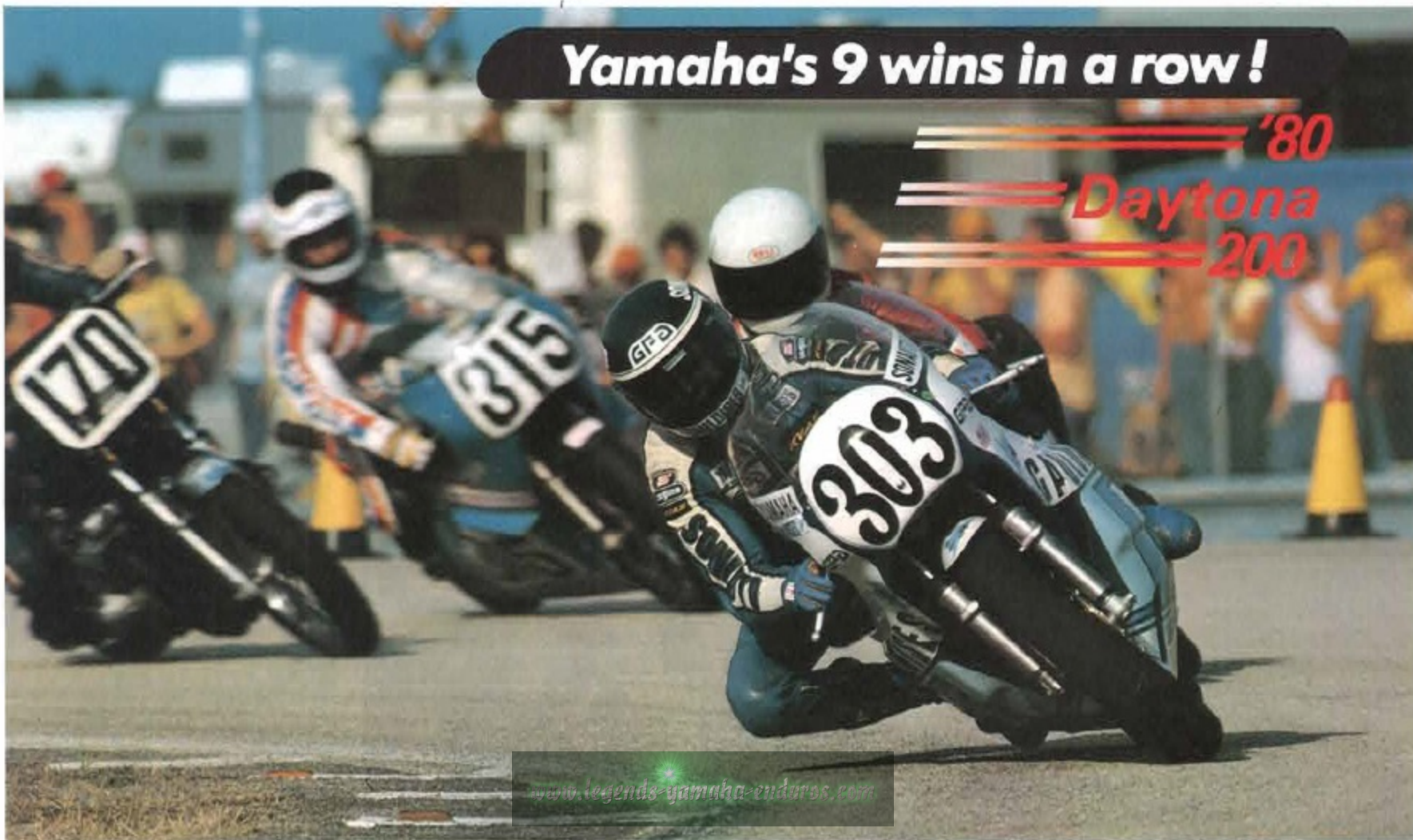




YAMAHA MOTOR CO., LTD. AD & PR DIVISION
 2500 Shingai, Iwata-shi, Shizuoka-ken, Japan Tel: 05383 (2) 1111
 Telex: Iwata 4263-751 Yamaha J Cable: Yamaha Motor Iwata

INSIDE:

- Rex Staten wins the Daytona round (Supercross)
- Safe riding school
- Volunteer motorcycle instructors
- A new GP thrill
- Pin-up: Yamaha TZ500
- Higher quality and better after-sale service



Frenchman Patrick Pons' dramatic first victory

The Daytona 200-mile race, which is the most prestigious road racing event in the United States, took place at the Daytona Speedway, Florida on March 9, forerunning the '80 international sports season. Patrick Pons, '79 Formula 750 world champion, rode his Sonauto Yamaha TZ750 to a long-coveted victory. This was Yamaha's 9th consecutive Daytona victory and Pons became the fourth foreign rider ever to win this American classic. (see page 2 - 3 for more details)

Final results

- | | |
|--------------------|---------------|
| 1. Patrick Pons | Yamaha TZ750 |
| 2. Dale Singleton | Yamaha TZ750 |
| 3. Boet van Dulmen | Yamaha TZ750 |
| 4. Skip Aksland | Yamaha TZ750 |
| 5. Marc Fonton | Yamaha TZ750 |
| 6. Dave Aldana | Suzuki GS1000 |
| 7. Ron Pierce | Honda CD900 |
| 8. Benny D'Monico | Yamaha TZ750 |
| 9. James Adamo | Yamaha TZ750 |
| 10. Harry Klinzman | Yamaha TZ750 |



The 19th Tokyo International Boat Show Mar. 19 - Mar. 23

The '80 water season opens in Japan!

The 19th Tokyo International Boat Show, which was held for 5 days from March 19 at the Harumi International Trade Center, featured a richer variety of exhibits and attracted a larger number of visitors than ever, reflecting the remarkable growth of marine enthusiasm in Japan. (see page 4 for more details)

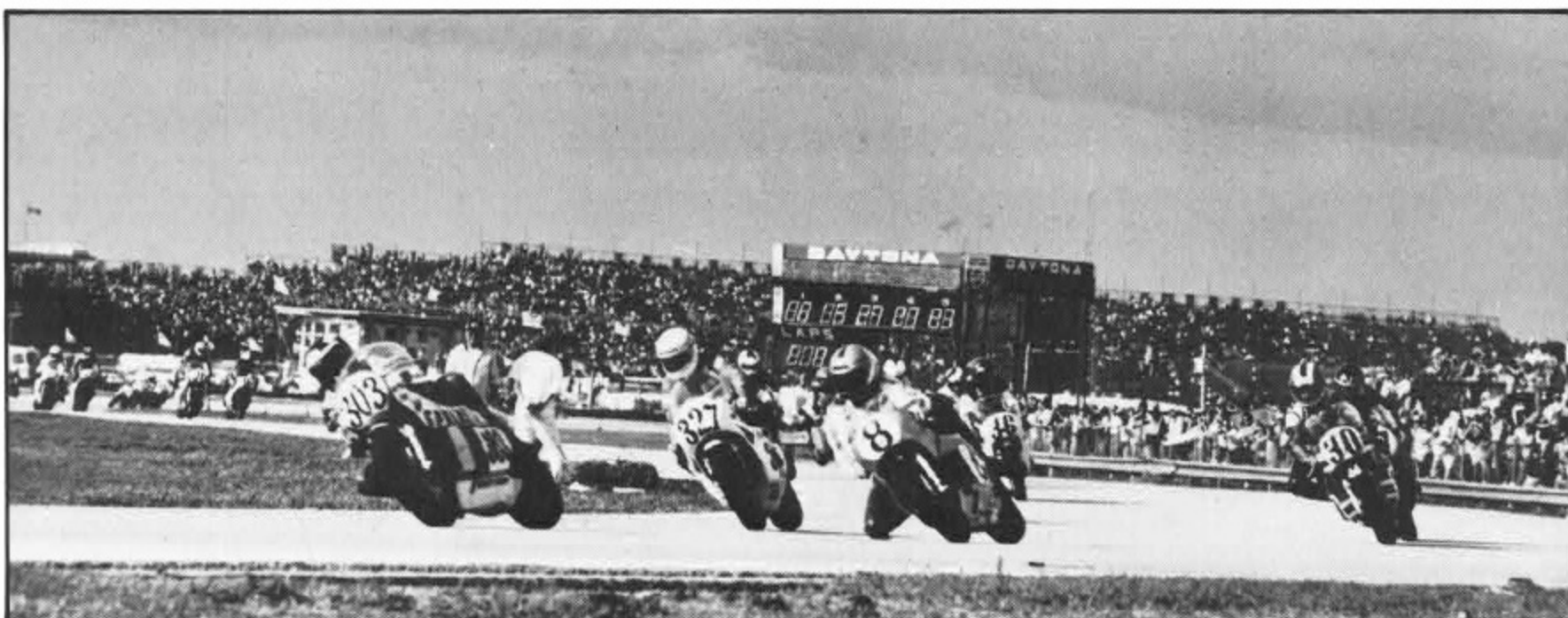


Record of Yamaha's Daytona Wins

1972	Don Emde	Yamaha	TZ350
1973	Jarno Saarinen	Yamaha	TZ350
1974	Giacomo Agostini	Yamaha	YZR750
1975	Gene Romero	Yamaha	YZR750
1976	Johnny Cecotto	Yamaha	YZR750
1977	Steve Baker	Yamaha	YZR750
1978	Kenny Roberts	Yamaha	YZR750
1979	Dale Singleton	Yamaha	TZ750
1980	Patrick Pons	Yamaha	TZ750

'80 DAYTONA 200

'80 SUPERCROSS SERIES



Patrick Pons (No. 303) is forging ahead!

Pons, the winner!

The '80 Daytona 200-mile race was organized as an international F750/F1 mixed event for the first time in history in accordance with the modified competition rules of the F.I.M. This attracted the entries of 4-stroke 1,000cc class superbikes of several different brands, thus adding an extra glamour to this American classic.

Patrick Pons, '79 Formula 750 World Champion, rode a Sonauto-entered Yamaha TZ750 in this race and scored his first victory in a very dramatic manner. He became the first French rider ever to win the Daytona 200.

Pons took the lead in the 52-lap race round the 3.87-mile circuit with some 20 laps left when Freddie Spencer, (TZ750) Louisiana's wonder boy, retired with a broken crankshaft.



With race queens; Pons (second from the left) and Singleton (extreme right).

Spencer, a wonder boy

The race re-started at 16:00 when the rain had lightened and the track had begun to dry.

The riders were lined-up on the grid in positions they had occupied on the 9th lap. Spencer took the pole position. Alongside him was Gene Romero (TZ750), with Skip Aksland (TZ750) third and Pons fourth.

Spencer, an 18-year-old wonder boy went on to increase his lead over the others, lapping consistently at 2'05".

At the half-way point he held a massive 40-second lead over Pons who in turn was well ahead of Aksland.

Spencer seemed well on the way to a coveted Daytona victory that would write his name into the record books as the youngest ever winner in history! Lady luck, however, turned bitterly against young Spencer during lap 32. A broken crankshaft forced him to slow down and coast to a gradual halt.

With Spencer out, Pons took the lead with Singleton about 25 seconds behind. Singleton made every effort to close the gap but at the finish Pons was still 18 seconds in front.

In the meantime, van Dulmen passed



Dashing into the first bend!



Singleton with a pet pig.

E. Lawson wins the Daytona 100-mile race

Young Canadian Eddie Lawson (Yamaha TZ250) won the 100-mile international race on March 8. The race developed into a thrilling three-man battle — Lawson, Freddie Spencer (TZ250) and West German Anton Mang (Kawasaki KR250). With only five laps left to go, Mang



Dave Singleton (Yamaha TZ750), '79 Daytona winner, finishes second about 18 seconds behind the winner.

whipped his Kawasaki machine to forge ahead of both Yamahas. He opened up a 100-yard advantage that looked as though it could never be closed.

One or two laps later Mang had to ease his pace with overheated tyres. The three dashed to the goal almost side by side and Lawson was declared winner by a wheel length!



E. Lawson (Yamaha TZ250) beats A. Mang (Kawasaki KR250) by a wheel length!

FINAL RESULTS

1. Eddie Lawson Yamaha TZ250
 2. Anton Mang Kawasaki KR250
 3. Freddie Spencer Yamaha TZ250
 4. Gennady Liubinsky Yamaha TZ250
 5. Dan Chivington Yamaha TZ250
- Lawson's winning time: 58' 24" 24 (164.992 km/h)



Dutchman B.v. Dulmen whipping a Yamaha TZ750. (third)



S. Aksland in full action (fourth)

Rex Staten wins the Daytona round



M. Bell is in a strong bid for the title this year.



R. Staten, winner of the Daytona round.

YMUS-entered riders, such as Mike Bell, Rex Staten, etc., are fighting their way on in the '80 Supercross Series consisting of 16 rounds this year, though reigning champion Bob "Hurricane" Hannah has missed the first half rounds of the series because of injuries.

Rex Staten on a Yamaha 250 works motocrosser won the 5th round of the series held at Daytona on March 8 after a thrilling dice with M. Smith (Suzuki works machine). Mike Bell, Staten's team-mate finished third in this round.

FINAL RESULTS

1. R. Staten (Yamaha)
2. M. Smith (Suzuki)
3. M. Bell (Yamaha)
4. C. Sun (Honda)
5. D. Hansen (Honda)

'80 SUPERCROSS SCHEDULE

- 1st round Feb. 9 Seattle, WA.
- 2nd round Feb. 10 Seattle, WA.
- 3rd round Feb. 17 Oakland, CA.
- 4th round Mar. 1 Atlanta, GA.
- 5th round Mar. 8 Daytona Beach, FL.
- 6th round Mar. 14 Houston TX.
- 7th round Mar. 15 Houston TX.
- 8th round Apr. 26 Pontiac, MI.
- 9th round Apr. 27 Pontiac, MI.
- 10th round May 3 New Orleans, LA.
- 11th round May 4 New Orleans, LA.
- 12th round May 10 Kansas City, KS.
- 13th round July 11 Los Angeles, CA.
- 14th round July 12 Los Angeles, CA.
- 15th round Aug. 9 Philadelphia, PA.
- 16th round Aug. 10 Philadelphia, PA.

RESULTS

- Round 1—Seattle, WA—Feb. 9
1. M. Bell (Yamaha)
 2. B. Glover (Yamaha)
 3. M. Trips (Yamaha)
 4. C. Sun (Honda)
 5. K. Howerton (Suzuki)
 6. J. Weinert (Kawasaki)
- Round 2 — Seattle, WA — Feb. 10
1. M. Bell (Yamaha)
 2. S. Wise (Honda)
 3. J. Ward (Kawasaki)
 4. W. Reid (Kawasaki)
 5. R. Staten (Yamaha)
 6. K. Howerton (Suzuki)
 7. J. Gibson (Honda)
 8. M. Barnett (Suzuki)
 9. D. Laporte (Suzuki)
 10. C. Sun (Honda)
- Round 3 — Oakland, CA. — Feb. 17
1. K. Howerton (Suzuki)
 2. S. Wise (Honda)
 3. M. Barnett (Suzuki)
 4. D. Laporte (Honda)
 5. J. Gibson (Honda)
- Round 4 — Atlanta, GA. — Mar. 1
1. C. Sun (Honda)
 2. B. Myerscough (Suzuki)
 3. M. Barnett (Suzuki)
 4. D. Laporte (Suzuki)
 5. J. Gibson (Honda)
- Round 5 — Houston, TX. — Mar. 14
1. M. Bell (Yamaha)
 2. B. Glover (Yamaha)
 3. C. Sun (Honda)
 4. W. Reid (Kawasaki)
 5. J. Weinert (Kawasaki)
- Round 6 — Houston, TX. — Mar. 15
1. B. Glover (Yamaha)
 2. M. Bell (Yamaha)
 3. W. Reid (Kawasaki)
 4. K. Howerton (Suzuki)
 5. C. Sun (Honda)



Staten is displaying his excellent skill to increase the lead from the others.

A picture of the growing boat industry

The 19th Tokyo International Boat Show gave a clear picture of the growing boat industry in Japan, with 65 participating manufacturers and distributors displaying their '80 models of motorboats, sailboats, work boats, dinghies and marine engines including some overseas brands, together with an amazingly rich variety of marine accessories, filling all of the spacious east and west pavilions of the Harumi International Trade Center facing the Bay of Tokyo. The number of visitors, looking forward to the opening of the '80 water season in Japan, was in excess of 100,000 during the 5-day period.

Yamaha, pacesetter of the industry

The Tokyo Boat Show, which is the most important event of the Japanese boat industry, has been organized as an international event since 1975 when the industry was established in the strict sense of the word.

The industry has been riding a wave of rapid growth because of the remarkable increase in the number of marine pleasure seekers in Japan. Yamaha has taken a vital role as the consistent pacesetter in this growing industry.

This year the impressive Yamaha corner, occupying the largest space in the east pavilion, displayed the '80 range of F.R.P. sailboats, motorboats, dinghies, diesel

engines and outboard motors in a most attractive and convincing manner that was truly worthy of the No.1 manufacturer. Sailboat fans' interest was focussed on the newly introduced Yamaha-21S, Yamaha-21C and Yamaha 470 Competition while the dinghy corner was always buzzing with young, novice sailors each day. The gorgeous Salon Cruiser-1200 also made its debut, expanding Yamaha's range of marine pleasure boats even more.

New cruiser models, such as the Passport-19CRDX, STR-23CR and STR-29CR, added extra glamour to the leisure-time family cruising line. The '80 outboard motor line-up consisted of 15 models ranging from the 2B to the 85AE to meet the varying tastes or needs of both leisure-time and commercial boatmen.

11 marine diesel engines including three new models were a good answer to those people wishing to improve their coastal-water fishery operations with higher efficiency.



Boat industry representatives (Mr. Hisao Koike, 4th from the left)

The 19th Tokyo International Boat show

In addition, Yamaha's marine consultation corner, which was open throughout the show session, was very favorably received by a large number of novice boatmen.



Marine parts and accessories



Marine engine corner

Safe riding school

www.legendary-yamaha-enduro.com

From Australia: A recent youngsters event, which was a good topic for conversation in the Australian motorcycle world, was a safe riding school held at the Bibra Lake Speedway, Perth, Western Australia in conjunction with the eight day Scout Jamboree.

Sponsor of the event, Ken George Distributors Pty. Ltd. offered 25 Yamaha QT50 bikes for use by participating youngsters. 700-800 boys per day were involved and some of them were allowed to have a second lesson as a reward for some extra chores carried out.

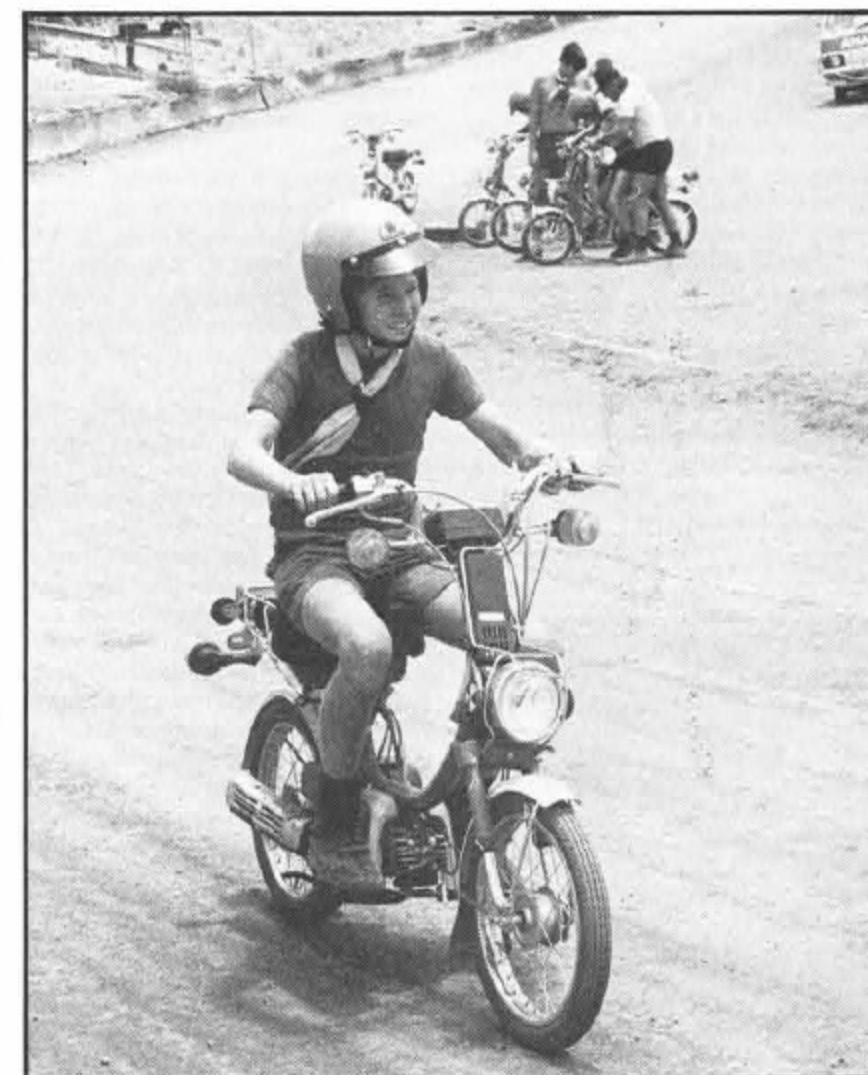
Each lesson consisted of approx. 7 laps around the track which was of compacted gravel and consisting of 2 straights and 2 bends. This machine was particularly suitable for the job as very little instruction was necessary, there being no gears and an automatic clutch so that anyone who had previously ridden a push cycle could practically just jump on and be off. There were very few accidents—only a few grazes and scratches. The machinery stood up particularly well. Rubber mounted rear flashers obviously flexed rather than breaking. The front carrier protected the head lamp very well. The set up of the handle bars was ideal for the situa-

tion as they are friction fitted and held by a wedge similar to a push cycle and moved around instead of bending. Foot rests and the guard around the motor saved any damage to that section. The C.D.

ignition made starting particularly easy.

The interesting statistics are: Over the 8-day period 6,912 boys and others rode these bikes.

Each machine covered approx. 118-



120 kms. per day - approx. 960 kms. for the 8-day period. Fuel consumption 77 kms. per litre. Oil ratio 44:1

Those boys who had not ridden a motorized vehicle before, learned how to ride a bike safely and correctly under the guidance of

competent instructors. It is of particular importance to note that the Jamboree officials told the staff of Ken George after the event that they considered the safe riding school to be the most popular activity during the Jamboree.



Yamaha corner in the men's wear department

From Australia: Following successful negotiations with Myers, the largest retail establishment in Australia, Milledge Yamaha (Melbourne) arranged a special motorcycle corner displaying 9 new bikes in the mens wear department for the first time. Public response to this corner was very favorable throughout the display session indicating that fashion-minded people, especially

young men, are considerably interested in new bikes. It seemed that they discovered new attraction in the combination of fashionable wear and new bikes.

Encouraged by this success, Milledge Yamaha will run this sort of sales promotion again later in the year.



Emphasis on marine pleasure



Sailboat corner

Volunteer motorcycle instructors

From Iwata: A recent remarkable increase in the number of novice motorcyclists including quite a few women has brought about an increase in the importance of safe riding education.

In connection with this, 16 volunteer instructors are now actively engaged in training novice motorcyclists in safe, correct riding techniques and good traffic manners in an effort to hold the number of motorcycle traffic accidents to a minimum, hoping that this will raise the value of motorcycles in the public estimation.

These laudable volunteers are all Yamaha owners and expert riders who belong to a Yamaha dealer-based motorcycle club called the "Chigasaki Express" in Chigasaki, a city about 40 km west of Tokyo.

16 members including 8 approved safe riding instructors serve as part-time teachers for a local automobile school or as lecturers in various safe riding seminars while enjoying holiday motorcycle events such as touring, trials, etc.

Apart from the above official assignments, they are enthusiastic enough to act as volunteer motorcycle instructors for those

novice motorcyclists who have not ridden a bike before and need to learn all the fundamentals of safe riding.

They became interested in this sort of volunteer activity in their community when the club leader won a local safe riding contest a few years ago.

These activities have been very favorably received by a large

number of novice motorcyclists and have continued to expand year after year. A high point came when one of their students won a recent national safe riding contest.

In addition, not a few students have achieved very satisfactory results in a similar local contest.

Encouraged by these successes, these volunteers are extremely eager to further such activities.



Consumer motorcycle exhibition

From Canada: Even though most years snow covers the ground in Canada during the months of January and February, motorcyclists are eagerly looking forward to the forthcoming season.

Thus a National series of consumer motorcycle exhibitions takes place every year in Canada beginning in

early January in Vancouver and moving east through Calgary, Edmonton, Winnipeg, Toronto and Montreal.

Yamaha Motor Canada for its part, has introduced a completely new modular exhibition corner in Vancouver.

This modular design combines very

modern graphic treatment with the ability to give individual highlights to our most featured motorcycles and other products. For example, in 1980 new and exciting models such as the Midnight Specials, XJ650, SR250 and YT125 were prominently displayed to the public.

Other features of the series of consumer shows entitled "Cycle Canada Shows" were famous female road racer Carter Alsop, who with YMUS support will be racing a Yamaha TZ250 at Daytona in March.

Also shown are a close-up view of the detailed exhibit and a close-up look at the accessories display.

Attendance at these shows was up 20% over 1979 and should indicate a very successful and enthusiastic sales year for Yamaha.



Alcohol, a fuel of the future!

From Iwata: Yamaha's prototype alcohol engine, the technical outline of which was introduced in our previous issue, is calling for a response in overseas motorcycle journals. For instance, "Motor Cycle News", a leading motorcycle weekly in Great Britain, gives much space to the introduction of this engine citing alcohol as a most promising fuel of the future as follows (extracts): (Feb. 20 issue) "ALCOHOL and eucalyptus are the



latest candidates to replace petrol as a motor fuel—and alcohol is already blended with petrol in some countries.

It is expected that most South American countries will switch to the widespread use of neat alcohol in the next three to five years. By that time, alcohol may be in wide use in the USA as well, now that President Carter has started a major programme there....

To overcome the cold-starting problem, Yamaha has adopted a two-way system. The fuel tank contains alcohol, but the side panels conceal two tanks—the normal oil tank for the metered lubrication system, and a separate tank containing a small amount of petrol.

On the cylinder head is a bi-metallic switch, which automatically switches from alcohol to petrol when the temperature falls below 20°C, and back again when the temperature rises to 20°C. Once the engine is hot enough, starting is on alcohol.

Apart from the bi-metallic switch, there is also a small pump in the petrol tank, since this is at the level of the carburetor. In practice, only a tiny amount of petrol is used...."

A NEW GP THRILL!

New Production Road Racer Yamaha TZ500

The Yamaha TZ500 is a true replica of Yamaha's fantastic YZR500 works machine that was ridden by "King" Kenny in winning the world championship title for the second year in succession. Designed and engineered after the world GP-dominating racer, the Yamaha TZ500 is also powerful and dependable enough to take a crack at world championship events.

Major technical features

• Power unit

1. The 2-stroke water-cooled engine with a piston valve intake mechanism adopts an inline four cylinder layout and ensures a super-smooth development of power output over the entire range of speeds. Maintenance accessibility is also improved. Exhaust timing is automatically regulated by the Yamaha Power Valve System (Y.P.V.S.) according to actual engine load, thus improving torque characteristics especially over the range of low to medium speeds.

2. The crankcase body, together with its cover, is made of alloyed magnesium so that total weight is considerably reduced. The Yamaha TZ500 is the first production model to adopt the magnesium crankcase.

The crankcase is designed and built separately from the transmission assembly. This replacement of this assembly can be effectuated with the engine kept on the frame, accordingly.

3. Cylinder blocks are of a separate design type and each block can be disassembled and inspected separately from the others at any time. The inner wall of the cylinder is hard chrome plated. This has greatly increased their durability.

4. The four carburetors are fitted with power jet valves to maintain the high efficiency of air fuel mixing over the range of high speeds.

5. The compact and lightweight alloyed magnesium radiator is installed in front of the engine and the core design has been improved so that heat dissipation is increased.

The radiator can be detached from the frame by unfastening two clips. This has greatly reduced both labor and time required for maintenance.

6. The silencer is made of alloyed aluminum and riveted to the exhaust pipe for the sake of easier maintenance and disassembly.

7. The gearchange pedal and brake pedal are also made of alloyed aluminum and can be set according to the rider's preference.

• Frame components

1. The double-cradle tubular frame is made of chrome molybdenum steel and the rear

box type swing arms are made of special alloyed aluminum.

2. These lightweight components are sturdy and rigid enough to meet hard, varied race conditions while maintaining excellent maneuverability and reliability. Thrust needle bearings are used on the swing arm pivot of the rear race-bred Mono-cross suspension, thus increasing their joint rigidity for the smoother functioning of the suspension unit.

3. The front forks adopt a redesigned spring system whereby initial load can be adjusted. The damper's function can be set according to actual course conditions.

4. The rear wheel with higher replacement frequency features a newly designed chain puller without using a conventional collar. This has greatly reduced time and labor required for replacement work.

An expert mechanic can do this job within one minute's time.

5. The rear wheel sprocket is of a center lock type and replacement work can be done very easily, if a spare is prepared in advance.

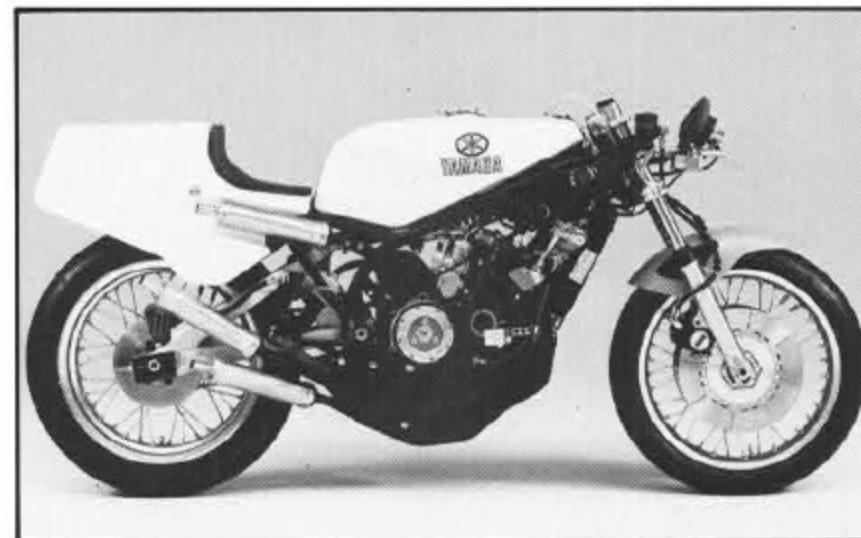
6. In the front and rear brakes there are a total of three hydraulic discs. The front brake intended for harder use has a pair of slitted discs in order to prevent braking performance from being affected by heat. The brake caliper bracket is also newly designed, thus reducing time and labor required for maintenance. Brake pad inspection or replacement is also easier.

7. The tachometer and thermometer are mounted on a sponge rubber panel so that vibration is held to a minimum and every reading can be seen easily. These meters are easily detached from the panel without using any tools.

8. The fuel tank is made of lightweight aluminum, and designed for higher safety and better maintenance accessibility. It can be easily detached from the frame.

9. The front and rear wheel hubs, as well as the brake lever holder, clutch lever holder and brake master cylinders, are all made of alloyed magnesium. Many other components including rear brake caliper assembly, footpegs, etc. are made of special alloyed aluminum. These lightweight components make this model an easily controllable machine.

10. The fairing design is closely correlated to the seat cowl. Its frontal area is held to a minimum so that air resistance can be minimized while obtaining the maximum of streamline effect. The fairing is clipped to the frame at two points on each side. Detachment is easy and speedy.



SPECIFICATIONS

Dimensions

Overall length 2,020 mm
Overall width 500 mm
Overall height 965 mm
Seat height 900 mm
Wheelbase 1,365 mm
Min. ground clearance 120 mm
Dry weight 138 kg
Min. turning radius 4,700 mm

Engine

Type 2-stroke water-cooled piston valve, with Y.P.V.S.
Cylinder layout Forward leaning inline 4 cylinders

Total displacement 499 cc
Bore x stroke 56 x 50.7 mm
Compression ratio 7.9
Max. power output 110PS plus 10,500 rpm

Max. torque 7.7kg-m/10,250 rpm
Ignition system C.D.I.
Fuel tank capacity 31.5 lit.
Transmission Dry multi-plate clutch, 6-speed gearbox

Tire front, 3.255-18 (slick) rear, 4.00/5.75-18 (slick)

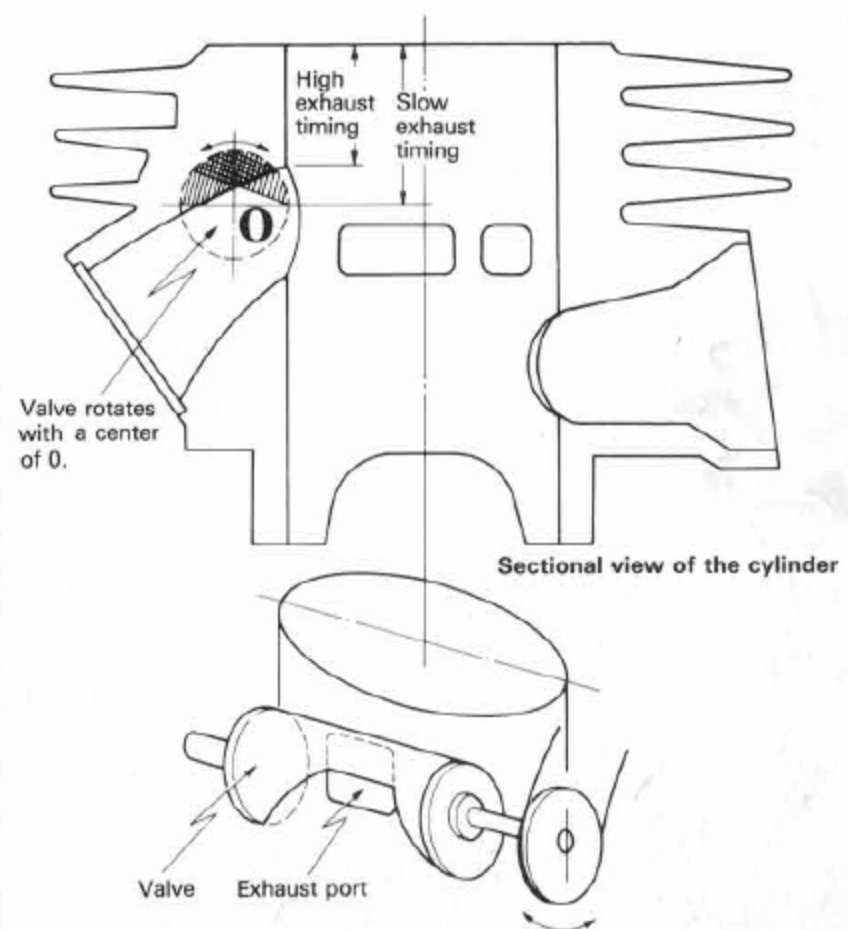
Brake front, hydraulic disc rear, hydraulic disc

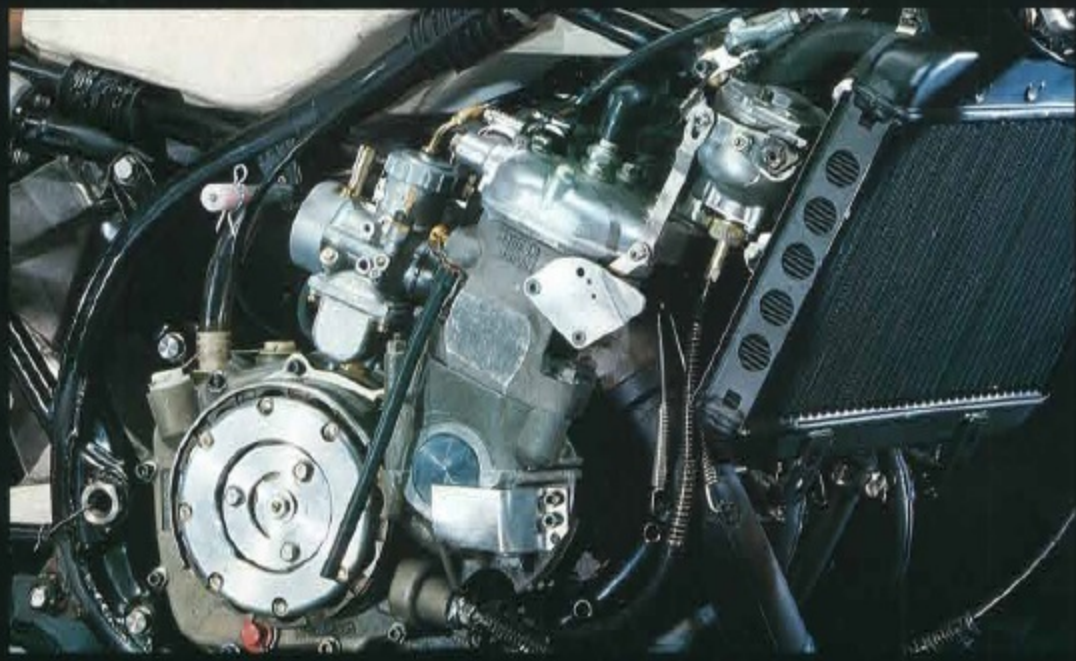
Suspension front, telescopic fork rear, Mono-cross

Yamaha Power Valve System (Y.P.V.S.)

With 2-stroke engines, higher exhaust timing generally means higher speeds and a more powerful performance. Conversely, a slow timing of exhaust results in lower speeds and higher torque performance. The Yamaha Power Valve System (Y.P.V.S.) encompasses both of the principles mentioned above. In other words, because exhaust timing is automatically interlocked to engine

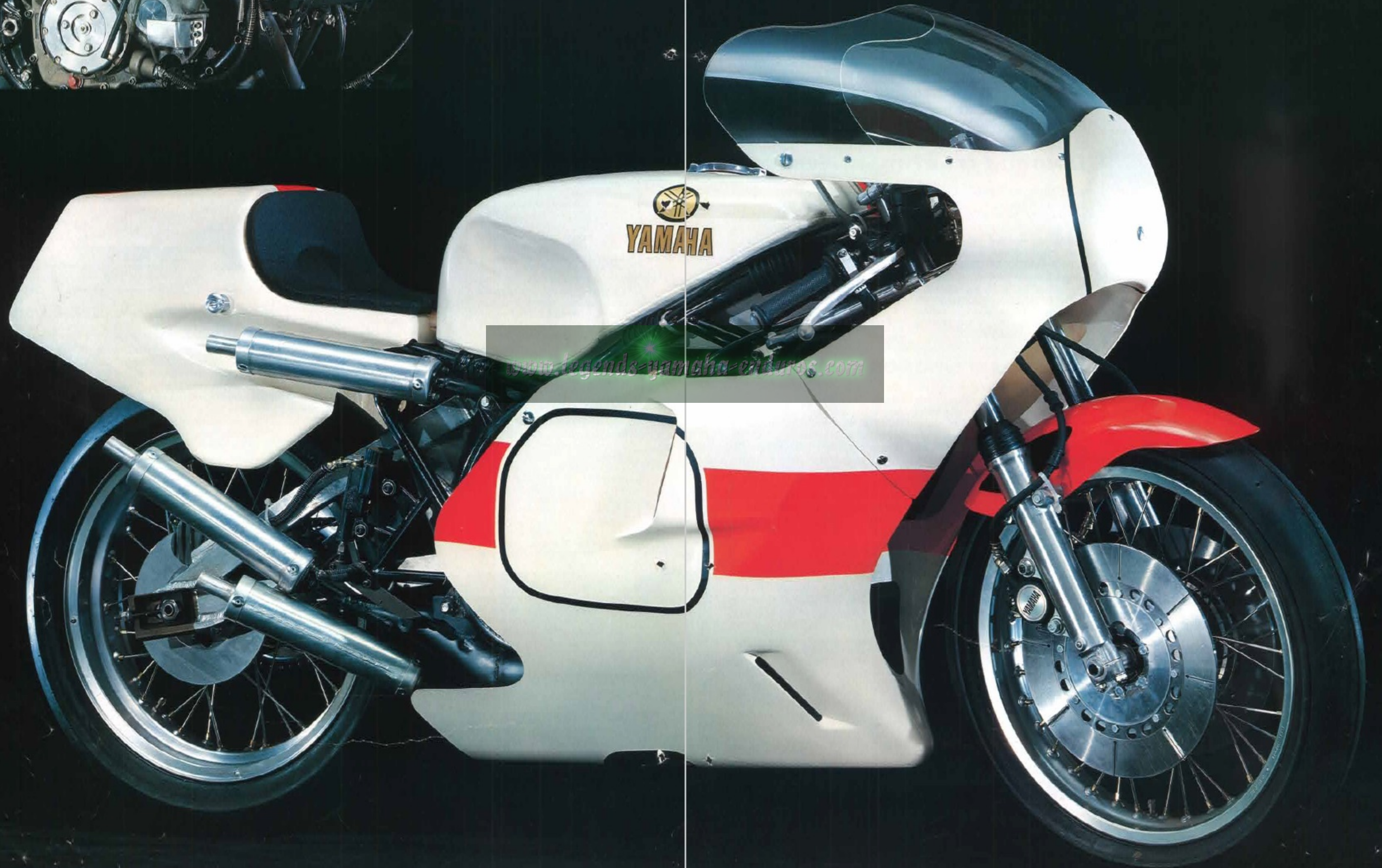
load, a marked improvement in power is possible over the complete range of engine revolutions. In addition, higher fuel efficiency is obtained because less uncombusted gas is emitted and less blow-back occurs also improved thermal efficiency helps lower fuel consumption.





TZ 500

 **YAMAHA**



NEWS FROM BRAZIL

All-out efforts for sales promotion

Yamaha Motor do Brasil

Brazil imports up to 80% of her annual consumption of crude oil and a recent drastic rise in oil prices has inevitably caused vicious inflation, having an adverse effect upon the sales of motorized vehicles, especially cars, since last year. On the contrary, however, the motorcycle market has continued to pick up as many more people have come to discover the exclusive merits in the use of these fuel conserving vehicles in their daily lives.

Yamaha Motor do Brasil, Yamaha Motor's overseas subsidiary company, the main office of which is located in São Paulo, attained very satisfactory business results in cooperation with its dealers throughout 1979. In fact, several dealers affiliated with the company reported a 100% sales increase over the previous year. Some dealers had to leave a number of orders backlogged for a long time as demand went far ahead of supply! Also Yamaha's market share increased to 35% from 25% during this period.

Demand creating activities

Brazil has a population of over 100 million and the market potential is still immense. Yamaha's lightweight road models, such as the RX80 and RX125, are winning popularity for their dependable performance, attractive styling, handling ease and superb fuel economy. In addition, the newly marketed trail model TT125 is appealing especially to those fashion-minded motorcyclists in São Paulo and Rio de

Janeiro. 1980 should be an even better year for Yamaha! Under this catchphrase Yamaha Motor do Brasil and all affiliated dealers are combining their efforts to develop their sales promotional activities all over this vast country, aiming to create new demands for Yamaha motorcycles.

'79 sales promotion campaigns

As mentioned, the sales of Yamaha motorcycles took such a remarkable upturn in 1979. This increase owed much to the success of sales promotion campaigns which were launched by Yamaha Motor do Brasil in close cooperation with local Yamaha dealers as follows:

Consortio (mutual financing system)

This is a very popular mutual financing system enabling each member to purchase an expensive commodity by monthly installments. And of course, this system applies to motorcycle purchasing as well.

The members all pay in monthly installments for 36 months. Each month during this period a lottery is

held in which two of the members receive their bikes. A government-approved mutual financing company is responsible for all administrative arrangements including money collection, payment, monthly get-togethers, advertisement, etc.

10 Yamaha dealers in Rio de Janeiro are successfully running this system called "Consortio Yamaha Rio" in connection with one of the leading mutual financing companies.

Race activities

Yamaha Motor do Brasil developed very successful race activities throughout the '79 season. The riders who took part in national and Latin American championship events under the banner of the



Yamaha dealers and the staff of the mutual financing company in Rio de Janeiro

company, scored a large number of wins. This was the most effective way of publicizing the performance and quality of Yamaha motorcycles. Mr. Andrea Ippolito, who is the President of the Latin American Motorcycle Union as well as the Director General of Venemotos in Venezuela, accompanied by world champion Walter Villa, honored the meeting of the Copa Brasil with his presence.

Local dealer-help campaign

The staff of Yamaha Motor do Brasil aboard a specially prepared PR microbus made a campaign tour helping Yamaha dealers, especially newly established ones, carry out their local sales campaigns as follows:

- * Organization of touring
- * 16mm film presentations
- * Free service checks
- * Participation in local agriculture

- shows
- * Participation in local motocross events
- * Safe riding schools and motocross schools



Mr. Andrea Ippolito offering his congratulations to the staff of Yamaha Motor do Brasil on their successful race activities.



A motocross school instructor teaching his student how to take a correct riding posture.



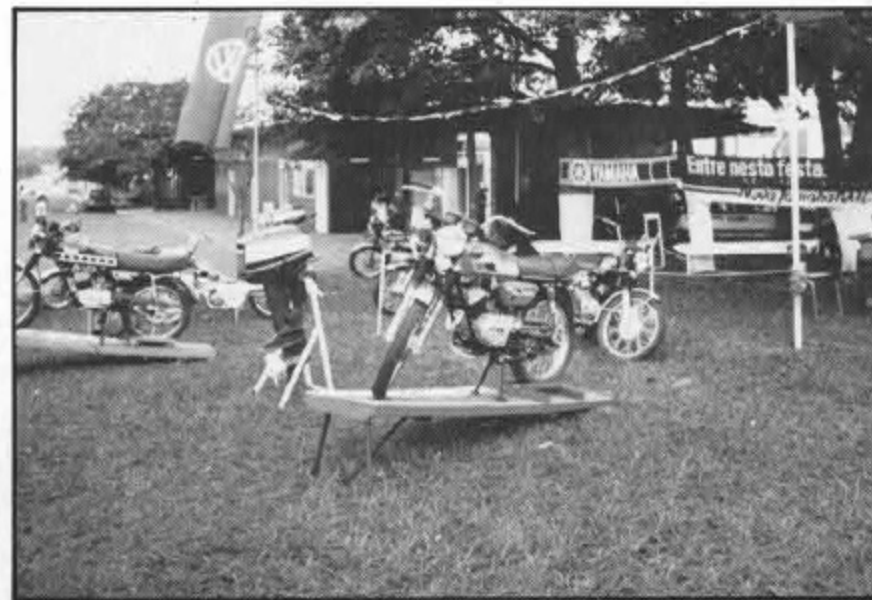
The Latin American Championship title is won by a Yamaha rider (road race).



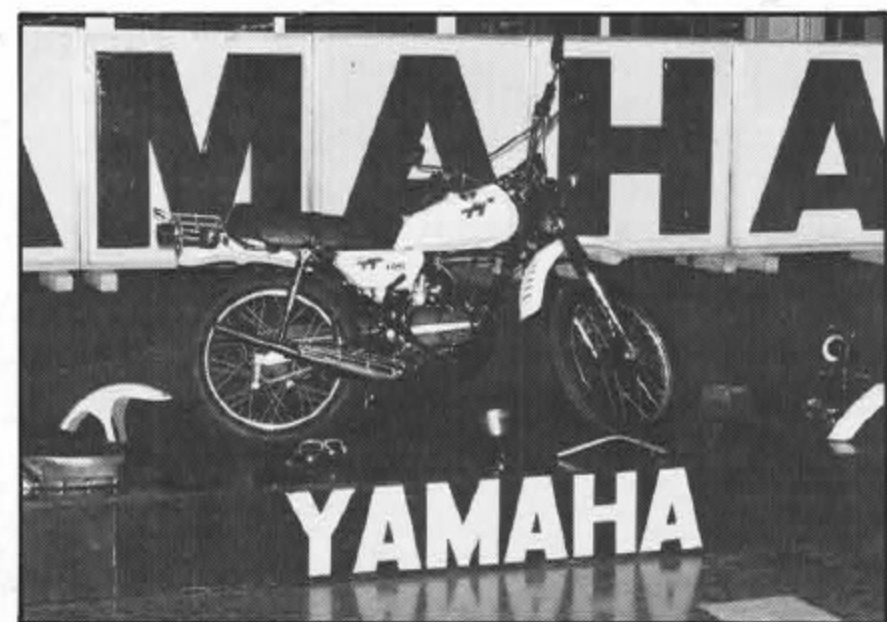
Touring



Free check service



Participation in a local agriculture show



The popular TT125! This model is expected to set a trend of dual-purpose bikes in Brazil.



Motocross is as popular as road racing in Brazil.



A big race winner! Yamaha is most successful in this domain of sport.

PORTABLE GENERATORS

A WIDENED USE — JAPAN —

From Iwata: Weighing only 21kg, the 2-stroke ET-500 can be carried anywhere. Its construction is rugged and its operation is effortless. Due to these advantages, this model has already become one of the best sellers in its class. Both dealers and customers are enthusiastically widening the use of this model for commercial and pleasure purposes not only on the

land, but also on the water. It is an especially noteworthy fact that fishermen are discovering new merit in the use of this model for night operation. Pictured here is a fisherman engaged in catching young sardines at night. The ET-500 is installed on board and serves as a handy power source for lighting up the surface of the water.



The Pan Am Y-33 is launched!

From Iwata: The Yamaha sailboat Y-33 named the "Raider" which is to take part in the second Pan Am Cup Series to be held in Hawaii in August, was recently launched. The race will be run between Ala Moana Harbor and a buoy off Honolulu, and back. The number of entries has reportedly exceeded the 100 mark to date. The Pan Am Y-33 (Raider), which will be skippered by Mr. Phil Dyskow of Yacht Systems Hawaii, Inc., is claimed to be one of the most promising boats in Class D. The Y-33 (Raider) is designed and constructed with every conceivable sea condition in mind, featuring a double-spreader mast, lengthened stern, carbonfiber rubber shaft and lightweight hull. The boat will soon leave Japan for a

shakedown operation on the sea around Hawaii after finishing touches are completed.



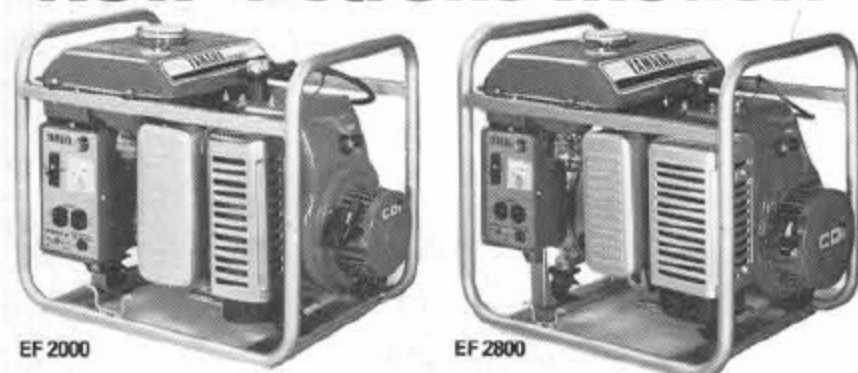
A modern master-craftsman

From Iwata: Mr. Kazuo Sagara, an expert machinist foreman working at the Iwata Main Plant, became the second Yamaha man to be commended officially by the Labor Minister of Japan for his long and excellent technical services. His

technical career began when he got a job as a propeller parts machinist with Nippon Gakki in 1937. He was transferred to Yamaha Motor when the Company was founded in 1955, he was fortunate to have taken part in the manufacture of Yamaha's memorable first production model the YA-1. Since that time, devoting himself to his assignments, such as mechanical processing of motorcycle parts, repairing/servicing of various machine tools, etc., he has polished his skills and contributed greatly to the establishment of labor-saving mass production systems especially through devising special tools and contriving new assembly or tune-up methods for machine tools. The first Yamaha man ever to win official technical commendation was Mr. Haruo Atsumi (heat treatment, 1975).



New 4-stroke models



From Iwata: The Yamaha portable generator range is now strengthened with two new 4-stroke models, the EF-2800 and EF-2000 which are designed and constructed for wider longer-lasting applications. Major technical features are:
* Positive ignition spark by the maintenance-free C.D.I. System.
* Quiet operation because of a large-size air cleaner case and large-capacity exhaust silencer.
* Automatic oil level warning device to prevent lubrication

troubles.
* Large-size fuel tank allowing long continuous operation.
* Vibration-proof rubber mounting and rugged frame construction.
* Increased AC output
EF-2800 — 2.2KVA at 50Hz. and 2.6KVA at 60Hz.
EF-2000 — 1.5KVA at 50Hz. and 1.8KVA at 60Hz.
DC output is also increased to 120W(12V/10A).
Both models are driven by a newly designed air-cooled 4-stroke engine.

A widened use of Yamaha snowmobiles

From Sweden: Even in the snowy regions of Europe, such as Denmark, Norway, Sweden, etc., snow

has ceased to be a barrier or threat to people's daily lives since snowmobiles appeared on the scene as a handy, economical means of transportation. Especially in Sweden, the sales of snowmobiles are steadily increasing as these vehicles are finding a good market not only among commercial snowmobilers, but also among snow sports enthusiasts. The market is shared by several leading brands including Skidoo, Polaris, Yamaha, etc.



A new joint venture starts!

From Colombia: Yamaha has recently signed a new joint venture contract with Industria Colombiana de Motocicletas, S.A. (INCOLMOTOS) in Colombia. INCOLMOTOS, the main office of which is located in Mederin, the second largest Colombian city with a population of 1,500,000, is a powerful multi-sided enterprise. By this contract both companies will enter into overall cooperative relations concerning the manufacture and sale of Yamaha motorcycles in Colombia.



A promising market

Colombia, which is in the northern extremity of the South American Continent, has a population of approx. 24 million and has been called "El Dorado" for her abundant natural resources since she was discovered by Christopher Columbus during the 15th century. This nation is a relatively new motorcycle market and it was only five years ago that Yamaha started the knockdown production of motorcycles under technical tie-up

with local partner companies. Since that time, the motorcycle market has continued to expand year after year. This fact is clearly reflected in the following year-to-year increase in the sales of Japanese-made motorcycles in this nation as follows:
1975—2,000 1976—7,000
1977—25,000 1978—56,000
This upward trend is sure to continue in the future as well. Colombia is a leading nation in the Andes Common Market which is made up jointly with Venezuela, Peru, Bolivia and Ecuador.

Therefore, the above joint venture will be a very important strategic arrangement not only for the market in Colombia, but also for the whole Andes Common Market.



Yamaha's lightweight ET series models, built to European specifications, have already gained popularity for their superb features including operation economy, smooth, dependable maneuverability, rugged construction, etc. These models are contributing both daily convenience and sports enjoyment in snowy regions.

Viva Snow! Yamaha pioneers snowmobile sport in Japan

From Iwata: The All Japan Snow Scramble Championship has been the most important event in snowmobile sport in Japan since it was added to the sports calendar of the Motorcycling Federation of Japan (M.F.J.) a few years ago. Yamaha is setting the trend in this sport as the sole manufacturer of complete snowmobiles in Japan.



Each championship round attracts over 100 entries, most of which are Yamaha drivers, reflecting Yamaha's unchallenged lead in the market. Snowmobiles have already become a unique means of motorized transportation and leisure sport in the snowy regions of Japan. Yamaha has obtained a great store of technical data through participation in snowmobile racing. This data is proving invaluable to the technical improvement of Yamaha's production models.

A revolutionary ski suspension

— Yamaha R & D Minnesota —

From the U.S.A.: North America is the world largest market for snowmobiles and total sales are estimated at 200,000 or more each year. The sales war is getting hotter among the 7 major brands — Skidoo, Polaris, Arctic Cat, Yamaha, John Deer, Scorpion and Kawasaki (locally assembled). Yamaha has already become one of the best 3 brands.

Minnesota is called the Mecca for snowmobiles as Arctic Cat, Polaris and Scorpion, three of the most reputed brands, have their main plants in this snowy state. Back in early 1978, the Yamaha R & D Minnesota was opened as a research & development center for Yamaha snowmobiles in this important market. The R & D which is staffed by 7 engineers has recently developed a truly revolutionary ski suspension system as the first fruit of their technical research and development efforts. The new suspension system is called the "T.S.S." (telescopic strut suspension) to take the place of the conventional leaf spring suspension. It consists of a newly designed telescopic strut and a seizer link similar to that on an aeroplane. The new system is mounted on the recently introduced SR-V model, enabling the driver to negotiate bumpy snow conditions in a most efficient manner. In North America snowmobiles are mostly used for pleasure and sport purposes such as group trailing, speed racing, motocross-type competition, etc. The new suspension system is sure to increase the number of Yamaha snowmobilers.





Yamaha products are in great demand in Indonesia Higher quality and better after-sale service!

The increased demand for Yamaha outboard motors in Indonesia is truly something to behold. Yamaha has already become the No. 1 brand in the market of commercial-use motors.

KG-Marine and C.V. Hasjart, both Indonesian distributors, are developing their sales promotion activities in a very efficient manner in close cooperation with their nationwide dealers.

According to the latest statistics, Yamaha products, which are widely used for commercial purposes on coastal and inland waters, such as fishing and transportation, have already made up 45 - 50% of the total Indonesian sales.

A full line of quality motors

The line-up of Yamaha outboard motors ranging in power output from 2ps to 85ps is meeting the diverse needs of Indonesian customers. Roughly speaking, the 2ps, 8ps and 25ps models are very popular among fishermen while the 40ps model is very favorably received by ferry boat operators.

In addition, the powerful 85ps model which has proven to be excellent in the field of commercial-use motors, is gradually finding a good market among sports-minded people as well.

In this nation the currency was devaluated in August of last year, and import duties have been increased by 28% since January of this year. Despite these adverse factors, the sales of Yamaha outboard motors are still increasing, according to Mr. S. Wianto and Mr. B. Lim, both managing directors of KG-Marine. More and more fishermen and ferry boat operators

are coming to turning their keen attention to mechanized methods of fishing and transportation. At this time Yamaha distributors and dealers are putting special effort into the perfection of their after-sale service and parts supply system so that every customer can use his motor in the best operative condition. For instance, Yamaha servicemen are always ready to adjust transome height or propeller size depending on the conditions and type of usage the customer has in mind.

These considerate services are greatly appreciated by the customers, helping to increase the demand for Yamaha outboard motors.

"Higher quality and better after-sale service are essential to the sales promotion of outboard motors, as is the case with motorcycles", says Mr. H. Wianto, managing director in charge of sales, "For instance, of all the kerosene motors available on the Indonesian market, Yamaha's 8ps, 12ps and 15ps are definitely the best sellers as no other brand can surpass Yamaha in starting ease, fuel changeover smoothness and operation reliability.

In our demonstration recently held in Palembang, a Yamaha-powered ferry boat needed only one hour to

cover the same distance that other brands needed two hours to cover. This astonished all the passengers and spectators as well. There is even a funny story that a ferry boat operator using another brand disguised his motor with a Yamaha top cowling in order to get the passengers' trust! The progressive improvement of our after-sale service and parts supply system is further consolidating Yamaha's lead" in the market.

A promising pleasure market

Mr. Wianto, who has taken the



The main office building of KG-Marine facing the main street of Jakarta



The top executives of the company - from left to right; Mr. B. Lim, Mrs. Wianto, Mr. Hanny Wianto (son) and Mr. Wianto.

training course of a British racing school and himself has participated in car racing, is a top class engineer and his vast knowledge of mechanics is being fully utilized for the perfection of an after-sale service system. In addition, he has once won the Indonesian water ski championship title. In light of this career, it is understandable why he is exceptionally enthusiastic about creating a new market for pleasure-use outboard motors in Indonesia. The Yamaha 85ps model, if tuned up by Mr. Wianto, is claimed to be competitive even with the 140ps models of other brands. This will greatly benefit Yamaha's advance into the market of pleasure-use motors.

KG-Marine has set a target of monthly sales at 600 but this is considered very conservative. Actual sales far exceeded this target in January and February.

Along with the improvement of after-sale service sales are sure to continue to increase in the future.

Mr. Wianto expresses his ambition as follows: "Our business must be based on a long-term outlook, that is, we have to offer a trouble-free motor so that patronage will continue from father to son for generations"

A fishing contest

Yamaha Motor do Brasil

A fishing contest, which was recently organized by Yamaha Motor do Brasil as part of its large-scale sales promotion program for Yamaha products, became a very enjoyable and exciting event for a large number of amateur boaters who were able to test their skill to their hearts' content.

The main aim of this contest was to elevate the brand image of Yamaha overall and thus develop a new market for pleasure-use outboard motors in Brasil.

The contest received a very good response from the public and expected or even better than expected



results were achieved. The success of this event, along with the success of other campaign activities, have served to enhance the brand image of Yamaha products in a number of ways.



Nearly 100%!

Sultanate of Oman

The sales of Yamaha outboard motors are constantly increasing in the Sultanate of Oman, up and coming nation in the Middle East as well.

In this nation outboard motors are mostly used by fishermen and the government is purchasing these motors from local importers for sale to fishermen on long term loans as part of its large-scale fishery development project aimed at securing an important source of animal protein as well as raising the living standard of the people.

The government purchases these motors on a sealed bid basis and Yamaha has been successful in its bids for it since this system was adopted four years ago, despite increased efforts on the part of other contenders including OMC and Tohatsu.

The market share of Yamaha has already risen to 95% or more in this nation. This success owes much to the perfect after-sale service system of Oman Holdings International, the main office of which is located in Muskat. They try to improve their

servicemen's technical skill, along with conducting comprehensive delivery inspection, periodical inspection and they make every effort to assure smoother, quicker supply of replacement parts so that Oman's fishermen will feel they can rely on Yamaha.

Most of the Yamaha motors are now fitted to local wooden boats imported from India and this means there is also a the great market potential for Yamaha's FRP utility boats.



In Spain the market share of Yamaha outboard motors has already risen above the 30% mark due to untiring sales promotion efforts on the part of Ledasa and its dealers.

They have set a '80 sales target of 2,200 motors, with greater emphasis laid on the pleasure market. They are very confident about attaining or even exceeding the target thus increasing even further Yamaha's market share in Spain.

Yamaha's portable generators, which are gradually winning popularity among European boating enthusiasts, were also displayed at the same corner and appealed to a large number of visitors each day during the show.

Ledasa held a nationwide dealers convention during the show period. Many important matters concerning future sales promotion were thoroughly studied and discussed. Those dealers who had attained excellent business results the previous year, were awarded a special prize.

Almost concurrently with this show, two other major shows were organized in Paris, France and Düsseldorf, West Germany. In both markets Yamaha outboard motors and diesel engines are steadily increasing their share due to continued sales promotion efforts on the part of Yamaha importers and dealers.

The Yamaha corners, which were arranged by Yamaha importers, were always brisk with a large number of visitors each day.

In both shows Yamaha portable generators were also exhibited to add extra dimensions to the range of Yamaha products. There is a notable new tendency that pleasure-boating enthusiasts are finding a new merit in the use of portable generators aboard a ship.

International Boat Shows in Europe—Spain, France & Germany



Opening the '80 water season in Europe, the Barcelona International Boat Show took place for 9 days from Jan. 19 through Jan. 27. Ledasa, sole Spanish distributor of Yamaha outboard motors and diesel engines, arranged its Yamaha corner displaying a full line of Yamaha outboard motors from 2ps to 85ps in a very attractive manner as usual. The Show is one of the most important events of its kind in Europe, and this year the number of visitors far exceeded 600,000 during the nine days.



The attractive showroom displaying a full line of Yamaha outboard motors together with F.R.P. utility boats.



Be a top Yamaha dealer

Part 5 (final)

Shop design

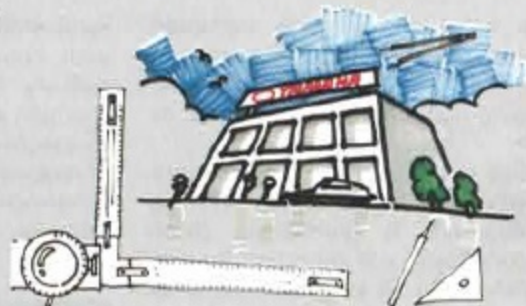
This article deals with the case examples of exterior design for a medium-sized and large-sized shops.

You can use basic decoration or design tools, such as big banner, projecting shop name sign, shopfront sign, Yamaha stripe sign, canopy, standing signboard, screen, etc. so that your shop will attract more attention. As a matter of fact, however, many successful shops are not always beautiful. Some shops are successful even when their appearance is unattractive at least superficially. This shows that there is more involved in making a



shop successful. In other words, we are not advocates of superficially "beautiful" shop design. We are more concerned with results, and with satisfying customers so that they will enjoy and trust Yamaha and give us their patronage. This series, which began in issue No. 12 of last year, is brought to an end with this article.

By making full use of these series articles as a guide, please try to thrash out the best way of your shop design to be a top Yamaha dealer!



A Medium-sized Shop

Conditions differ for shops which are separate buildings and those which share a building with other tenants. The shop must contrive to advertise its presence.

A Large-sized Shop

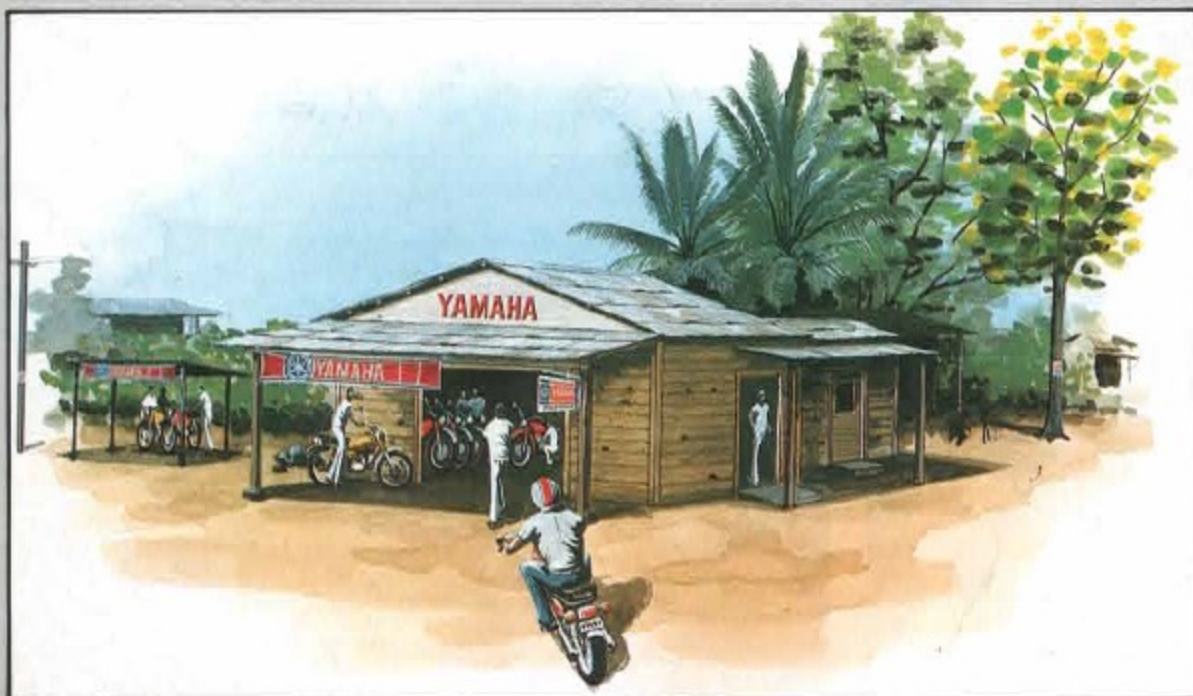
The decor differs greatly between one- and two-storied shops. Also, not only the shop front but its sides and sometimes even the back can be effectively decorated. Electrical signs can also be used to enhance the shop's image.



*Yamaha shopfront sign, projecting shop name sign and stripe sign are used.



*Yamaha shopfront sign(illuminated), stripe sign(illuminated) and projecting shop name sign(illuminated) are used.



*Yamaha shopfront sign, projecting shop name sign and stripe sign are used.

Yamaha News

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 sales 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.

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

Tel: IWATA 05383-2-1111
Telex: IWATA 4263 751 YAMAHA J
Cable: YAMAHAMOTOR IWATA