium racing at Kawarath Internationals. Races were held in the Junior, Senior, and Expert classes with Tim Bender from Couden, New York making a good showing by finishing second overall in the Expert Class on a Yamaha SRV. The highlight of the event was a special BR250 race featuring Yamaha dealers from all over the province of Ontario. For the grand finale, 13 Bravos roared out of the gate for eight tremendous laps of racing entertainment. The capacity crowd, despite the -40°C temperatures,



Tim Bender, who came in second in the Expert Class, with his mechanic



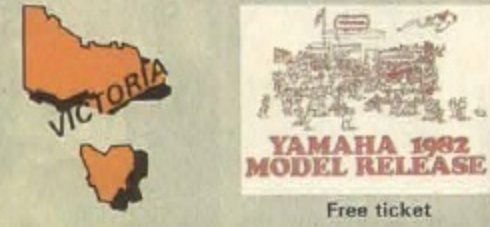
The thrill packed speedrace and spectators excitedly looking on

## SPECIAL FEATURE PAGES

# YAMAHA 1982 OPEN HOUSE IN AUSTRALIA AND NEW ZEALAND

As mentioned in pages 4 and 5, the first Yamaha Open House and dealer meeting program was very successfully carried out everywhere in Australia and New Zealand. The pictures shown here are quite enough to give you some idea of this significant event.

Milledge Bros. Pty. Ltd.



Here are some enthusiastic bike fans who are intently looking at a new model.



Information film was continuously screened from 10 a.m. to around 10 p.m.

In addition to the '82 full line-up, the XV920 is also shown as an exhibition model on which a questionnaire is set out. The results are excellent.

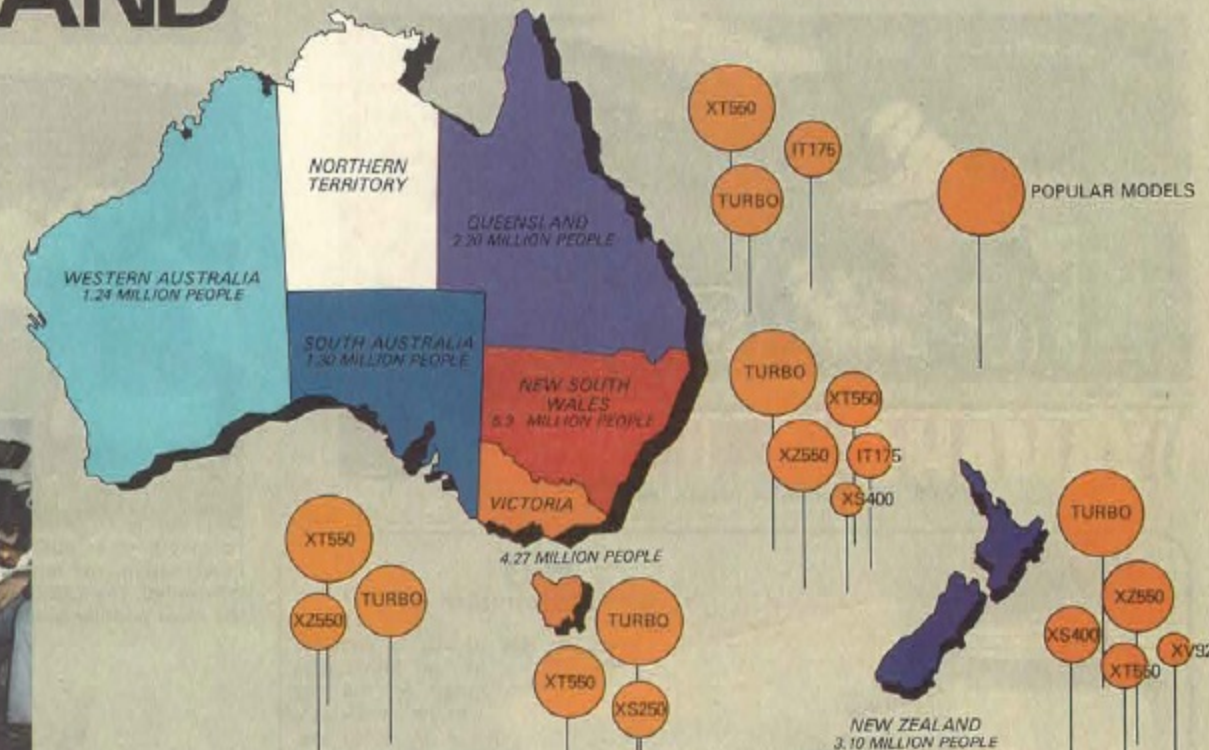
Pitmans Distributors Pty. Ltd.



Mr. John Pitman (General Manager's) opening address at the dealer meeting.



Pitmans' Open House also enjoys a very good attendance.



Annand & Thompson (Wholesale) Pty. Ltd.



This is a kind of entertainment for the audience. Elaborate body painting makes everyone take it for granted that this girl is neatly dressed in a riding suit.



The new XT series models win high popularity. (Dealer meeting)



Little policemen win applause! They imitate the style of the policeman who plays the leading part in a very popular TV program.

Pitmans' Open House is promoted at a retail shop located in the main quarters of Adelaide. This hits a mark!



The staff of TV channel 7, with a glamour girl and Mr. Hiroshi Tanaka from Yamaha Motor (extreme right). The staff give full support to the event.



Ken George Distributors Pty. Ltd.



From left to right: Mr. Satoshi Watanabe, general manager of Yamaha Motor, Mr. Ken George and Mr. Hiroshi Tanaka with the new XJ650 Turbo. (Dealer meeting)



XV920 demonstration (Dealer meeting)

**PIG (Product Information Guide)**

This booklet is compiled as an informative guide to the '82 Yamaha motorcycle lineup, by giving specific emphasis to the introduction of superior technical features of individual models. This booklet is a kind of material indispensable to the successful organization of each Open House.

Model Open House Program

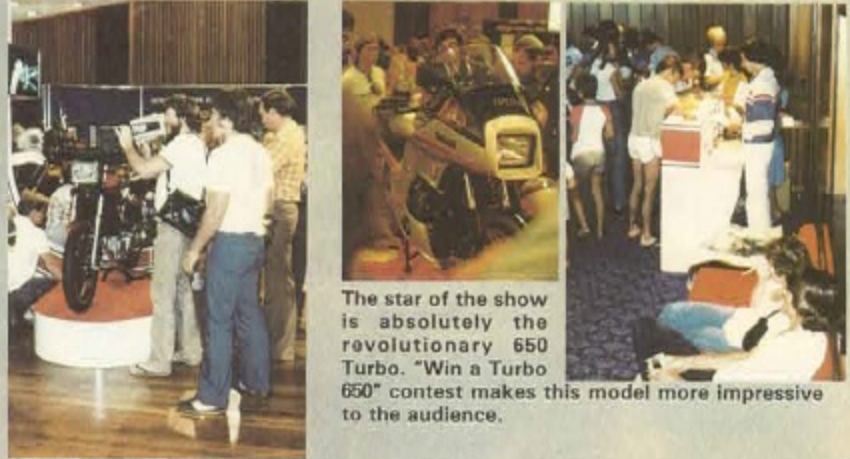
Introduced here is a model Open House program which is carried out in Canada. The program covers step-by-step preparations and arrangements, together with after-care and follow-up measures, great part of which can be applied to similar events in other parts of the world.

- TWO MONTHS IN ADVANCE**
- Check with Yamaha for any possible conflicting dates to those you have in mind.
  - Check with Yamaha for films, display materials, DM and other personnel availability.
- ONE MONTH IN ADVANCE**
- Establish theme or name, work with district manager.
  - Finalize location, dates.
  - Reserve advertising space and plan publicity campaign.
  - Finalize talent, entertainment, celebrity or other.
  - Write personal invitations and choose mailing format, card, letter, expensive stationary, incorporate theme.
- ONE MONTH IN ADVANCE**
- Extra literature. Point of sale material, decals, iron-ons, posters.
  - Films, video cassettes.
  - Merchandising aids.
  - Display models (if previously confirmed as available).
  - Publicity kits for local media.
  - Ad plans.
  - Billboard paper.
  - Special invitations.
  - Radio tapes, scripts.
  - TV tapes, film.
  - Direct mail pieces.
  - Get agreement on any cost-sharing decided.
- ONE WEEK IN ADVANCE**
- Check all facilities, arrangements, menus, etc. Monitor
- advertising, make sure it runs properly. Check receipt of supplier's materials. Check hotel reservations for out of town guests.
- GET FROM YAMAHA:**
- Last call for emergency for forgotten items. Advise if important items not received. Confirm attendance any Yamaha personnel. Review details with district manager.
- ONE DAY IN ADVANCE**  
Do Yourself:
- Write down key item checklist on something you can put in your pocket for constant reference.
  - Review status of each item and attend to problem areas immediately.
  - Monitor advertising schedule for accuracy and timing.
  - Check personally on food, beverage and services arrangements (don't let anyone let you down).
- DURING**
- This is your show — be positive, sociable, informative, delegate and plan-in regular breaks — stay sharp as possible and look it.
  - Maintain clean, neat, premises, keep machines polished at all times, replace stock as necessary promptly
- no empty shelves.
- ONE DAY LATER**
- Restore everything to original condition quickly and completely.
  - Move out of rented premises promptly and completely — all refuse included. It's good business and personal relations.
- TWO DAYS LATER**
- Have a staff meeting to review the whole show. Take notes of good and bad experiences, ideas for future events, etc. while still fresh in everyone's mind.
- ONE WEEK LATER**
- Send personal letter to everyone who purchased anything during your event.
- ONE YEAR LATER**
- Do it all again.

McCulloch of Australia Pty. Ltd.



The Yamaha new model release is a monumental success, impressing on everyone the Yamaha theme for 1982 ..... that we "Don't Follow Anyone".



The star of the show is absolutely the revolutionary 650 Turbo. "Win a Turbo 650" contest makes this model more impressive to the audience.

Following the audio visual presentation, the new line-up is unveiled. The XZ550 is one of the most popular models.



A large supermarket's second floor is hired for this show, drawing a great number of shoppers.

Moller Yamaha Ltd.



The staff are very busy, making preparations for the "Open House" series.



A very attractive PR sign-board helps to make the event known to as many people as possible.



A new bike boom is being aroused with this successful show.

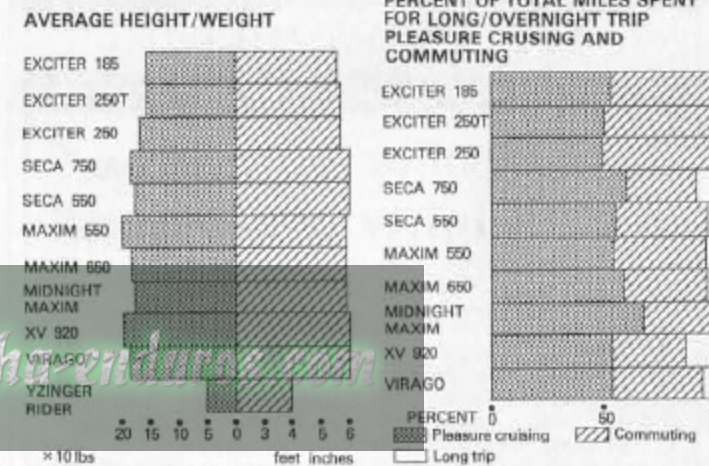
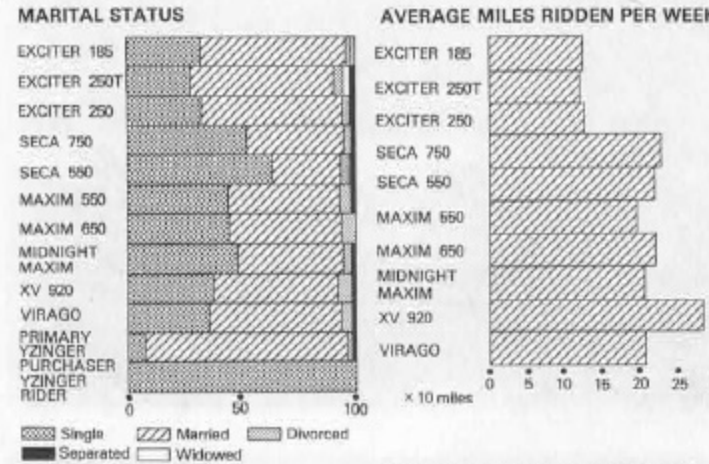
loved the event and chanted for more. Could this be the sport that will revitalize snowmobile racing? Judging by the enthusiasm of the

race drivers and fans in Peterborough, this may well be the case.

The Exciter Used 50% for Commuting and 50% for Pleasure '81 Market Survey (YMUS)

From the U.S.A.: In continuing with the article on the market survey in the United States in the last issue, further results are

presented. This information can be helpful in understanding our buyers and also for advertising and selling



efforts. Heights/weights of owners were close to normal averages. Average height for XV920 riders was 5' 10" with weight at 184 lbs. This contrasts with our smallest height/weight averages — that of the YZinger rider! Average height was 3' 6" with average weight 48 lbs. When looking at owner marital status, we see that Seca owners are more often single than other model owners. Sixty four percent (64%) of the Seca 550 owners are single, while 52% of the Seca 750 owners are single. Exciter owners are most frequently married. Over 60% of each of the Exciter model owners were married. Of all models researched, XV920 owners had the highest weekly miles traveled; at an average of 279 miles per week. Second highest was the Seca 750 at 225 miles per week. Among Exciter owners, males seemed to travel more than females. When researching usage, it appears that our Exciters are used close to 50% for commuting and 50% for pleasure cruises. While our other models seem to be used more for pleasure cruising, commuting does seem to play an important role.

Yamaha does a hat trick in the Irish experts trials

From Ireland: The Irish Experts is among one of the big trials events held in Europe every year, and motorcycle manufacturers from all over put forth a great deal of effort to win this event. This year Mick Andrews, the international trials star for Yamaha captured the crown. Yamaha has won this even for the last couple of years with 320cc Majesty Trials machines, so now Yamaha has pulled off a "hat trick." The bike Mick rode this year was a Yamaha 200cc Yamaha despite the fact that most all other entrants rode 300cc — 350cc machines, attests to the great power of YEIS (Yamaha Energy Induction System) and the skill of Mick, a well seasoned trials rider. In the second place came 20 year old Henry O'Kelly of Ireland on a 320cc Yamaha, who hung on Mick's tail to the bitter end.



Ethiopia a variety of development campaigns are underway such as the literacy campaign and the green revolution campaign. All the instructors and staff involved in these campaigns, several thousand of them, are using motorcycles. Therefore, a special campaign is also being conducted to train motorcycle riders, and even a few racing events are being held. Mr. Paulo Panaiotti in Addis Ababa is a regular follower of motorcycle racing, and in particular, a supporter of Yamaha

teams. He owns a leading brake and clutch service business there, and his business serves as a solid back-up for all types of vehicles including Yamahas. He has always extended generous support for Yamaha motorcycling activities, and showed great enthusiasm in supporting the motocross meeting just held there. Needless to say the Yamaha team won. The photo was sent to us by Mr. Panaiotti and shows the '81 champion, a Yamaha rider, receiving the trophy.

Yamaha in the lead again Valida Motocross Race



Curtis makes another splending jump

From Panama: Motocross races in Panama are known for packing in the crowds regardless of where it is held. The leader in the national championships is presently the current Champion Jerry Curtis. CIPSA, the Yamaha distributor in Panama, is his sponsor. Jerry's daring and outstanding performance along

with giving him a unprecedented record, has also won him unmatched popularity. Of the six national championship races held each year, five have already been run this year, and Jerry has dominated most every one of them. His victory is assured even before the final race is begun.

The Djibouti Motocross Team

From Djibouti: Mr. Izzo of establishments marill, a Yamaha distributorship, has been putting a great deal of effort into popularizing motorsports in his community, and he has been sponsoring many racing events. Every month, orders are received consistently by establishments marill for YZ and IT machines, and the local market share of Yamaha has reached 62%. The efforts of Mr. Izzo and his staff have contributed a large measure in producing this figure. Also the record of the Yamaha riders in these races has been very excellent. In the International Motocross Racing in Etheopia, an event held for the first time last year, the Yamaha motocross team of Djibouti did it well. The



G. Milhac, the overall champion on his Yamaha IT175

results of this event are shown below.

- 6th November, 1981, (Republic of Djibouti)
- 125/250 Class = 1st GILBERT MILHAC  
2nd ROBERTO SANGES  
3rd CHRISTIAN GOLET  
4th GINA ABOUBAKER
- DT125 Class = 1st KIKI  
2nd TIRREL Yannick
- 29th November, 1981 (Ethiopia/Addis Ababa)
- 125cc = 1st ROBERTO BAZZANI (Ethiopia)  
2nd GINA ABOUBAKER (Djibouti)  
3rd ROBERTO SANGES (Djibouti)
- 250cc = 1st GILBERT MILHAC (Djibouti)  
2nd CARLO DELPONTE (Djibouti)  
3rd HAIGO (Ethiopia)
- Cit absolu = 1st GILBERT MILHAC  
2nd CARLO DELPONTE  
3rd ROBERTO BAZZANI
- YAMAHA YAMAHA YAMAHA YAMAHA  
YAMAHA YAMAHA  
YAMAHA YAMAHA  
SUZUKI YAMAHA YAMAHA  
YAMAHA IT175 YAMAHA IT250 YAMAHA YZ250  
YAMAHA YAMAHA SUZUKI



Left to Right, Henry O'Kelly, John Shirt, Mick Andrews. Always the great sportsman, Mick Andrews congratulates Henry O'Kelly on his dynamic challenge. John Shirt who built and prepared both their Majesty Machines also looks pleased.

Motorcycle Enthusiasts in Addis Ababa

From Ethiopia: Addis Ababa is currently in the midsts of a great motorcycle boom. Presently in

Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to your business. Any sort of news or information would be highly appreciated if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, color or black/white to your news or information wherever possible.

cycle mechanic. I can expertly handle my favorite Yamaha XT500 in water, forest and balancing with one wheel. The photo shows my demonstration with Yamaha XT500. My XT500! It is the real bike for on-or-off the road .... it goes to any place I want to go. I congratulate Yamaha for the marvelous standard of the bike. Naushad. Gulam. F.

Address: Editorial Room of Yamaha News, Advertising & Public Relations Overseas Markets, Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken (Japan)

Dear Yamaha News, I am 20 years old. My name is Naushad Gulam, son of an Asian family living in Bukoba, Tanzania, East Africa. I am working at a company called United Motors (KJ) Ltd. as a motor-



Excellent wheelie!

**YAMAHA  
INTRODUCTION  
IN MOROCCO  
Jan.25 to Feb.4**

# New models appeal greatly to the European press

Yamaha Motor N.V. in Amsterdam, Holland invited a number of European motorcycle journalists to test-ride new Yamaha models in Morocco during the period from Jan. 25 through Feb. 4, prior to their debut on the market.

The new models were tested in every possible way for thorough evaluation of all product features.

The city of Agadir, on the west coast of Morocco, was the venue of this Yamaha introduction. Bikes tested were the XT550, the DT125LC, the RD80LC and the RX80SE. The XT550, two of which had distinguished themselves in the '82 Paris - Dakar Rally, was undoubtedly the model for the keenest attention. The newly developed lightweight off-road bike, the DT125LC aroused a great deal of interest because of its technical innovations, such as the liquid-cooled engine with YEIS, single-shaft balancer, Mono-cross suspension, etc.

The choice of Agadir, a city that was completely destroyed after a shattering earthquake about twenty years ago, appeared to be a good one. The surroundings of the rebuilt town were just ideal to meet all the new machines in a proper way, in particular the XT550 and the DT125LC, because they had to be tested under offroad conditions. Groups of journalists set off every morning and soon they could be found in the sand dunes and on the beach of the Atlantic Ocean,



New Yamaha off-road bikes in action

having a good time with the dual purpose bikes. All the journalists, who were not able to attend the introduction of the XT550 in Japan showed a big interest in riding the big single four-stroke, returning to the basis with enthusiasm.

**Outstanding product features**

The beautiful weather was inviting to make long trips into the mountains where the new Yamaha's could be tested in every possible way. The roads from Agadir to Tamri and Argana were suitable enough to match the performances of the bikes, though one had to be careful with crossing donkeys and camels! Acceleration, speed, torque etc. could be tested on the coastroads with long winding corners leading through winy villages, ideal for picturesque pic-

tures. The mountain section, spurs of the famous Atlas Mountains, was the place to feel the brakes, gearbox and handling of the new Yamaha models. Tight corners and S-bends were part of the demanding roads and the easy riding bikes were a bit help as the riders had to concentrate on the tracks, leading through valleys.

Most of the invited journalists made the biggest mileage on the XT550, as expected, but also the slim lined 80cc bikes could see a good deal of the environment of Agadir. The Yamaha DT125LC was not only impressive by its looks, the low weight and manoeuvrability were praised by the riders.

All together the introduction in Morocco was a success, considering the fact, that four different approaches using the variety of riding possibilities in Africa.

**New race films**

**"A Test For Tomorrow" and "Mighty Motocross"**

As you know, racing has been an important part of Yamaha's R&D activities. Participating in a race is significant for its own sake as it creates some or other impact on the motorcycle market. Winning in it is much more important as it can demonstrate the superiority of racer technology which should be utilized for the development of quality production models, thus enhancing the Yamaha brand image. The above named films are the latest ones of their kind. One is the film of the '81 500cc World Championship Road Racing where Kenny Roberts and his technical staff are fighting their way on, telling an inside story of how the world's renowned Yamaha factory racer is improved, together with comments from other star riders such as Barry Sheene and Marco Lucchinelli. The other keeps alive various exciting scenes of the '81 World Championship Motocross, with all Yamaha stars in full action. The highlight is Neil Hudson's dramatic 250cc championship victory. Former 500cc world cham-

pion Heikki Mikkola's instruction on motocross techniques adds another dimension to the film.

These films can be a very effective PR tool if used on many different occasions in direct or indirect connection with your sales promotion, for example:

- \* Lending them to motorcycle clubs
- \* Lending them to film companies
- \* Lending them to various recreation centers
- \* Showing them at your shop or during dealers meeting

We hope you can conceive many other uses of these films and please try to seize every possible chance to show these films to as many people as possible.

**SPECIFICATIONS**

- \* A Test For Tomorrow (F933)  
ESFG, 27 minutes, multicolor, 296m ¥63,000 per roll (FOB Japan)
- \* Mighty Motocross (F934)  
ESFG, 30 minutes, multicolor, 325m, ¥63,000 per roll (FOB Japan)



Excellent maneuverability! (XT550)



Tyres show outstanding off-road gripping.



European journalists who have ridden new Yamaha bikes.



Smoother power delivery by YDIS (XT550)

