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INSIDE:

- Australia's first stadium motocross
- Yamaha Exhibition promotes China-Japan Friendship
- Pin-up "Yamaha IT250/425"
- The first Yamaha technical contest for marine service mechanics
- '79 Central & South American Ad Contest
- New RX125 tests in Indonesia

500cc Motocross World Championship '80

Even greater efforts for the expansion of a sound, pleasurable motorcycle world



Two European Stars Will Ride for Yamaha

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Spearheading Yamaha's even greater efforts for the expansion of a sound, pleasurable motorcycle world, two young European stars will ride for Yamaha in the 500cc motocross world championship this year.

Hakan Carlqvist of Sweden, former Husqvarna rider and reigning 250cc world champion, will be Yamaha's main 500cc title contender.

Belgian ace Andre Vromans, who ranked 7th in the final 500cc championship positions last year, has switched to Yamaha from Suzuki to team up with Carlqvist.

They already tried out Yamaha's new works machines at the Hamakita Trail Land and the Sugo Sports Land. They looked satisfied with the test results. These riders expressed their firm confidence in capturing the world title when they met with Mr. Hisao Koike, President of Yamaha Motor late in 1979.

Increased efforts towards 125cc class

This year Yamaha's 125cc motocross team will consist of three up-and-coming riders,

namely, Jeff Nilsson (Swedish), Marc Valkeneers (Belgian) and Tetsumi Mitsuyasu (Japanese), the most powerful 125cc motocross line-up ever formed by Yamaha! (Continued on page 2)

Rider profile

Hakan Carlqvist



The tall 25-year-old Swede who was born near Stockholm, played ice hockey professionally in his native land before taking up motocross. That was in 1971 and only five years later, Hakan was riding for Sweden's Ossa importer.

In 1977 Hakan joined forces with the Husqvarna factory but it wasn't until 1978 that he won his first Grand Prix, in Spain. He finished that season 7th in the standings. 1979 brought Hakan the much coveted

250 MX World Title.

Hakan attributes much of his success to his mechanic, Tommy Jansson. Tommy, a former motocross rider himself, will remain with Hakan for 1980.

Andre Vromans

His first ride at age 16 was aboard a 400cc Husqvarna and his first win came that same year at Weerlé, Belgium. Andre rode two years as a junior on his Husqvarna then switched to KTM and the seniors. He was twice National Champion, in 1973 and again in 1974. In 1975 he won the under 21-years-old European Championship and in 1976 tried his hand at two grands prix. But it wasn't until 1977 that Andre tackled the 500cc GP trail full time, riding for Belgium's SUZUKI importer. That year he finished 11th in the standings but moved up to 7th in 1978 and 1979. Andre also finish-



ed second in last year's Belgium National Championship.

Now 24 years old, Andre is married and lives with his wife Marianne in Arendank, Belgium.

Yamaha's powerful counterattack

Carlqvist and Vromans, both European stars, will make up the 500cc motocross GP team of Yamaha to launch a powerful counterattack throughout the '80 season. As you know, the 500cc world championship title was lost to Graham Noyce (Honda) last year due to Mikkola's repeated mishaps but both stars are enthusiastic enough to recapture it for Yamaha this year. Let's wait and see their success!

"I feel happy to ride the best machine in a title battle", says Carlqvist, the reigning 250cc title holder, "I hope I can repeat my success this year, and that, in the larger capacity class, to clinch the long-coveted 500cc title."

The Swiss GP on April 13 will raise the curtain of the '80 series consisting of 12 rounds and considerable space will be devoted to reporting GP motocross news each month.

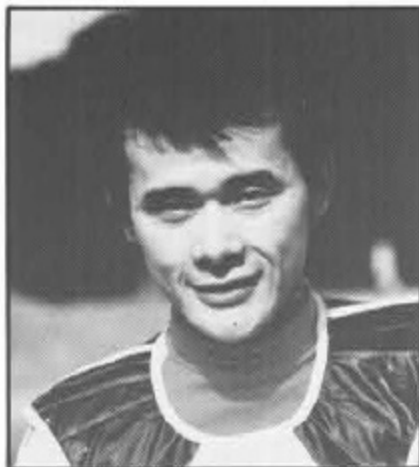
(see page 2 for more motocross news)

MOTOCROSS WORLD CHAMPIONSHIPS '80

(Continued from page 1)

Rider profile

Tetsumi Mitsuyasu



Tetsumi Mitsuyasu, who is one of the best Japanese motocross riders, celebrated his 22nd birthday just on January 27. Back in 1974 he aroused a fresh motocross sensation by winning both 125cc and 250cc junior titles in Japan.

In 1975 he finished 6th and 8th respectively in the national expert 125cc and 250cc championships.

1976 became one of the most memorable years for young Mitsuyasu.

Winning the 125cc expert title and placing 2nd in the expert 250cc championship, he was awarded the best rider prize of the year. These brilliant results promoted him to senior class in 1977. He finished 4th in both 125cc and 250cc championships. He took part in the Philippines GP and won the 250cc class the same year.

For 1978, Mitsuyasu was literally No. 1 Yamaha rider in national motocross championships. He clinched the long coveted senior 250cc title while placing 4th in the 125cc championship.

His success in the '79 national championships was even more impressive. He outclassed all rivals in 125cc & 250cc classes and monopolized both national titles.

He has a strong ambition to beat Akira Watanabe (Suzuki) in the world championship.

Marc Valkeneers

Motocross to 18-year-old Marc is his whole life and that is the key to his success. He got his first machine, a YAMAHA 125MX when he was 10 and it has been only YAMAHA ever since.

Marc won 10 races on a 125MX his first year as a junior and then switched at 15 to the 250cc class on a YAMAHA 175. When he was 16, Marc joined the senior ranks and won the 125MX National Championship. That was in 1978 and Marc was ready for the 1979 125MX GP trail but at the last minute forbidden to ride for points by the FIM because of his age. He spent the 1979 season dueling some of Belgium's top riders in national races, often coming out on top. For experience, Marc entered the 125MX Grand Prix of Belgium and finished second. Later in the season he took a third place in the 125MX

Grand Prix of Germany. Even though Marc couldn't receive points, he proved he could ride with the best.

Marc who lives with his family in Heers, Belgium, is a protégé of Lucien Tilkens, his mentor and the man who invented monoshock suspension. Tilkens believes that Marc has the strength and fortitude to bring a 125MX World Title to YAMAHA in 1980.

Jeff Nilsson

Jeff, a former ice-hockey player and the son of former World Champion motocross rider Bill Nilsson, started racing in 1973 on Husqvarna. Just one year later, he had worked his way up to a third place finish in the Swedish Junior Championships.

In 1976, Jeff switched to enduro-racing and won the Swedish Championship the same year. Then it was back to motocross but as a senior rider.

In 1977, Jeff finished third in the 125 National Championships and climbed to second place in 1978.

For 1979, Jeff rode YAMAHA for the first time and won his first two races. Only an injury in a small event kept him from winning the Swedish Championship. Yet Jeff still won enough races to finish second in the standings.

Jeff, now 20 years old, is eager to follow in the footsteps of his famous father who is also his most faithful supporter. He will spend the winter at home with his family in Hallstavik, Sweden, training for the 1980 Grand Prix season.

Raised weight limits

It was decided during the meeting of the Technical Commission of the F.I.M. held late in October '79 that the minimum weights for motocross machines should be increased from 1980 on for safety reason as follows:

- 125cc 88kg (80kg)
- 250cc 98kg (88kg)
- 500cc 102kg (95kg)

(Enforcement of this decision has been postponed until next year.)

Increased prize money for solo classes

The following was also decided during the meeting:

The prize money paid at the 500cc motocross GP will be increased by 30% for 1980 and that for the 250cc class by 20% while 125cc riders will get a 10% rise.

	500cc	250cc	125cc
1st	£357	£257	£214
2nd	£285	£214	£142
3rd	£214	£178	£114
4th	£142	£128	£100
5th	£107	£ 85	£ 71
6th	£ 92	£ 64	£ 57
7th	£ 85	£ 57	£ 50
8th	£ 71	£ 50	£ 42
9th	£ 57	£ 42	£ 35
10th	£ 57	£ 35	£ 28

The money shown above will be paid to the placed riders in each of the two races that make up each GP. So if a rider wins both races he will receive double the amount shown.

GP motocross topics

Mikkola Quits Racing but Stays with YAMAHA



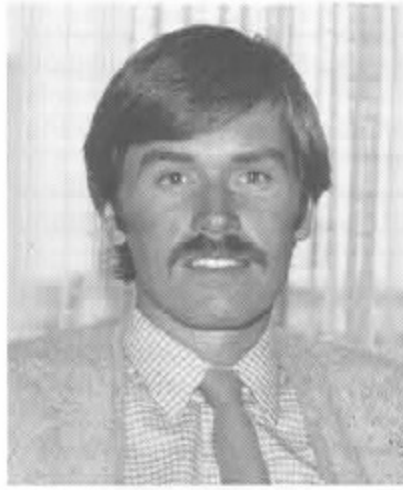
Four-time 500cc World Champion Heikki Mikkola will retire from racing but remain with YAMAHA as an advisor for the 1980 motocross season.

Heikki, now 34 years old, captured the 500MX World Title for YAMAHA in 1977 and 1978, and finished a gallant 5th in the standings this year after recovering from an early season leg injury.

His long career dates back to 1964 when he entered his first race on a Husqvarna. During the early years of racing, the blonde, sturdy Finn honed his skills and established a reputation as a top rider. Eventually he brought Husqvarna two of his four World Titles.

Heikki will base his operations for 1980 in Finland and concentrate his advisory efforts on the 500cc MX Grand Prix. He will also act as liaison to the motocross press and scout promising young riders. Although Heikki has quit racing, he will remain active as a test rider for YAMAHA. Also his

mechanic, Heikki Penttila, will remain with YAMAHA. Heikki Mikkola is married and has two children, a daughter 10 and a son 5. He makes his home in Hyvinkää, Finland and enjoys hunting in the off season.



'80 Motocross World Championships

125cc Class	Date	Country
March 30	Holland	England
April 13	Austria	France
April 20	Belgium	Holland
April 27	France	America
May 18	Yugoslavia	Finland
June 8	Germany	Sweden
June 15	Italy	
June 22	Czechoslovakia	
July 6	Finland	
July 27	America	
August 3	Canada	
August 17	Spain	
250cc Class	Date	Country
April 13	Spain	
May 11	Czechoslovakia	
May 18	Germany	
June 1	Belgium	
June 8	Poland	
June 15	Soviet	

SPORTS HIGHLIGHTS

A resounding success!

Australia's first stadium motocross

Stadium motocross, which is called "Supercross" in the United States, has become the biggest spectator attraction in American motorcycle racing over the past few years. Australia's first FIM licensed and ACU sanctioned stadium motocross which was recently held under floodlights at the Brisbane Astradome, was a resounding success not only for the promoters, but also for Australian motorcycle sport, the competitors, sponsors and the general public, all of whom were treated to an unforgettable experience. International stars including Mike Bell (USA) and Rex Staten (USA) made the night a spectacle of glitter, color, high speed action and excitement for an audience in excess of 10,000.

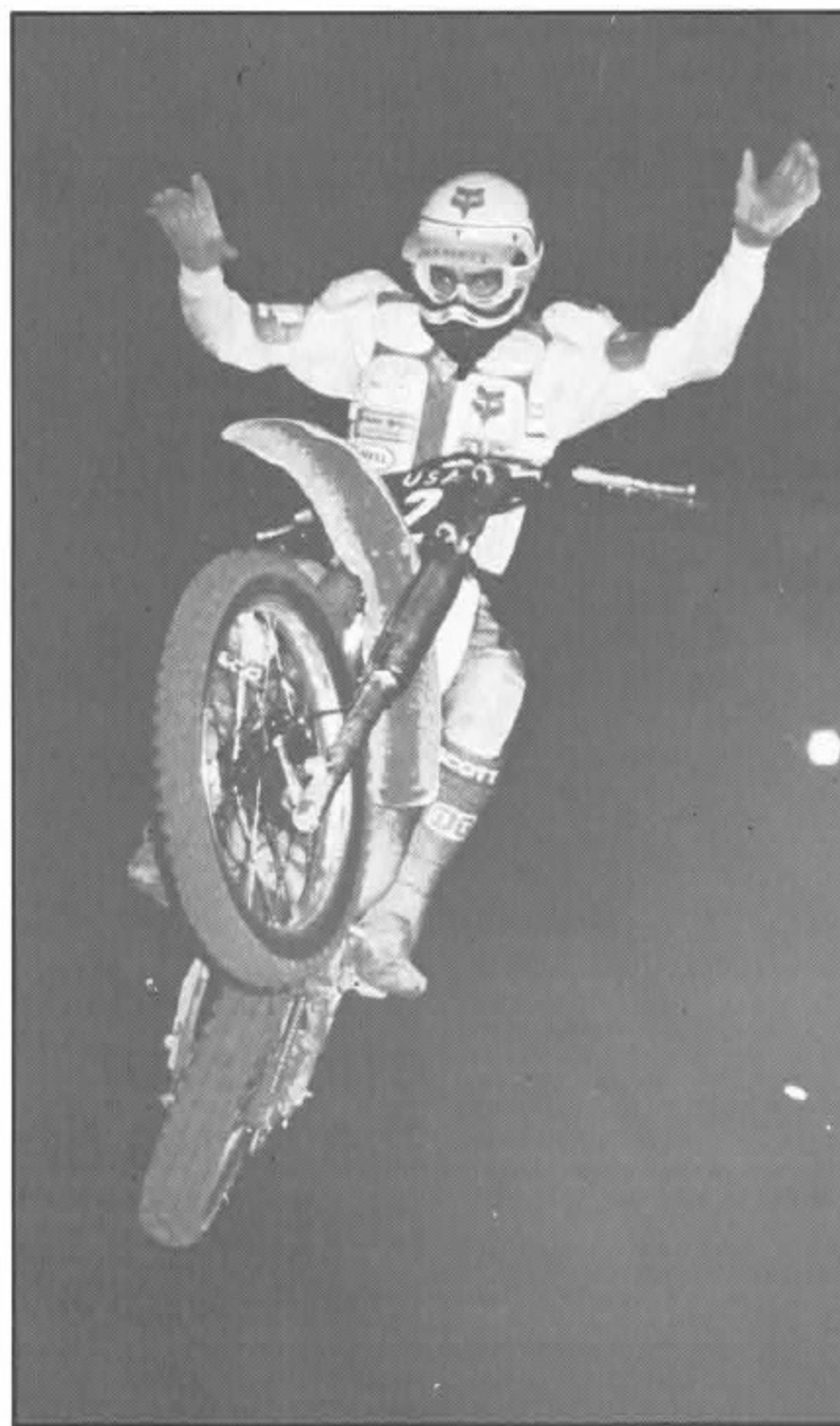
Despite a violent electrical storm accompanied by torrential rain which impeded proceedings at the start of the main event, the record crowd stuck to their seats. They were not disappointed. Australian Yamaha star Stephen Gall blasted away from the gates to hold a 6 second lead over the rest and retained his top position until lap 8.

Final results (20 laps)

- | | | |
|--------------------|-----------|-----------|
| 1. Mike Bell | USA | Yamaha |
| 2. Rex Staten | USA | Yamaha |
| 3. Stephen Gall | Australia | Yamaha |
| 4. Pelle Granquist | Sweden | Husqvarna |
| 5. Stu MC Lachlan | Australia | Suzuki |
| 6. Sam Kendall | Australia | Yamaha |
| 7. Scott Shepherd | Australia | Yamaha |
| 8. Brian Fleming | Australia | Suzuki |
| 9. Vaughan Style | Australia | Honda |
| 10. Ken Swan | Hong Kong | Honda |

Due to this tremendous success, two tentative dates have already been proposed by the promotor, Blair Shepherd, for subsequent meetings in Australia, in April and November of 1980.

There is now every likelihood that it will become an annual national series.



close-fought events held in Costa Rica, Brazil, Chile, Argentine and Uruguay each. Final championship positions were announced as follows:

250cc class

- | | | |
|---------------------|-----------|--------|
| 1. Nivanor Bernardi | Brazil | Yamaha |
| 2. Fernando Macia | Venezuela | Yamaha |
| 3. Fred Branpt | Venezuela | Yamaha |
| 4. P. R moronguinho | Brazil | Yamaha |

125cc class

- | | | |
|---------------------|------------|--------|
| 1. Roberto Boetcher | Brazil | Yamaha |
| 2. Juan C. De Col | Peru | Yamaha |
| 3. Nelson Rivero | Venezuela | Yamaha |
| 4. Javier Laitano | Costa Rica | Yamaha |

In road racing category Eduardo Aleman (Venezuela) clinched the 350cc championship title.

- | | | |
|--------------------|-----------|--------|
| 1. Eduardo Aleman | Venezuela | Yamaha |
| 2. Claudio Giroto | Brazil | Yamaha |
| 3. Carlos Lanvado | Venezuela | Yamaha |
| 4. Jadir D. Nasser | Brazil | Yamaha |

Schedule of the '80 championships is set as follows:

- *Argentine Mar. 29 - 30
- *Brazil May 31 - Jun. 1
- *Venezuela Oct.



125cc champion Roberto Boetcher

Danish road race champions

Yamaha riders were most successful in the '79 Danish Road Race Championships as well. Chris Fisker on a Yamaha TZ350F won the 350cc title while Benny Lysen and Paul Joergensen on a 700cc Yamaha-powered machine clinched the sidecar class title.



350cc champion Chris Fisker in his top form



Sidecar class winners Benny Lysen (rider) and Paul Joergensen (passenger)

Yamaha Riders Dominate

Latin American Championships

Yamaha riders who were sponsored by Yamaha distributors dominated the '79 Latin American Motocross Championships consisting of five



250cc champion Nivanor Bernardi

Around the Yamaha

German dealers convention



From Germany: During nearly 3 days late in 1979, Hamburg, the biggest German city, was occupied by the German YAMAHA dealers. They were invited by Mitsui, the importer for YAMAHA motorcycles in Germany, to see the new YAMAHA model range for the 1980 season. Information and, Gala-dinner as well as sightseeing made this convention

an extraordinary success, highly appreciated by the 800 spectators. "There has never been such a convincing presentation" was the unanimous opinion of the YAMAHA dealers. And everybody is eager to have the new RDs and XJ in the showroom to present them to the customers.

Copenhagen Boat Show



From Denmark: Yamaha products, such as outboard motors and portable generators, which were exhibited at the recent Copenhagen Boat Show, appealed to a number of visitors each day. In Denmark outboard motors are intended mainly for pleasure use, and the '80 Yamaha range, consisting of 16 models from 2hp to 85hp, is suited

to all types of pleasure boating, reflecting Yamaha's more intensified efforts towards the market of pleasure-use outboard motors. Yamaha portable generators also have a steadily expanding market as a handy, economical power source for both household and business uses.

Increased efforts for the sales of portable generators

From Holland: Yamaha Motor N.V. in Amsterdam is putting increased efforts in the sales of Yamaha portable generators in Europe. Yamaha portable generators which made their first appearance in several European boatshows late in 1979, received a good response from the general public. They will be exhibited on every major boat-show this year as most of Yamaha's European importers also deal with Yamaha outboard motors. Last September an extensive,

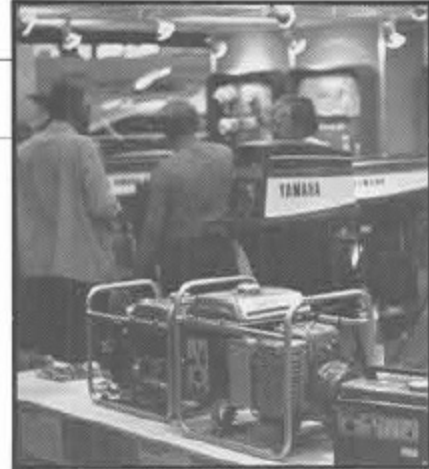
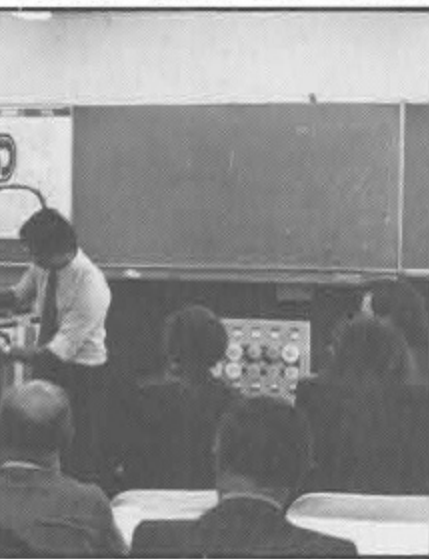


through technical training was conducted for all importers because for most of them the electrical part of a generator is a new item. Included in this training, which was also attended by the sales managers from the importers, was a first commercial course explaining about the build-up of a generator in general and about the technical features of Yamaha portable generators which were translated one by one into consumer benefits. All importers were requested to supply their sales representatives with this information and as a next step their retailers for generators as it is, especially with the sales of a generator, important to give a prospective customer a good explanation of the advantages of the Yamaha in his situation or his use.

Fishermen's fête



From Tahiti: Fishermen from all districts of Tahiti and neighbouring islands enjoyed their annual fête held at the Marina Taina, about 10 kilometers from Papeete City on the west coast of Tahiti. The fête was organized by the Fishery Department of French Polynesia and featured a variety of enjoyable events including fishing contests, outrigger canoe races and games for children. Guests of honour included Prime Ministers, ministers and officials from the Cook Islands, American Samoa, Tonga, Fiji, the New Hebrides, New Caledonia, the Solomon Islands New Zealand,



The motorcycle corner is buzzing with visitors' excitement. Mr. Hisao Koike, President of Yamaha Motor, (in the middle) is personally giving an explanation to the new XS Eleven.

Yamaha Exhibition Promotes China-Japan Friendship

From Iwata: The first Chinese Yamaha Exhibition, which was organized jointly with the Kwangchow Branch of China National Machinery & Equipment Export Corporation in Kwangchow for 11 days from December 5 through December 15, 1979, was a great success and the number of visitors exceeded 70,000. China and Japan have entered a new era of friendly relations since the Peace and Friendship Treaty was concluded in 1978. The Yamaha Exhibition, the first of its kind ever organized by a single manufacturer in collaboration with the Corporation, received a very favorable response from the general public, reflecting the Chinese Government's positive foreign trade policy.



Mr. Li Ken An (right), Mr. Hisao Koike

Firsthand contact with Yamaha!

In China, the Kwangchow Trade Fair, which was formerly held twice a year in spring and autumn, served as the sole open door for all foreign products, but the Fair has been replaced with the Kwangchow Foreign Trade Center due to the Government's increased interest in

Australia, USA, Japan, France, etc. Tahiti Automoto, the local Yamaha distributor, sponsored these events as usual, presenting two Yamaha 15AK kerosene models and trophies to contest winners. The Fishery Department is in charge of the organization of all fishery cooperatives in French Polynesia.

Therefore, it is a very important buyer of Yamaha outboard motors for the members of these cooperatives who appreciate the quality, reliability and fuel economy of Yamaha products.



1. Product exhibition
2. Technical exchange
3. Film presentation
4. Safety riding school (Yamaha Learn-to-Ride Safety Program)

Exhibited on the spacious floor of the main fair building were Yamaha's main products; motorcycles, FRP fishing boats, sailboats, outboard motors, multipurpose engines, portable generators, etc., together with a number of photo panels showing the production process and uses of motorcycles, which created a stir amongst all the visitors.

The 16mm Yamaha PR films which were shown inside the fair building were much appreciated. "This is Yamaha", "Road Racing", "Pole-and-line skip jack fishing from a Yamaha FRP boat", etc. proved to be very popular.

Visitors were also keenly interested in Yamaha's unique safety riding school (Yamaha Learn-to-Ride Safety Program) which was held on an open lot in front of the main building. Approx. 1,500 participants attended the school and two Yamaha instructors taught them how to ride safely and correctly, assisted by a number of Chinese athletics school students.

The technical staff of Yamaha Motor gave Chinese engineers general technical guidance in the production technology of motorcycles and FRP fishing boats, basic design, fishing methods, rigging, etc. in response to a request by the Chinese Government.

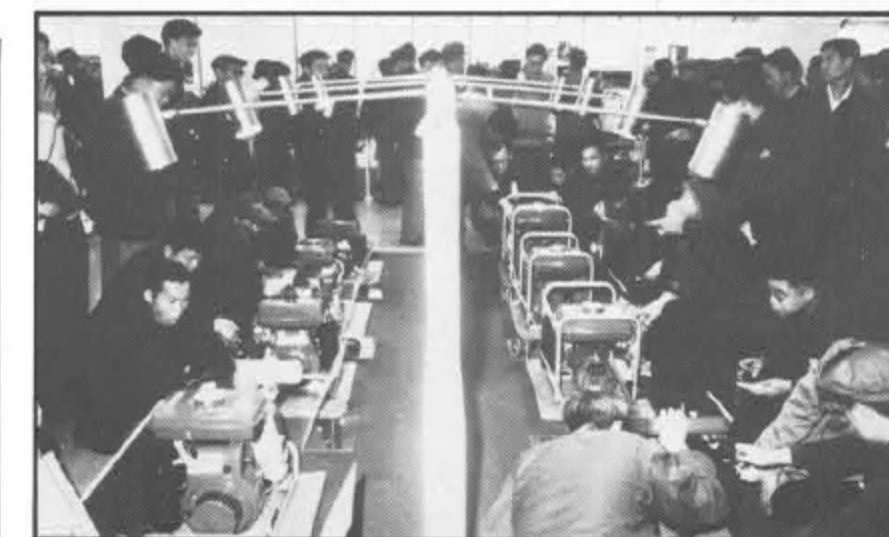
The first Yamaha Exhibition achieved very satisfactory results and gave added stimulus to the promotion of China-Japan friendly relations.

foreign trade. Yamaha became the first manufacturer to organize its own exhibition following the change of fair designation.

The main aim of the Yamaha Exhibition was to allow the Chinese people to come into firsthand contact with Yamaha's products, technology and general corporate policy.

The Exhibition consisted of the following four parts:

Yamaha safety riding school



Portable generators

Around the Yamaha

Promising sales of AG bikes

From Australia: The new AG (agriculture) bikes which were shown by McCulloch of Australia Pty. Ltd. at the Orange National Field Days held recently in New South Wales, enjoyed a very favorable response from all attending farmers. A brief item on regional television showed the model AG100G in action and Mr. Bryan Maynard, Territory Manager of the Yamaha Division, gave a 5-minute interview on its specifications on three radio stations. The new model was also announced at two special meetings held for Sydney metropolitan based dealers and was very favorably received by them. Advanced orders indicate a good year for 1980.



Successful Yamaha Motocross School



From Kenya: The recent visit to Kenya by Kazutoshi Iwao was a great success. His reputation as the former national motocross champion of Japan and his years of experience as an instructor aroused the interest of Kenya motocross enthusiasts long before his arrival. During his stay in Kenya, Kazutoshi Iwao ran three motocross training sessions which were well attended. The Kenya riders were grateful for his instruction and the country's motocross officials feel that the standard of competition has been improved as a result of Kazutoshi Iwao's efforts. One of the highlights of Kazutoshi Iwao's stay in Kenya was a gala evening arranged by Car and General. During this function, he presented a Piki (Swahili for motor cycle) Award to Daljit Singh Chager for his outstanding performance on a Yamaha at a local race meeting. The Piki Award scheme was introduced by Car and General to encourage riders and officials who improve the standard of motor cycle sport in Kenya. One of these Awards is presented each month. During the only free day in his busy training schedule, Kazutoshi Iwao was taken to the Nairobi National Park by a member of the Car and General staff to view wild animals in their natural surroundings. He saw rhino, buffalo, zebra, giraffe and a wide variety of plains game.

Local instructors take an active part

— Yamaha Motocross School in Thailand —

From Thailand: The Yamaha Motocross School training session which was recently promoted by Siam Yamaha Co., Ltd. was a great success. Mr. Chalernsak and Mr. Dejnaron, both local instructors, took an active part in this two-day session held in Yala, a province in the southern part of Thailand, assisted by Mr. Siang and Mr. Buntop, with Mr. Chainarong serving as team manager. Both instructors taught selected participants motocross fundamentals using Yamaha's proven man-to-man teaching method. The training was also an enjoyable spectator event for the general public and was

observed by an estimated crowd of 15,000 spectators. This success owes a great deal to Yamaha's full cooperation and support in dispatching Mr. Katsutoshi Iwao, a special instructor, to Thailand to assist us in motocross matters for the past three sessions", says Mr. Prapat Ketmongkol, General Marketing Manager.



Effective PR activities for market expansion

—AUTOMEK—

From Brazil: AUTOMEK (Auto Maquinas Valadares Ltda.), a Brazilian Yamaha dealer, has conducted some very effective PR activities which have reached a large number of prospective buyers and enhanced the reputation of the Yamaha brand. These activities have included the following major events:

- * RX125 exhibition (March)
- * Participation in the 7th Peace Exposition (June)
- * Participation in the Agriculture and Stock-farming Expo. (July)
- * A tour in commemoration of Independence Day (September).

This tour was a very attractive event, as every participant wore a Yamaha T-shirt. On the same occasion, a TT125 exhibition was held at a popular discotheque, which attracted a large number of young riders and prospective riders. This achieved excellent PR results.



RX125 exhibition, which attracted some 1,400 fans.



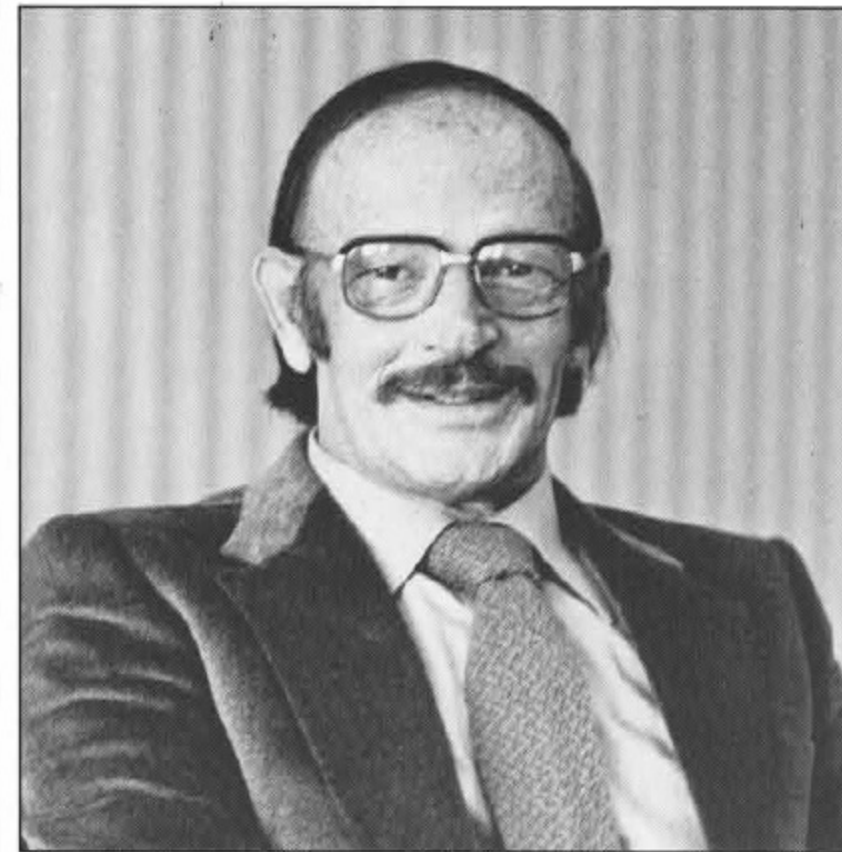
Yamaha corner at the Agriculture and Stock-farming Expo.



Everyone wearing a Yamaha T-shirt.

Welcome to Yamaha

"BE CONSISTENTLY POSITIVE", this is my creed



Director General (Venezuela) Mr. Andrea Ippolito

"First, I am very pleased to be able to tell you that Yamaha motorcycles are steadily expanding their market in our country. That is, we were able to sell 24,000 bikes this year, a remarkable 20% advance on the previous year. We celebrated the 25th anniversary of the founding of the company in January, and all dealers are now enthusiastic about increasing their sales. 1980 will be our banner year to start out into the eighties. Yamaha will also celebrate their

25th anniversary this year, and we wish to express our hearty congratulations to them for it. The Yamaha section of our company has laid plans to conduct a "Japan Trip Contest" for all dealers during the period from September through October this year. Many of our dealers will hopefully be awarded this wonderful prize for high sales results." Mr. Ippolito, a gentleman of imposing stature, opened his talk in this impressive

manner. At 54 years old, he is still vigorous enough to ride a powerful Yamaha TZ750.

"Last year we managed to achieve our original sales target despite many adverse factors including the dull growth of our national economy. This boosted our market share 49.9% to 65%", he continued, "Even quality products cannot find a good market without well-organized sales promotional activities on the part of distributors or dealers. I make it my business creed to be consistently positive. I think it is important to have close collaboration with our dealers so that the best possible services can be offered to our customers."

Mr. Ippolito has had a brilliant 27-year career in racing. His vast and outstanding expertise of motorcycle racing is of great benefit to his business. He is a leading figure not only in the Venezuelan racing world, but also in the motorcycle sport domain of Latin America, serving as the President of the Venezuelan Motorcycle Federation and Chairman of the Latin American Motorcycle Union, as well as a member of the FIM Sporting Commission.

"Racing is an extremely hard sport, but it is exciting enough to appeal to the youth. It gives an outlet for youthful energies. Racing is exciting to watch or to take part in. Many of our people are fond of racing and they are full of vigor. Yamaha is most successful in this domain of sport and we are concentrating of it as part of our sales promotional activities. As you know, Johnny Cecotto will ride again for us this year. This will add yet more glamour to World GP racing."

Mr. Ippolito, who was still active in the front line of racing even at the age of 48 years, looks much younger when the subject of motorcycle sport comes up in conversation. His ardent enthusiasm gave encouragement the great Venezuelan rider — Johnny Cecotto! The forthcoming sales contest will hopefully be yet another success and provide a good chance of a trip to Japan for many dealers.



Yamaha corner at the Peace Exposition. Effective PR with a large-size poster.



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 **YAMAHA**

1980 No. 2
Yamaha News

A trial of skill

As reported from time to time, Yamaha's worldwide marine service contest has made a very satisfactory progress with 61 participating distributors of Yamaha outboard motors.

The main aim of this contest is to improve the general quality of Yamaha's overseas after-sale service system. These participants are to complete and submit their second periodic reports for evaluation by Yamaha by February 25.

In the meantime, the first Yamaha technical contest for marine service mechanics was recently held in Japan, with the aim of elevating their repair/service skill.

As the first event of its kind, the contest aroused a stir in the industry and was favorably received by dealers and customers concerned.

From Iwata: Yamaha's regional branches had promoted their own technical contests with the intention of improving the repair service skill of service mechanics and of promoting cooperative relations with their affiliated dealers. These local contests were arranged into the above nationwide contest for the first time.

The contest which was given by Yamaha, No.1 manufacturer, was the first event of its kind ever organized in Japan. Therefore, the winner in this contest might well be tabbed as the best marine service mechanic in Japan.

Contest applicants were very carefully selected, accordingly. Only those who were licenced as class

minutes. They attacked also 6 technical assignments, for each of which only 15 minutes were allotted. Full marks were 100 for each category.

The 23 mechanics who met at the Yamaha Setting Center located in Hamamatsu, looked somewhat anxious as they had not taken part in such a contest. They, however, never failed to do their best.

Theoretical questions (selected)
Circle (O) or X (X)

Q1. Fuel/air mixture becomes thinner when carburetor's pilot screw get loosened. (O, X)

Q2. Contact point surface becomes black as condenser's capacity decreases. (O, X)

Q3. In case of the 55AE, motor's underwater part springs up when gear is in rearward position. Indicate inspection points and explain briefly two countermeasures.

Q4. Give a formula for cruising speed computation, together with its answer, by the following data:

- (a) Propeller size: $3 \times 11\frac{1}{2} \times 13$ "
- (b) Engine speed: 5,450 rpm
- (c) Reduction ratio: 185
- (d) Efficiency: 80%

Technical assignments (selected)

1. How to conduct an ordinary test on ignition coils, and how to take electrical resistance.
2. How to measure gear's backlash, and how to take readings.
3. How to adjust ignition timing and throttle opening.
4. Engine is reluctant to start although nothing is wrong with battery or fuel feeding system, then indicate three defective points at least.

Each participant was allowed to use model engines, tools and gauges. The best one collected 73 marks in the former and 83 marks in the latter.

A similar contest will hopefully be useful for your business.



Examiner's comments. He requests all participants to master the more efficient use of testers and gauges, though results are considered very satisfactory on the whole.

The first Yamaha technical contest for marine service mechanics achieve excellent results

JAPAN

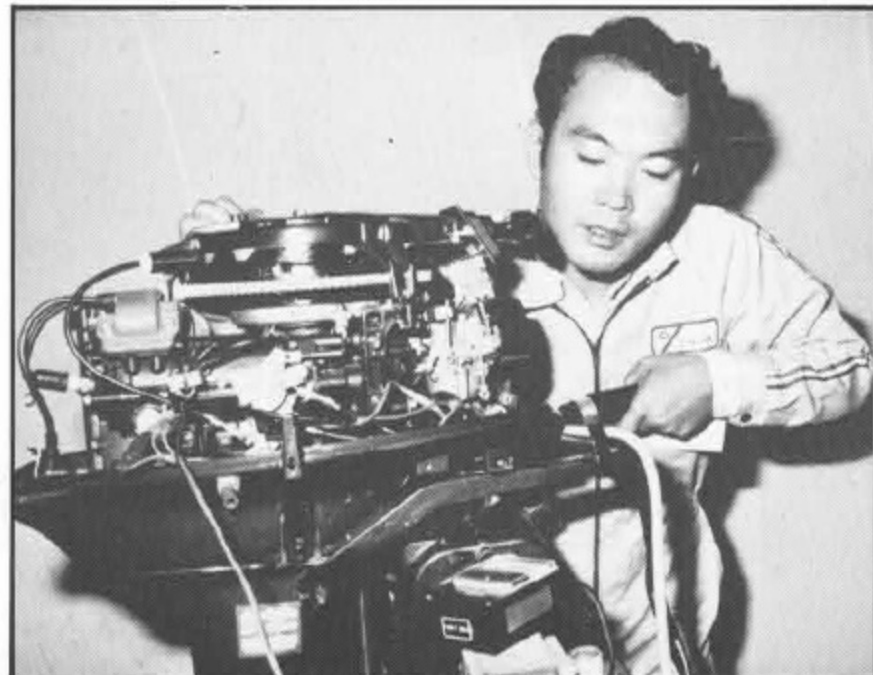
B mechanic in regional contests, with a five-year experience of outboard motor repair and service at least, were eligible to the contest.

As a result, only 23 mechanics from 23 dealers passed this selection. Each participant's expertise was considered outstanding in a regional contest.

These participants competed for superiority in both skill and knowledge. They had to solve 10 theoretical questions within 90



Participants have to attack some technical assignments with these tools alone.



Throttle opening adjustment



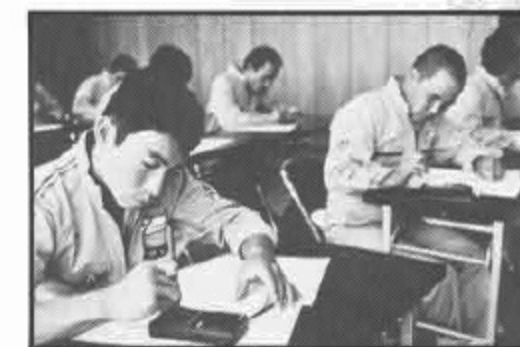
He is carefully taking dial gauge readings.



Ignition time adjustment



A torque wrench is used to assemble a con-rod.



Calculating machines help them solve questions.



They are tackling technical assignments with special care.

How do you evaluate?

'79 Central & South American Ad Contest

The recent '79 Central & South American Ad Contest was brought to a successful conclusion. In this contest the ads made by Yamaha importers or distributors were evaluated according to the specified criteria. The results were announced as follows:

Gold prize: Impormoto, Colombia "FS80" ad series

Silver prize: Limberg Moreira, Uruguay "Ad on race activities for brand image enhancement"

Bronze prize: Autorar, Paraguay "Complete after-sale service"

From Iwata: The main aim of the contest was to improve the general quality of advertisement & public relations activities in these Spanish-speaking nations. General plans and arrangements were made by the staff of the Sales, Central & South America, Overseas Opera-

tions. In this contest only newspaper ads were evaluated but magazine ads were also examined for reference process. Participants from Colombia, Uruguay, Paraguay, Ecuador, Chile and Guatemala and Portuguese-speak-

ing Brazil submitted their excellent ads to Yamaha. The judging committee consisted of representatives from the AD & PR Division, Sales, Central & South America and press ad designers.

All ads were carefully evaluated mainly for ad aims, appealing effect and expression, with individual markets' trends or characteristics also taken into consideration. As mentioned above, Impormoto's ad obtained the highest number of points and was awarded the gold

& South American

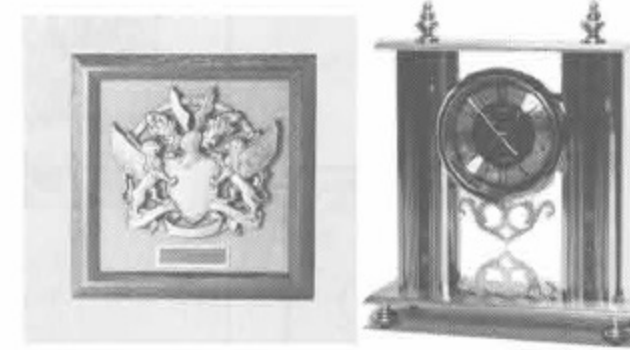
Impormoto of Colombia wins the gold prize

prize. The silver and bronze prizes were won by Limberg Moreira and Autorar respectively, and Yamaha presented a commendation trophy and table clock to each winner. All particulars concerning contest ads and evaluation methods were already sent to all participants. The general comment of the judges was: "There is always room for improvement although ads we received included a number of masterpieces".

plans have been laid to organize a similar event this year. In the first contest only newspaper ads were eligible as the period of time was for preliminary arrangements was

rather short. But, not only newspaper ads but also magazine ads (mono or multi colored), commercial films and commercial musics will be eligible for the 2nd contest.

Particulars including application procedures will be sent to all distributors and importers concerned in the near future.



Silver prize trophy & supplementary prize

Prize-winning ad and RD125/YB50 ad (Limberg Moreira, Uruguay)

2nd contest for '80 ads

The contest was very favorably received by all importers or distributors concerned. Therefore,



Gold prize trophy & supplementary prize

Prize-winning ad and FS80 ad series (Impormoto, Colombia)

MORTE EN BUS... ¿LEAPE ESTA CARRETERA Y TERMINE VIAJANDO EN UNA YAMAHA 80

Para comenzar por \$ 9.980

USTED ADQUIERE

YAMAHA la máquina de sueños

AUN NO SE HA INVENTADO UN VEHICULO MAS AVISPADO QUE YAMAHA-80

para transportarse por la ciudad

\$ 9.980

YAMAHA la máquina de sueños

YAMAHA 80- LA FORMULA PARA VOLVER A VIAJAR EN BUS O PAGAR TAXI...

para transportarse por la ciudad

\$ 9.980

YAMAHA la máquina de sueños

AERASE VIA AL TRABAJO EN UNA YAMAHA-80

y más tarde la vida

\$ 9.980

YAMAHA la máquina de sueños

LOS CAMPEONES TIENEN DOS MOTOS

YAMAHA una para competir y una para hacer sus "vueltas" en la ciudad.

\$ 9.980

YAMAHA la máquina de sueños

Para ganar con una Japonesa, hay que tener YAMAHA

YAMAHA CAMPEONA EN TODO EL MUNDO

CAMPONATO MUNDIAL Categoría 500 c.c. (VELOCIDAD) Campeón: KEINY ROBERTS Estados Unidos "YAMAHA" Categoría 350 c.c. (VELOCIDAD) Campeón: JOHANN CICCOCIO Venezuela "YAMAHA" Categoría 500 c.c. (MOTOCROSS) Campeón: HENRI MINKOLA Finlandia "YAMAHA" Categoría 350 c.c. (VELOCIDAD) Campeón: CARLOS LAVADO Venezuela "YAMAHA" Categoría 250 c.c. (MOTOCROSS) Campeón: IVAN SLOZI Perú "YAMAHA"

Representa LIMBERG MOREIRA Sr. J.B. y Ochoños 2835/29 - Tel.: 56 17 12

Por aquí pasó una YAMAHA

En todas las casas especializadas y comercios de electrodomésticos puede adquirir YB 50 y RD 125 dos modelos de la moto Campeona.

comente este aviso con su gerente:

SU EMPRESA U OFICINA TIENE VACANTES PARA YAMAHA-80

LA INTELIGENTE SOLUCION PARA AGILIZAR LOS DILIGENCIAS DIARIAS DE SUS EMPLEADOS QUE NECESITAN MOVILIDAD:

YAMAHA 80 Comienza por \$ 9.980 de cuota inicial y el resto a 24 meses.

YAMAHA 80 media por cientos de miles en el Japon, Asia y Europa: se ha convertido en el vehículo ideal para ir y venir por toda la ciudad.

YAMAHA 80 es un medio ideal para tanto trabajo que hay en su empresa, es muy buena empleada y no cuesta tanto.

LA BARRERA (Cuba) Yamaha Deporte
 HERRERALES (Venezuela) MESSELEIN (Ecuador) MESSELEIN (Chile) MONTEREA (Brasil) OZAMA (Cuba) De la Rosa y Navarro
 NEIVA (Venezuela) PALMIRA (Venezuela) PARRIS (Bolivia) PEREIRA (Venezuela)

PERAYAN (Col) SINGEL-D (Brasil) VALLEDUPAR (Venezuela) VILLASENCO (Venezuela)

SERVICIO YAMAHA GARANTIA TOTAL

APARTADO Caribe Water

ARMENIA (Venezuela) Acazaco

BARRANQUILLA (Venezuela) Pineda

YACAJAY (Bolivia) YACAJAY

BOGOTA (Venezuela)

BUCARAMANGA (Paraguay) Pineda

FRANCISCA (Bolivia) Pineda

CASAPABA (Bolivia) Pineda

GUAYAMA (Venezuela) Pineda

IBAGUE (Bolivia) Pineda

VALPARAISO (Chile) Pineda

LA FURESA

YAMAHA la máquina de sueños

Su jardín será pasto de la fiera

YAMAHA Presenta Su Nueva Cortadora de Césped

YAMAHA la mejor del mundo

YAMAHA RD125

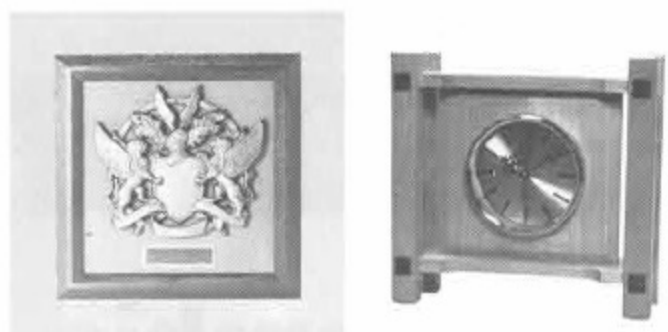
YAMAHA YB50

LA TENTACION

Exposar

\$ 399

How do you evaluate?



Bronze prize trophy & supplementary prize

Prize-winning ad and ad on a variety of Yamaha products (Autorar, Paraguay)

YAMAHA, MI FAVORITA

YAMAHA ES DIFERENTE

Campeona del Mundo! YAMAHA

Yamaha, Un Nuevo Ritmo de Vida

MOTO PLAN YAMAHA

PLAN AGUINALDO YAMAHA

EN VELOCIDAD Y SEGURIDAD YAMAHA NO TIENE IGUAL

Yamaha, Un Nuevo Ritmo de Vida

AUTOPAR.com S.A.

YAMAHA CON SEGURIDAD

REPUESTOS LEGITIMOS

Yamaha, Un Nuevo Ritmo de Vida

AUTOPAR.com S.A.

Yamaha, Un Nuevo Ritmo de Vida

AUTOPAR.com S.A.

FORTHCOMING NEW RX125

Tests are repeatedly conducted with particular local conditions in mind

Indonesia

From Indonesia: The '79 Indonesian GP, which is the most important event of its kind in this part of the world, took place on the 4.47-km Anchol circuit in the outskirts of Jakarta on December 15 & 16. Yamaha riders achieved an almost perfect victory by scoring four wins and one second place in the five races they contested. In the production 125cc race especially, Yamaha RX125 machines outpaced all rivals to keep a crowd of spectators thrilled and excited. In the meantime, the new RX125, which is scheduled to make a debut on the Indonesian market very soon, is even more exciting. Tests are repeatedly conducted with particular local conditions in mind. Developed from the above race-winning predecessor, the new model will be further improved in terms of handling reliability, fuel economy, acceleration, climbing ability and much other performance data.

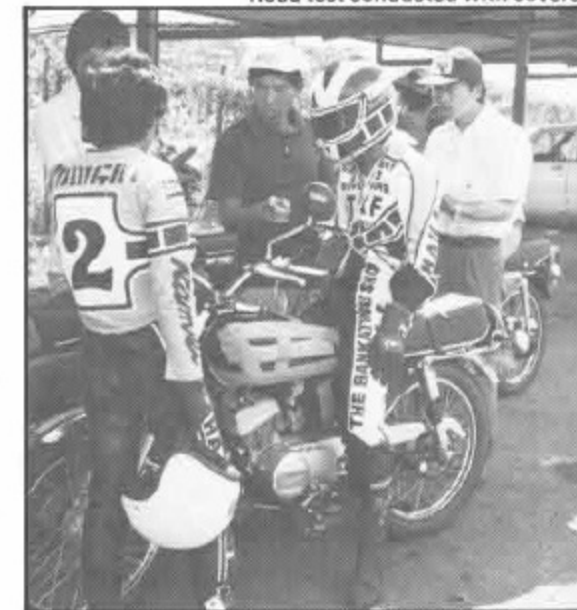
Indonesian test riders continue to conduct road tests on these bikes day and night between Jakarta and Bandung, or on the Anchol circuit in pursuit of the ultimate in performance and quality. To make these tests more effective, all performance data are compared with those of the predecessor bikes and other brand models in the same class. The test team consists of Harapan Motor's selected mechanics, Yamaha engineers and top Indonesian riders, such as Budiyanto (Senior 125cc Winner, Indonesian GP), Hon Tjuan (Senior 125cc Runner-up) and Yongky Kamily (Junior 125cc winner), etc. so that the best possible test results can be achieved. These tests, which are conducted prior to launching the new model on the market, are expected to win customers' and dealers' trust and satisfaction, as was the case with the already-promoted V80 introduction.



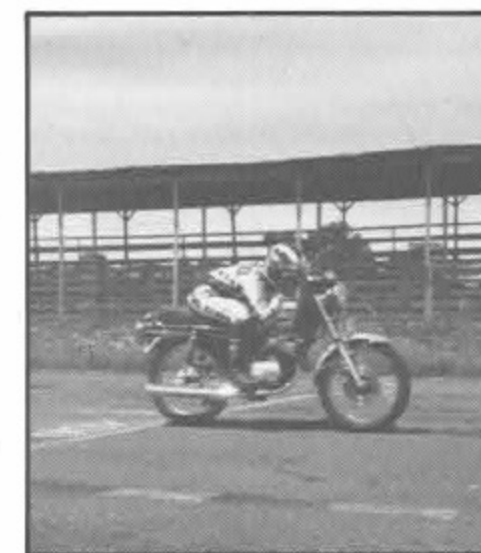
Road test conducted with covered tank emblem.



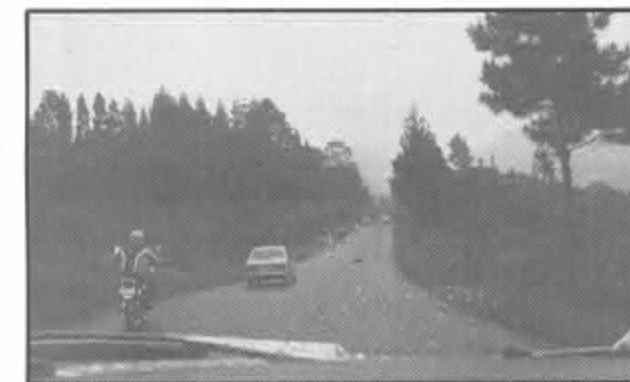
Tests are sometimes attempted off the road.



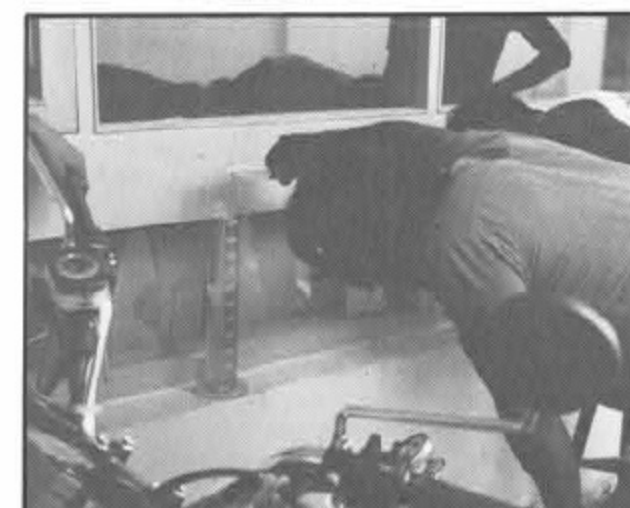
Pre-test arrangements



High speed test on the Anchol circuit.



Test riders continue their tests day and night and in all weathers!



Fuel consumption is also accurately measured.



Climbing ability test

Other commendable entries

CABALLOS MOTORIZADOS

PARA EL HOMBRE DEL CAMPO QUE CABALGA RAPIDO Y EN CUALQUIER TERRENO. PARA EL QUE NUNCA SE RAJA... YAMAHA LA MOTO QUE MEJOR TRABAJA

YAMAHA

Tu Gran Aventura

YAMAHA

Yamaha. Além de brasileira, patriota.

YAMAHA

A indústria de motos do país

Venha dar um trato na sua Yamaha. De graça.

YAMAHA

YAMAHA 125

A brasileira do amanhã está nascendo hoje.

YAMAHA

EL UNIVERSO ES SUYO SE LO BRINDA YAMAHA

la moto del mundo joven

YAMAHA

O CEBOLÃO SEM SEGREDOS

YAMAHA

Be a top Yamaha dealer

Part 3

Functions of a shop in encouraging sales (B)

You have already learned that customers wishing to make a purchase search for the most suitable shop for their particular purpose. In this respect, the functions of a shop will have an extremely important influence on their buying psychology and

habits.

This article deals with some more functions of a shop as a supplement to that on our last issue.

Friendly treatment



Treat every customer in a friendly way. This is an extremely important factor in building sales.

A large inventory of parts and accessories

Remember that parts and accessories also make an important contribution to overall sales. A large inventory of parts helps build a good product image.

Accessories add to riding pleasure and comfort and account for a considerable boosted share of future total sales. Good stock of accessories and parts means product availability in a wide price range. By doing this, people will feel more free to enter your shop than they would if only expensive motorcycles were displayed. Create the kind of atmosphere in which customers will feel free and easy while in the shop. And remember, even if a customer only buys an inexpensive item now, later he may come back for a bigger purchase.



Customers corner

Make your shop a place where motorcyclists gather and exchange information. Provide a corner where customers and sales personnel can talk about new products and racing events informally, even over a cup of coffee. Such a corner can be easily arranged. Provide it with good illumination, a stereo, magazines, vending machines, posters, chairs and tables, potted plants, rugs, etc.

After providing basic product information, ask the customer to visit your "Customer Corner" to have a chat.



Which is better?

Normally, almost all customers compare the prices, design, mechanics, etc. of bikes offered by different makers and shops.



An effective test drive

Explain how your shop offers superior service and other advantages which others cannot. An effective way to convince a customer to buy is to let him take a motorcycle out for a test drive.



Everything is OK!

Once you have convinced the customer of the facts, he will make a purchase.



Good after-sale service



Deliver products with care and provide good after-sales service. Prepare an address book of purchasers so you can keep in contact with them through DM. When you treat a customer well, the word will get around, and often the customer will introduce your shop to his friends. Efforts such as these accumulate and will result in better sales. In Japan, we also have a saying, "The Customer is King".