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Fireworks

One of the seasonal delights of the Japanese summer is fireworks. Fireworks come in many kinds; there are the small ones which children enjoy in their own backyards as well as large scale ones that require several people to set off. From the standpoint of grandeur and beauty, what can compare with a display of these large scale fireworks!

In the summer, all over Japan great numbers of people gather by river-sides or the oceanside to enjoy fireworks displays. One of the most popular of these displays is the one held annually on the Sumida River which flows through Tokyo, where people gather in boats or on the bridges that span the river to enjoy the fireworks along with the cool evening breeze.



Repeated practice of starting techniques under the guidance of Mr. K. Kawachi, one of the Yamaha instructors. The point is how to grasp the best timing.

The tough looking YZs sprinted ahead spraying up clouds of dirt and dust. Figures of riders, some bearing colorful flags of Hong Kong, Indonesia, Malaysia, and Thailand, appeared and disappeared now and again. The Yamaha All Japan SL Motocross Meeting held on August 2 at the Sportsland Sugo on the outskirts of Sendai, was rich in international flavor and showed motocross races at their best and was brought to a most successful close. Here was an abundance of the true spirit behind Yamaha's brand image promotion activities aimed at fostering communication and goodwill among as many people as possible through motor sports.

Acquisition of know-how to conduct such events successfully for improving riding skills.

The Yamaha All Japan SL Motocross Meeting is a regular event having been held as part of the Summer Festival program ever since the Sportsland Sugo was built; this year counted its seventh meet. Aside from motocross, trials and kart races are also held. The purpose of these events is to assemble the motor sports fans on one day of the summer vacation, and to thereby extend the ring of communication and mutual rapport between the riders, their support personnel, and the spectators to bring them together as a cohesive group. Therefore, the main components in these events are the dealers which form the nucleus, and the young members taking part in the club activities, who play the central role.

As for the motocross events, the races were divided into the schoolboy class, and the YZ80cc, 125cc, and 250cc classes. The veteran riders of the international A and B divisions were scheduled to take part in special races to provide examples for riding techniques.

As the basic thinking behind Yamaha's brand image promotion activities, there is the policy of contributing to the spread of motor sports by supplying the bikes and giving the people a chance to enjoy riding them. This Summer Festival is a prominent event in Japan representing this promotional policy. Series competitions are scheduled by dividing Japan into 8 blocks and 11 areas, and this All Japan SL Motocross Meeting is scheduled as the

main competition event in this series. SL, by the way, stands for sports and leisure. The participants this year from Thailand, Malaysia, Indonesia, and Hong Kong were all sent by Yamaha importers who endorsed Yamaha's objectives in this event, and these riders were their representatives assuming the role of promoting motor sports in their respective countries. The Yamaha head office responded by assigning the motor sports promotion headquarters as the section in charge of their reception. The riders who came to Japan were Mr. Chaleamsak Thongyam (27) of Thailand, Mr. Patrick Chin Chee Woon (25) of Malaysia, Mr. Bambang Prabowo (25) of Indonesia, and Mr. Lee Yan Chung Richard (28) and Mr. Simon Lo Wai Wing (28) from Hong Kong. They all arrived in Japan by air on July 22 and they underwent training in motocross techniques at the motocross course in Hamakita Trail-land and Sportsland Sugo under the instruction of special instructors from the Yamaha Motocross School, Kazutoshi Iwao, Kenzo Kawachi and Masanori To. The guest riders thus got themselves prepared for their entry in the International B Division 125cc and 250cc class races. And of course, in this time they also received lectures on the curriculum involved in Yamaha SL Motocross Series Competition and picked up the knowledge necessary for conducting motor sports events.

Possible scale-up to an international event from next year

A pre-party was held the day before the races at the camp village of Sportsland Sugo and the five guest riders who received their introduction for the first time here were greeted with warm welcome by all of the over 300 Japanese riders present. So the guest riders were able to begin the day of the race in a completely relaxed and at home atmosphere. The weather, fortunately, turned out excellent, and the races were run one after another. The International B Division in which the five guest riders took part was programmed as a two heat event consisting of one race in the morning and one race in the afternoon. It was arranged as a mixed race with the International Class A Division having an impressive lineup of Yamaha

**Excitement Packed
 1981 All Japan
 SL Motocross Meeting**

**Welcoming
 Guest
 Riders from
 Four
 Countries A Success**

Summer Festival in Sugo



Negotiating a tight curve! Watching is also important.

factory riders including Tetsumi Mitsuyasu who captured the fourth place last year in the World GP 125cc class motocross. One couldn't ask for a better setting to polish one's riding skill. The course itself was one of the representative motocross tracks in Japan where the All Japan Grand Prix event has been held many times; quite a tough run.

The five guest riders were given the suggestion of making the completion of the race their priority regardless of anything else. Yamaha provided the five riders with YZ125 and YZ250 bikes for the race which they all handled like pros and completed the races in both heats.

In the first heat Patrick Chin Chee Woon and Bambang Prabowo placed 13th and 14th overall and 5th and 6th respectively in the international class B competition, and showed their stuff. In the second

heat also, Chaleamsak Thongyam and Patrick Chin Chee Woon made it in the upper ranks by placing 14th and 15th overall and 5th and 6th respectively in the international class B competition.

Aside from the outcomes of their performance, this valuable experience will surely grow many-fold and bear big fruits when they return to their countries.

Mike Sekine of the motor sports promotion section who acted as the chief coordinator of this event stated that this was the first time in these events where participants from overseas were invited, and that this would be used as the foot in the door for expanding this into an event for international exchange and goodwill among Yamaha fans. He also expressed his desire to use this last event as the first step in developing these events from next year on by inviting an increasing number of Yamaha fans from not only the Asian countries, but from Europe, Africa, North America, Pacific countries, as well as Central & South America.



Spraying up clouds of dust!



They have been trained in riding techniques for five days at the Hamakita Trail-land and Sportsland Sugo. From left to right: K. Iwao, special instructor, Simon, Patrick, Chaleamsak, Lee, Bambang and K. Kawachi, instructor.

World Championship Motocross

**Neil Hudson
 clinches
 the 250cc title!**

British Yamaha star Neil Hudson, who was persistently in pursuit of George Jobe (Suzuki) in the 250cc title contest, won the crown at the final round held in Holland on Aug. 16. (see the next issue for more details)



Yamaha's World Sidecar Champion Jock Taylor with his passenger Benga Johansson scored a record-breaking double victory in this year's Isle of Man TT. Riding an RD250LC, Barry Smith won the World Championship Formula 3 for production machines. Smith became the first man to lap the island circuit at over 100 mph on a formula 3 bike.

With around 40,000 enthusiastic motorcyclists on the Isle of Man, Mitsui Yamaha (UK) laid on a variety of entertainments for race fans as part of its nationwide road show program. One of the most popular places on the island between races was the Yamaha Trail Park where enthusiasts could try DT125 and 175's over a specially constructed enduro circuit. Also at the Trail Park was Yamaha's popular free safety check where any Yamaha owner could have his machine checked over by a team of Mitsui service engineers. There was entertainment from Yamaha in the evenings too with the Yamaha Cinema showing a 3-hour programme of motorcycle racing films. The 450 seat cinema was packed for each evening's performance.



Yamaha bales line the 37.75-mile TT circuit.

A major attraction during race week was the Yamaha exhibition held in one of the island's biggest hotels, where 23 different model were on display along with two very special machines. Centre-piece of the show was the four cylinder 125cc racer on which the late Bill Ivy set the 125cc TT lap record at 100.32 mph in 1968, a record which remains unbroken to this day. Bill Ivy went on to finish second in the race which was won by Phil Read on a similar machine.

Sharing pride of place with the racer was one of the XT500's which appear in the latest James Bond film 'For your eyes only'.

Mitsui also pulled off a major publicity scoop on the Isle of Man. The TT Circuit is lined with over 4,000 straw bales, each bale contained in a protective plastic sack. This year the sacks were supplied by Mitsui and each sack carried the Yamaha logo — 4,000 advertising sites around the World's most famous road-race circuit.



Bill Ivy's 1968 Yamaha 125cc TT lap record holder

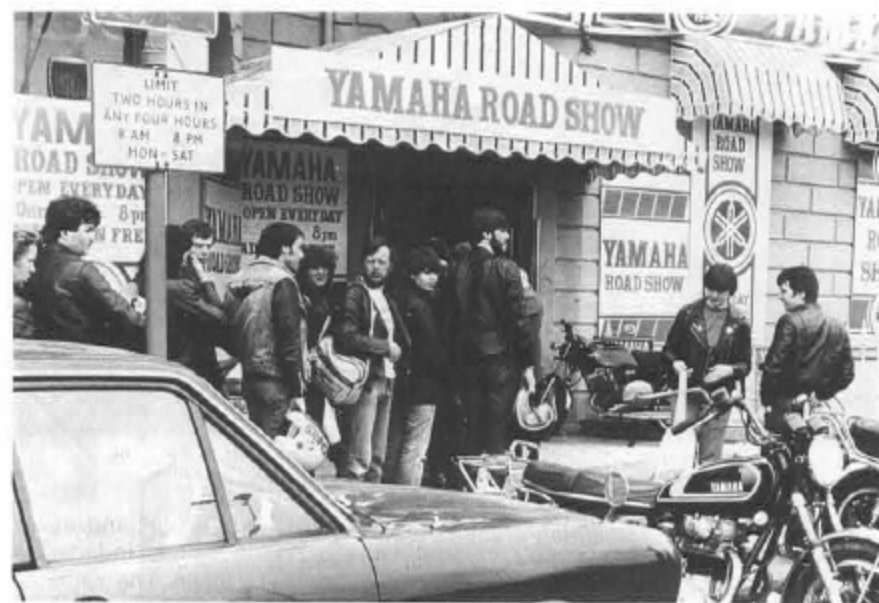


Jock Taylor and Benga Johansson in action



Formula 3 TT winner Barry Smith

Yamaha Road Show on the Isle of Man



Visitors queue for Yamaha TT exhibition.

Ever-growing motorcycle market

Sales promotion reaches a climax!

— McCulloch of Australia —

McCulloch of Australia in Sydney (New South Wales) is developing an extensive sales promotion program with the aim of bringing about another overall increase in the sales of Yamaha motorcycles. The program includes a variety of events such as sports, motor shows and other diverse customer-oriented activities, each of which is designed to have the strongest possible impact on the market by marking the superiority of Yamaha motorcycles known to as many people as possible.

Royal Easter Show

McCulloch organized a big motorcycle show called the "Royal Easter Show" at the Harder Pavilion in Sydney from April 10 through April 21. The main aim of this show was to effectively reach a large number of people who did not usually have contact with motorcycles. The full

range of quality Yamaha bikes proved to be very appealing to the visitors. In addition, the PW50 and the YZ80H attracted lots of 5 to 16 years old children, reflecting the rapid growth of motocross enthusiasm among this age group. The show period fell during the Easter Week and the total number of show visitors was well in excess of one million!



Extracts from "Communicator" (USA)

Prestigious tournament features Yamaha

The Yamaha Golf Car was the official car for the U.S. Open Golf Tournament at the famed Merion Golf Club in Ardmore, Pennsylvania, June 15 through 21. This premiere sporting event brought together golf's greatest players such as Jack Nicklaus, Tom Watson, Ben Crenshaw, Lee Trevino and Arnold Palmer. The Yamaha Golf Car was also the official car at the Tournament of Champions in La Costa, Calif. and the Vintage Invitational Golf Tournament in Palm Springs, Calif.



Free Ride Days

This free ride event was organized by McCulloch of Australia's advertising agency Harris Robinson Courtney in an effort to



Snowmobile dealers meetings

From the United States: Yamaha motor Corporation, U.S.A. brought Yamaha snowmobile dealers the new snowmobile lineup and marketing plans for the coming season during the four meetings as follows:

- June 2 — Radisson South Hotel, Minneapolis, Minnesota
- June 9 — Hyatt Hotel, Cherry Hill, New Jersey
- June 16 — Hyatt Regency, Dearborn, Michigan
- June 30 — Sheraton Hotel, Spokane, Washington

About 600 snowmobile dealers attended

bring greater awareness of motorcycles in general and Yamaha in particular to the general public.

About 2,000 eager shoppers participated in this event held at Roselands, a large Sydney shopping complex. McCulloch supplied more than 50 Yamaha QT.50s and Passolas that people could ride for free and the considerable response from the public made the promotion very worthwhile indeed.

In addition to the Passolas and QT.50s for adults, the many children were delighted with PeeWee.50s which were in constant demand.

These Yamahas were chosen for their automatic transmission, which make them very easy to ride and there were no incidents during the two days of the promotion.

A special course was set up in the Roselands' parking lot and the riding was supervised by experienced motocyclists. The parking lot was an ideal place for the course as it attracted great public interest, there was no traffic and as it was private property, no licence was required.

In addition to the free rides, shoppers were given the opportunity of winning a Yamaha QT.50 in a lottery. The bike was won by young 15-year-old Sydneysider Darren Roche.



pects in a hard worker: *Cargo area with a trailer hitch *Long track *High windshield *Capacitor discharge ignition *Adjustable handlebars *Intake silencer *Autolube oil injection *Butterfly float carburetor. The meetings were brought to a great success and the amount of orders received was well over that of last year.

The new BR250 was definitely the dealers' favorite machine with the low selling price and excellent power to weight ratio being the main attractions. Yamaha Canada has been selling the 125cc Tri motos through its motorcycle dealer network since 1979, however, this year decided on introducing the 125cc and all new 175cc Tri motos to its snowmobile dealers. It proved to be a very good move as many S/M dealers felt they could convince their S/M customers to purchase one.

Snowmobile accessories also attracted a great deal of attention as they are becoming more and more fashionable as well as warm and practical.

From Canada: This year's snowmobile dealer meetings in Canada were also more impressive than ever before. Not only did the dealers get to see the nine exciting new snowmobiles, but also a full line of Yamaha portable generators and water pumps were also introduced. The generators were very well received especially by the Western Canadian dealers who felt many farmers could use these products.



The new BR250 attracts a great deal of attention from Canadian dealers.



Yamaha portable generators are also very well received by them.

First prize winner!

From Panama: Centro Moto S.A., a main Yamaha dealer in Panama, Central America, contributed greatly to a success of the recent International Fair of David that attracted about 215,000 visitors. Centro Moto's corner displaying Yamaha motorcycles and outboards in a very attractive manner, received an increasingly larger number

of visitors each day throughout the 10-day fair period, which helped to make the event much more impressive and successful than ever before. Mr. Gabriel Jurado Jr., president of the company was awarded the first prize for creating the display with the greatest audience appeal.



Orders can't be filled fast enough on the suddenly popular Yamaha Passola SA50 in Taiwan

From Taiwan: In the active Taiwan market, which accounts for between 700,000 and 750,000 new bikes a year, Yamaha's reputation for high quality and high performance, plus its thorough after-sale service plan is fast winning a larger and larger share of the market.

Presently in Taiwan the Wan Sun Machinery Mfg. Co., Ltd. has introduced into its line-up of Yamaha products, which include the road sports models RX125 and RX100, the new scooter-type Passola SA50. The addition of this model will increase appeal to a wider range of age groups as well as to women. Also plans are under way to acquire such new models as the road-type DX100 from the Kung Hsue She Co., Ltd., producing under technical license from Yamaha, thus enabling them to introduce an even fuller line of diverse Yamaha products. In addition, both of these companies, through their close ties with the Yamaha home office, have put into operation a complete and comprehensive dealer support plan, and started the gears of production and sales moving in full swing.

Some examples of their efforts are dealers meetings, complete with detailed introduction of new model characteristics, proceeding the release of each new model. A much-talked-about public relations campaign has been started as well as a drive to expand their service centers. Meetings on sales and goods are being held in all the principle cities in the coun-



An overhead projector is used to instruct service men at an intense training course at the Wan Sun Machinery Mfg. Co., Ltd. Mr. M. Ohmichi of Yamaha's Overseas Service Dept. is on the left.

try, gaining the cooperation and backing from local dealers to move ahead with their plans. The use of Taiwan's popular singer Teresa Ten to advertise the Passola has been so effective that the red shoes of her costume have become a fad among young women and Passolas are selling at such an alarming rate that there is a problem just keeping up with back orders. Adding yet another dimension to this

amazing sales phenomenon, is the fact that the plan to expand the individual dealers' service centers has been met with overwhelming cooperation, and sub-dealers are also rushing to make service corners in their shops. With Yamaha's support, Wan Sun Machinery Mfg. Co., Ltd. gathered 400 service men from the 12 major cities and held technical training courses, while the Kung Hsue She Co.,



Members of the Kung Hsue She Co., Ltd. receive technical explanations of the unique features of new models prior to release.



Yamaha store owners connected with the Kung Hsue She Co., Ltd. get a chance to ride new models and test their performance first hand at a demonstration meeting prior to release on the market.

Ltd. introduced its special service tools at the dealers meetings prior to the release of new models, and as a result received a good number of orders. All these facts show that Yamaha is making great strides in the areas of production, sales and service in Taiwan.

250 mechanics attend service seminars



Each and every participant is enthusiastic about improving his service knowledge and skill.

From Thailand: 250 mechanics from 186 motorcycle dealers attended the service seminars recently held by Siam Yamaha. These mechanics were educated in theory

and practice for the advanced service knowledge and skill of the RX-S and the DT125MX. At the same time, they were encouraged to give free opinions on

Yamaha motorcycles, the information of which was of great use for the improvement of Yamaha products. All participants were presented a pocket tester as a souvenir of cooperation, apart from the certificate. Siam Yamaha is exerting every possible effort to improve the after-sale service quality of Yamaha motorcycles at all levels to meet a constant increase in sales.



250 mechanics from 186 dealers

LTR is rising in public estimation



From Egypt: Back in the summer of last year, Yamaha promoted the first Learn-To-Ride Safety Program in Cairo, Egypt at the request of Yousuf Habib Al Yousuf (Y.H.A.Y.), Yamaha's Egyptian importer which is handling all the imports and sales of Yamaha motorcycles. During a one-month session about 800 participants including motorcycle users, dealers and policemen were instructed in safe riding. At the same time, a special training course was given for prospective in-

structors at the request of the Cairo police authorities. The program, which was conducted by Mr. Tadao Takahashi, Yamaha instructor, obtained excellent results in terms of its positive effect on the spread of safe riding and good traffic manners. The second LTR which was carried out during the period from June 6 through June 25, covered not only Cairo, but also Mansuru and Alexandria. This program, like the first one, gained the full cooperation and support from national and

municipal police authorities along with its fast rising public estimation. Mr. Takahashi and Mr. Hidenobu Toh acted as instructors assisted by local instructors and the staff of Y.H.A.Y.

Schedule
 * Mansuru
 June 6-8 68 policemen (4 new instructors appointed)
 June 9 6 dealers (2 new instructors appointed)
 June 10-11 92 motorcyclists
 * Alexandria
 June 13-15 60 policemen & dealers

June 16-18 150 motorcyclists
 * Cairo
 June 20-21 50 policemen (traffic)
 June 22-25 200 motorcyclists
 The program in which specific emphasis was given to training beginners, at the strong request of police authorities, was a particular success.

ET500 demonstration enjoys a great response

From Malaysia: Syarikat Associated Marine Industries Sdn. Bhd. which is handling all the sales and imports of Yamaha outboards and power products in Malaysia, has recently launched an ET500 demonstration as part of its large-scale sales promotion campaign.

The aim of this demonstration is to make known to as large a number of people as possible in remote areas how useful Yamaha portable generators are as a handy, economical power source.

The service staff visited many longhouses in these areas, demonstrating the outstanding product features of the com-



ET500 by using many different types of electric appliances in a very impressive display.

A wonderful "Dia Campestre Yamaha"!



From Guatemala: Yamaha's Guatemalan importer Canellas S.A. recently launched its second "Dia Campestre Yamaha" (Yamaha Outdoor Day) in Club Los Sauces as part of its extensive sales promotion program. The first running of this event was held last year and created a sensation among motorcycle fans by presenting a variety of unique, delightful motorcycle exercises.

This year's event was much larger in scale and attracted more than 800 motorcyclists following a 20-day period of preparations and arrangements including aggressive PR activities through mass communication media.

The program included a lot of variety, such as Yamaha original motorcycle exercises like Gol Yamaha (moto ball), tight bridge, tape cutting race, the-slower-the-better race, cask rolling race, etc.

Race winners were awarded plenty of prizes and the first 500 comers were all presented a Yamaha T-shirt, gasoline coupon and a free lunch. Another attraction was a lottery for which a Yamaha YB80 was offered as the first prize. Other lottery prizes included parts coupons worth 50 Quetzals (about 50 dollars), Yamaha helmets, waterproof jackets, knapsacks, etc. Everybody could take part in the event as long as he or she rode a Yamaha bike in it. Prensa Libre, Guatemala's leading newspaper devoted considerable space to reporting the news of this event, as it was

the biggest of its kind ever held by a motorcycle distributor in this country. "Viva Yamaha!" said one of the participants, "We had such a wonderful day! We hope Yamaha and Canella will hold this unique, exhilarating event each year."



New YZ machines dominate championship motocross

From Colombia: The YZ250H with the Y.E.I.S. and the water-cooled YZ125H have continued their victory march in the '81 Colombian Championship Motocross since they debuted in the second round early in May.

The YZ125H has been developed on the technical basis of the water-cooled 125cc YZM works machine which is ridden by French ace Mark Velkeneers. The Y.E.I.S. (Yamaha Energy Induction System) which is featured in the YZ250H, is a significant technical achievement for a 2-stroke engine. The system keeps the speed of intake stream as flat as possible, helping to give high, dependable performance to the engine under varying race conditions.

These machines, ridden by Andres Mazuera and Juan Pablo De Bedout, outclass the others in both races, which has a great impact on the Colombian motorcycle market.



125cc race start



Juan Pablo De Bedout on a YZ250H



Wachara, motocross champion with a race queen.

Wachara Punchamul, Thailand Motocross Champion!

From Thailand: Wachara Punchamul won the Molla Thailand Motocross Championship under the Siam Yamaha banner. Wachara, Siam Yamaha's top rider, beat tough Honda and Suzuki rivals to collect 33 championship points from the 9 events. Chaleamsak Thongyam, another Siam Yamaha rider, also did it well. He gained 25 championship points to place second in final championship positions as follows:

- | | |
|---------------------------|------------------|
| 1. Wachara Punchamul | Yamaha 33 points |
| 2. Chaleamsak Thongyam | Yamaha 25 points |
| 3. Annop Kamsobat | Honda 12 points |
| 4. Chamthong Khunket | Suzuki 4 points |
| 5. Dejanarong Krataithong | Honda 4 points |

The Thailand market of motocross bikes is constantly growing as motocross racing has already become one of the most popular motor sports. Yamaha riders and machines entered by Siam Yamaha prove themselves to be unsurpassed in almost all races, thus winning higher customer trust in the Yamaha brand.



Wachara outclassing the others!

Dutch Yamaha Moto-ball Team



From Holland: Here is the line-up of the Yamaha moto-ball club Dordrecht members, together with their Yamaha DT175 bikes prepared by I.M.N. b.v. in Rotterdam. Moto-ball is one of the popular motor-

cycle sports in Europe and the club using specially trimmed DT175 bikes is actively participating in big events in an effort to make an impressive appeal for the Yamaha brand to the general public.

One in every two persons has a driver's licence

From Japan: There are 43,841,702 driver's licence holders in Japan, according to the latest available statistics of the National Police Agency. This number is second only to that of the United States. This also means that one in every two people over 16 years old in Japan has a driver's licence. Male drivers account for about 70% of the total but the number of female drivers has increased by 36% for the

past three years; four times the growth rate of male drivers. Male drivers — 30,794,766 Female drivers — 13,046,936 Now one in every 3 persons of the total population has a driver's licence in Japan. In the age bracket of 20 to 60, one man in every 1.2 and one woman in every 2.8 have driver's licences.

World Championships Results

Road Race
Dutch TT - June 27 (Van Drenthe)
250cc class - 15 laps, 71.56 miles
1. A. Mang (Kawasaki) 2. C. Lavado (Yamaha) 3. P. Fernandez (Yamaha) 4. R. Freymond (Morbidelli) 5. J. Sayle (Armstrong)
350cc class - 15 laps, 76.35 miles
1. A. Mang (Kawasaki) 2. C. Lavado (Yamaha) 3. J.-F. Balde (Kawasaki) 4. P. Fernandez (Yamaha) 5. G. McGregor (Yamaha)
500cc class - 15 laps, 76.35 miles
1. M. Lucchinelli (Suzuki) 2. B. van Duinen (Yamaha) 3. K. Ballington (Kawasaki) 4. W. Zost (Suzuki) 5. J. Middleburg (Suzuki)
Sidecar class - 14 laps, 66.81 miles
1. A. Michel/M. Burkard (Yamaha) 2. J. Taylor/B. Johansson (Yamaha) 3. R. Biland/K. Waltisparg (Yamaha) 4. M. Kumano/I. Tateshina (Yamaha) 5. M. Boddice/C. Birks (Yamaha)
Belgian GP - July 5 (Francorchamps)
250cc class - 18 laps, 77.97 miles
1. A. Mang (Kawasaki) 2. C. Lavado (Yamaha) 3. J.-F. Balde (Kawasaki) 4. J.-M. Toffolo (Armstrong) 5. O. de Raiguon (Yamaha)
500cc class - 20 laps, 96.64 miles
1. M. Lucchinelli (Suzuki) 2. K. Roberts (Yamaha) 3. R. Mamolo (Suzuki) 4. B. Sheene (Yamaha) 5. B. van Duinen (Yamaha)
Sidecar class - 18 laps, 77.97 miles
1. R. Biland/K. Waltisparg (Yamaha) 2. J. Taylor/B. Johansson (Yamaha) 3. A. Michel/M. Burkard (Yamaha) 4. M. Vanneste/P. Vanneste (Yamaha) 5. D. Jones/B. Ayres (Yamaha)
San Marino GP - July 12 (Imola)
250cc class - 22 laps, 60.88 miles
1. A. Mang (Kawasaki) 2. R. Freymond (Admajora) 3. J.-F. Balde (Kawasaki) 4. L. Conforti (Kawasaki) 5. T. Espie (Parod)
500cc class - 21 laps, 65.73 miles
1. M. Lucchinelli (Suzuki) 2. B. Sheene (Yamaha) 3. G. Crosby (Suzuki) 4. R. Mamolo (Suzuki) 5. K. Ballington (Kawasaki)

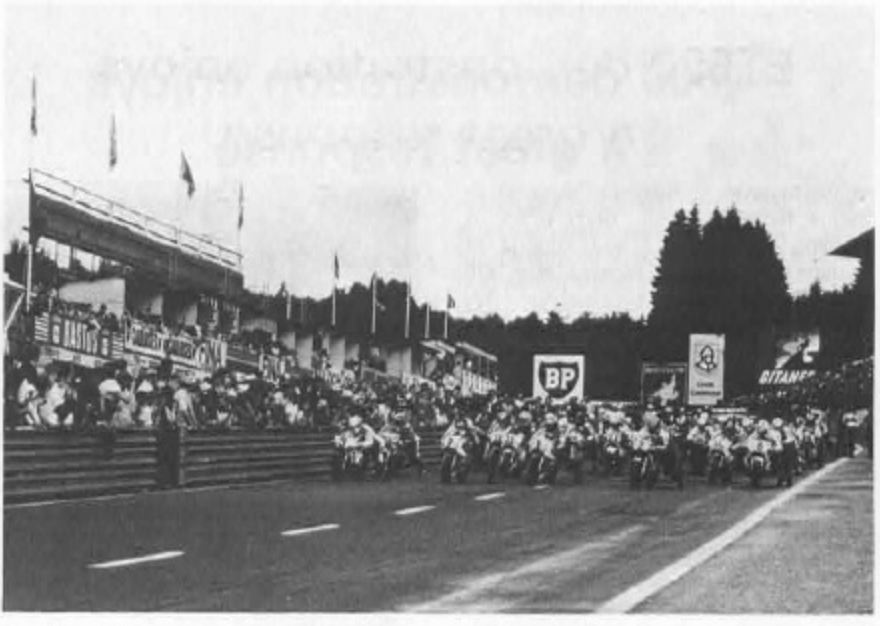
Motocross
500cc class
French GP - June 14
1st race
1. G. Noyce (Honda) 2. B. Lackey (Suzuki) 3. G. Rond (KTM) 4. J.-J. Bruno (Suzuki) 5. J. van Velthoven (KTM)
2nd race
1. H. Carlqvist (Yamaha) 2. B. Lackey (Suzuki) 3. A. Malherbe (Honda) 4. G. Noyce (Honda) 5. A. Vromans (Yamaha)
US GP - June 21
1st race
1. B. Glover (Yamaha) 2. H. Carlqvist (Yamaha) 3. G. Noyce (Honda) 4. G. Wolinski (Honda) 5. C. Sun (Honda)
2nd race
1. C. Sun (Honda) 2. A. Malherbe (Honda) 3. B. Lackey (Suzuki) 4. D. LaPorte (Honda) 5. M. Bell (Yamaha)
British GP - July 5
1st race
1. H. Carlqvist (Yamaha) 2. J.-J. Bruno (Suzuki) 3. G. Noyce (Honda) 4. J. van Velthoven (KTM) 5. G. Rond (KTM)
2nd race
1. H. Carlqvist (Yamaha) 2. G. Noyce (Honda) 3. B. Lackey (Suzuki) 4. G. Rond (KTM) 5. I. van den Broeck (KTM)
Dutch GP - July 19
1st race
1. G. Noyce (Honda) 2. A. Malherbe (Honda) 3. J.-J. Bruno (Suzuki) 4. G. Rond (KTM) 5. H. Carlqvist (Yamaha)
2nd race
1. A. Vromans (Yamaha) 2. A. Malherbe (Honda) 3. H. Carlqvist (Yamaha) 4. T. Karsmakers (Honda) 5. G. Wolinski (Honda)

250cc class
Swiss GP - June 14
1st race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. R. Diefenbach (Honda) 4. H. Kingadner (Puch) 5. D. Watson (Yamaha)
2nd race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. R. Diefenbach (Honda) 4. D. Watson (Yamaha) 5. H. Kingadner (Puch)
British GP - June 21
1st race
1. K. van der Ven (KTM) 2. G. Jobe (Suzuki) 3. N. Hudson (Yamaha) 4. M. Guerra (Husqvarna) 5. H. van Mierlo (Suzuki)
2nd race
1. N. Hudson (Yamaha) 2. K. van der Ven (KTM) 3. M. Guerra (Husqvarna) 4. J. Wright (Kawasaki) 5. H. Kingadner (Puch)
West German GP - July 5
1st race
1. H. Meisch (Malco) 2. G. Jobe (Yamaha) 3. J.-P. Mingels (Yamaha) 4. S. Mortenson (KTM) 5. M. Guerra (Husqvarna)
2nd race
1. G. Jobe (Suzuki) 2. N. Hudson (Yamaha) 3. M. Guerra (Husqvarna) 4. M. Nyberg (KTM) 5. K. van der Ven (KTM)

125cc class
Swiss GP - July 5
1st race
1. M. Rinaldi (Gilers) 2. G. Rehler (Gilers) 3. J. Vimond (Yamaha) 4. E. Geboers (Suzuki) 5. M. Velkeners (Yamaha)
2nd race
1. M. Auriol (Honda) 2. A. Watanabe (Suzuki) 3. E. Geboers (Suzuki) 4. M. Velkeners (Yamaha) 5. J.M. Miessen (TGM)
US GP - July 19
1st race
1. M. Barnett (Suzuki) 2. J. Gibson (Honda) 3. R. Coon (Honda) 4. R. Johnson (Yamaha) 5. H. Everts (Suzuki)
2nd race
1. M. Barnett (Suzuki) 2. J. O'mara (Honda) 3. A. Watanabe (Suzuki) 4. D. Cantaloupi (Yamaha) 5. H. Everts (Suzuki)

The race track is a running laboratory for Yamaha!

At present Kenny Roberts stands third in 500cc world championship competition after 8 hard-fought races. Kenny will race in three more rounds this year and the title battle is sure to get even more intense between Kenny and the Suzuki riders in these races. The motocross world championships are also coming to the final stages. Following Hakan Carlqvist's clean victory (500cc) in the British GP on July 5, Andre Vromans scored a win in the Dutch GP (July 19) and also in the Czechoslovakian GP in July. Carlqvist and Vromans rank third and fifth respectively with two more rounds yet to contest. Yamaha's 250cc motocross ace Neil Hudson continues his determined fight against reigning world champion G. Jobe (Suzuki). Belgian Yamaha rider Marc Velkeners is proving himself to be the biggest threat to reigning 125cc world champion H. Everts (Suzuki). Velkeners is only 12 points behind Everts. Nobody knows who will chain the title after the next three rounds! Yamaha's aggressive race activities are aimed not only at winning the races themselves, but also



to help promote the spread of healthy motorcycle sports and accumulate a store of technical data to be fed back into the improvement of production models. You could say that each race track is a running laboratory for Yamaha!

The barbecue breakers!

From Yamaha Motor N.V.: As a native-born Californian, Kenny Roberts loves a barbecue, and when the weather is right, he likes to cook a barbecue dinner beside his motor-home in the paddock at Grands Prix. There's only one trouble however. Either at the end of the evening the barbecue is too hot to be put back inside the motor-home, or one of those sudden rain showers means that the stove has to be put under cover. In both cases, the barbecue finished up being pushed into the space under the motor-home - and that's where the problem lies! "So far" says Kenny, "I've lost three barbecues because they were under a

and I heard the engine of Kel's motor-home start up. I peeped out through the curtains and saw that Kel was moving to let somebody out. "My barbecue!" I thought, and I jumped out of bed and ran out to try and rescue it. I beat on the side of Kel's van, but he thought it was somebody having a joke and kept on going. I heard the crunch as the back wheels went over the barbecue. The trouble is that I don't wear too much when I'm in bed, so all the time I was outside I was wearing nothing but a YAMAHA jacket I'd grabbed as I dashed out the door. Even though it was dark, there were still a few people about the paddock and I got some very strange looks as I went back inside!!"

motor-home and somebody drove it away. I've done it myself a couple of times, but in Germany it was Kel Caruthers that did it. It came on to rain just after I'd cooked my dinner so I pushed the barbecue under Kel's motor-home, which was parked alongside mine, and made a dash for it. Later on I was in bed

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, colored or black/white to your news or information wherever possible. At the same time, we like you to clarify the following points:
• When
• Where
• Who
• Why (for what purpose)
• How
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A LETTER FROM OUR READER A joy to use!

Yamaha portable Generator
From Australia: Yamaha portable generators are finding a good market worldwide as a handy, economical power source. Their superior product features include "easy handling and maintenance" and "compactness and lightweight" which are favorably received especially by women. Introduced below is a letter from an Australian housewife who has recently found a great merit in the use of a Yamaha portable generator:
Dear sir,
We have just purchased one of your portable engine generators from Gensens here in Brisbane, and I am so very pleased with it, I thought it only right to let you know.
It is our only source of power as we haven't yet got electricity on the island. My husband is away for six months of the year, so I have the use and care of it and it is just so easy to start, and see what is going on with the motor, and with the fuel gauge, the voltage meter, and the oil cut-out switch. The motor is the EF2000. So once again thanks for a marvellous generator that is a joy to use.
Mrs. J. Penrosa
Queensland, Australia

No sight-seeing!

From Yamaha Motor N.V.: Top American tuner Erv Kanemoto who, together with mechanics Ken Fletcher and Trevor Bromley, looks after Barry Sheene's YAMAHA's has been in Europe since the beginning of the racing season. To some of his friends back in California, Erv's job might seem to be every American's dream trip to Europe. Since he came over he has been to races in England, Austria (in the midst of scenery made famous by Julie Andrews in "The Sound of Music"!), Germany (at a track close to Historic Heidelberg) and Italy (just outside bustling Milan!). In a travel agent's brochure, it would look great, but don't talk to Erv about his scenic trip. "When your job is looking after two Grand Prix YAMAHA's for Barry Sheene, you don't get time for sight-seeing!" he told us. "A lot of our time is taken up by travel, and when we get to the circuit, there is always something to be done to the bikes. Most of my views of Europe have been through the flap of the awning which goes on the side of our DAF truck to turn it into a mobile workshop. But even though I will not have a pile of colour slides to show the folks back home after my time here, I wouldn't miss it for anything. I'm enjoying the Grand Prix scene, it's good working with Barry, and I can't wait to get to work on our new square-four bike!"



Stephen Gall, Mr. Motocross

The McCulloch professional race team is taking part in all major motocross and road race events in Australia. Sydney motocross ace Stephen Gall, 23, was contracted to ride for the newly-formed team after he blitzed nearly every national event in the 1980 motocross season on production Yamahas, including the Australian Unlimited Motocross Championship and his second Mr. Motocross title. Stephen has not dissatisfied the Yamaha distributor as his amazing run of successes have continued into the 1981 season.

After three tough rounds of the 1981 Mr. Motocross in three different States of Australia, Gall has a massive 163 points after clean-sweeping the first two rounds and winning the third round convincingly. Gall and the NSW Yamaha Dealer Team have made the victories look easy despite considerable pressure from Australia's 25 hottest motocross riders who are also competing in the Series, including two 'works' KX 500. SR Kawasakis ridden by last year's Mr Motocross runner-up Trevor Williams and three-times Mr. Motocross Champion Anthony Gunter. Stephen is aiming for his third Mr. Motocross title in the hope of tying Gunter's all-time record so there is considerable public interest in the five-round Mr. Motocross Series. Gall showed his superb riding style in the recent Super Bowl Motocross in Sydney as well. He won the 28-lap final after a thrilling duel with American star Jimmy Weinert (Kawasaki).



Due to the success of Mr. Motocross racing, Yamaha machines and racing equipment are winning widespread popularity.

SAFE RIDING AND PSYCHOLOGY Part 7 The Psychology of Riding

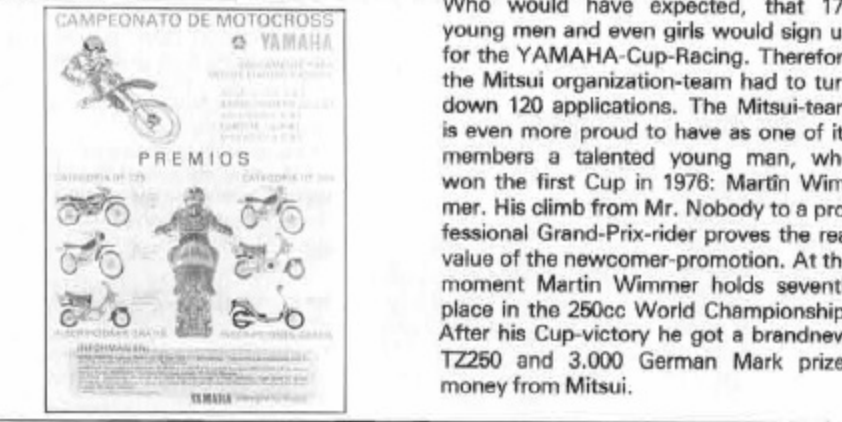
Contained in previous issues: Are you seeing correctly when you drive? (8 sections) : '81 issues No.1 - No.4
The Psychology of Riding
1. Through the accumulation of experience, driving becomes a series of conditioned responses ('81 issue No.5)
2. Make it a point not to get into bad driving habits. &
3. How do individual differences develop in the way people drive. ('81 issue No. 6)
4. The driver's desires to change the way he drives.
*There is a gap between subjective judgements and reality. The car in front of you is driving slowly, you would like to pass him but at the same time there is a car approaching in the opposite lane; what would you do in a situation like this? In order to make such a decision the rider must take into account the width of the road, the situation ahead, the shape of the road, the car in front and cars behind, the oncoming lane etc., all of this essential information, in the matter of a few seconds. Then, based on this information, an estimate must be made as to what is going to happen in the next few moments. Then weighing the pluses and minuses of the various possible courses of action and their probability of success, a quick decision is made. If at that moment there is a gap between the riders subjective judgement and the real situation, this will surely lead to accidents.
*Strong desires cause misinterpretation of vital information Let's say that the driver decides "I can pass the car in front of me before the oncoming car gets too close". If at that point, however, your vehicle is unable to accelerate as quickly as you thought, or if the oncoming car is ap-

Yamaha Cup Racing

Recently a number of Yamaha importers are creating a new trend in motorcycle sports in their respective nations by organizing their own events especially for young or novice motorcyclists. These vanguard efforts are doing a lot to enhance the Yamaha brand image while contributing greatly to the growth of fresh sports enthusiasm in these nations.

Yamaha Mini Motocross Championships in Venezuela

Venemotos, C.A. in Caracas has long been noted for its active participation in motorcycle racing including world championship events and Johnny Cecotto became the first Venezuelan road race rider to clinch world championships. In addition, Mr. Andrés Ippolito, Managing Director of the company, is now the leader of the Latin American Motorcycle Union. This year the company sponsored the first Yamaha Mini Motocross Championship Series which consisted of 5 rounds in the 100cc and 125cc categories. According to the competition rules based on those of the Venezuelan Motorcycle Federation affiliated to the FIM, any novice rider using a race-prepared DT100 or DT125 machine was eligible for racing. The main aim of this series was to expand the base of this motorcycle sport by giving lots of novice riders the chance to enjoy the true pleasure of motocross racing. The '81 series consisted of the following 5 events:
March 8 Acarigua
March 22 Barquisimeto
April 5 Valencia
April 19 Carora
May 3 Maracay
This series was very favorably received by young, active motorcyclists who were looking for a good outlet for their energy. At the same time, many of them considered it as the stepping stone toward a successful motocross career, which made each round truly worth seeing. Encouraged by this success, the company has already decided to promote a similar series each year.



Driving brings out a person's basic character
Some say that drinking brings out a person's true nature, and it is true that some people's personalities change drastically when they drink. In the same way there are some people who seem calm and mature normally, but suddenly become reckless when they get behind the wheel of a car. Perhaps this sounds like a contradiction of the statement that "Everyone has their own set pattern of action". This can be explained by the theory that people whose personalities change drastically when they drink or drive are people who for the sake of social acceptance constantly have to control their feelings and that the speed and the vibrations of driving work to release the instinctive mind of such people and causes them to show their true nature. This kind of person tends to show the same patterns of action when driving as they do when they are relaxing at home and their usual social reserve is gone.
No matter what situation a person is in, he tends to have the same pattern of action. This is what we usually call "personality".
Your desires can cause you to misinterpret vital information.
5. A driver's personality is reflected in his driving.
*A person with a rough personality drives roughly
Everyone has a different personality. A well adjusted person who interacts with

New Yamaha Products

New FRP fishing boat — DD-40



Now the Yamaha FRP fishing boat range comprises more than 200 small-sized boats in many different types to meet almost all the kinds of coastal water fisheries. The most important thing for Japanese fishermen is how to deliver a catch of fish to the market within the shortest possible period of time. Therefore, in most of cases, they prefer a speedy semi-plane type boat to any displacement type boat. On the other hand, however, a displacement type boat has wide acceptance from overseas fishermen as it provides larger loading capacity, together with better steering, higher stability and increased operation convenience.

The Yamaha DD-40 has been designed and built with the above need in mind.

Main technical features are:

- * A round bottom type hull features ideal seaworthiness.
- * Speed is not so reduced even when heavily loaded.
- * Ample breadth allows for the installation of

various fishing gear and equipment. The fish hold, fuel tank and water tank are all enlarged. Powered by a recommended 40ps marine diesel engine, the DD-40 can continue its operation for 4 or 5 days.

- * The steering room and galley are located in the bow to provide an ample deck space for easier fishery operation.
- * The manual hydraulic steering gear is easy to operate. Both safety and stability are increased. The DD-35 and DD-30 are under development to make up the unique DD series.

SPECIFICATIONS

Length overall	12.06 m
Breadth overall	3.76 m
Depth at midship	2.03 m
Designed gross tonnage	14.12 tons
Displacement tonnage	9.00 tons (light load)
Ice/fish hold	8.00 cubic meters
Fuel tank	1,500 liters
Fresh water tank	500 liters

Kerosene portable generators — EF2800K/2000K



The drastic rise in oil prices is becoming a matter for increased worldwide concern. In the field of outboards Yamaha has long produced inexpensive kerosene models to satisfy the needs of economy-minded people around the world. Yamaha's advanced small-sized engine technology has been fully utilized for the development of economical portable generators as well.

The EF2800K/2000K feature a special carburetor system using both gasoline and kerosene. They run on kerosene after gasoline is used to start the engine. Performance is very dependable and operation is superbly quiet.

A number of significant technical features exclusive to the Yamaha portable generator range are also retained in these models. This makes these models low-cost electricity suppliers for diverse applications.

SPECIFICATIONS (EF2800K)

Engine	
Type	4-stroke, side-valve forced air cooling kerosene engine
Displacement	256cc
Power output	4.8 ps/3,000rpm at 50Hz 5.5 ps/3,000 rpm at 60Hz
Fuel tank capacity	Kerosene 8.8 liters Gasoline 1.0 liter
Starting method	Recoil starter
Generator	
Frequency	50Hz 60Hz
Rated AC output	2,000W 2,350W
Max. AC output	2,350W 2,600W
Rated AC voltage	120V, 220V, 240V 120V, 220V
Rated AC current	11.7A, 6.4A, 5.8A 13.8A, 7.5A
DC output	12V/10A

Portable light — YL10-mini

Lights automatically when the power goes off so you'll have no trouble finding it in the dark.

This battery requires no maintenance and is sealed to prevent leakage. This assures perfect safety even under hard use. A built-in charger keeps the battery at peak power at all times. One charge provides up to 3.5 hours of continuous lighting for whatever purpose. A special circuitry protects the battery and other components from overcharging. If a power failure occurs while the light is plugged in, it goes on automatically, so you'll have no trouble finding it. The YL-10mini is a unique portable light easy to carry, and easy to store.



SPECIFICATIONS

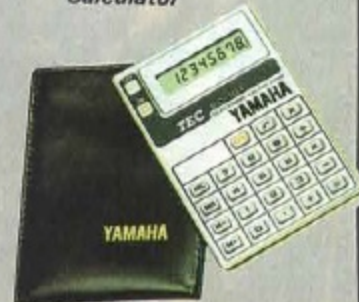
Bulb	6V/10W
AC input	100—120V, 220—240V
Battery	6V/8AH GSPE8-6
Charging time	5 hours (full charge)
Lighting time	3.5 hours
Dimensions (L x W x H)	240mm x 150 mm x 140 mm
Weight	3.3kg

Gaslighter

Order number: W-192
Size: 75 x 27 x 8mm
Weight: 100g
Price: @¥4,500 FOB Japan



Calculator



Order number: W-259
Size: 5.5 x 8.5cm
Weight: 37g
Price: @¥2,600 FOB Japan

Wrist watch



Order number: W-201
Weight: 70g
Price: @¥4,500 FOB Japan

Note: This Citizen-made watch replaces the one contained in the catalog (W-201).

Beach parasol



Order number: W-268
Size: parasol diameter — 1,900mm
Weight: 4.2g
Material: Polyester/steel pipe
Price: @¥13,200 FOB Japan

New ad tools

The revised Yamaha ad tool catalog has already been distributed for use by worldwide Yamaha importers and dealers. Now, in addition to the tools contained in the catalog, the new items have been prepared for Yamaha marine engine & boat importers and dealers:

Training wear

Order number: W-270 (S),
W-271 (L) and
W-272 (LL)
Size: Available in S, L or LL
Material: 75% polyester &
25% cotton
Price: @¥4,840 FOB Japan



Sweat shirt A



Order number: W-260 (S), W-261 (M),
W-262 (L) and W-263 (LL)
Size: Available in S, M, L or LL
Weight: 410g (S)
Material: 100% cotton
Price: @¥1,900 FOB Japan

Sweat shirt B



Order number: W-264 (S), W-265 (M),
W-266 (L) and W-267 (LL)
Size: Available in S, M, L or LL
Weight: 450g (S)
Material: 100% cotton
Price: @¥1,700 FOB Japan

Please contact your nearest Yamaha importer for more details.