



Invitation to YAMAHA

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YAMAHA is ... brimful of youth.

With its eyes on the future, young Yamaha is leaping forward. In the development of products, improvement of techniques, increase in production; an abundance of creativity and vitality is being directed to building tomorrow's Yamaha.

YAMAHA is ... the vanguard of the sports and leisure world.

On the ground, on the water and on the snow, Yamaha is developing new sports and pastimes for the young and the young-at-heart. A pioneer bringing people in contact with nature.

YAMAHA is ... the maker of the world's foremost products.

Top quality, top performance, and top design. Yamaha is studying ways whereby more people can use its better quality products. Yamaha's pledge is to maintain the trust of the world.

YAMAHA is ... working for the public benefit.

Never forgetting its social responsibilities, Yamada is committed to greater safety and more happiness. In Japan, various types of traffic safety courses have been set up and outdoor recreational facilities in the mountains and by the sea have been built. Also, Yamaha provides management consultant for product retailers.

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YAMAHA is ... growing along with you.

In 1955, Yamaha Motor Co. Ltd., offspring of Nippon Gakki Co. Ltd., made its debut as motorcycle specialists and is marching forward hand-in-hand with the other Yamaha groups with the goal of supplying a complete range of leisure goods.

BRIMFUL OF YOUTH-YAMAHA

YAMAHA, creator of the "trail" age

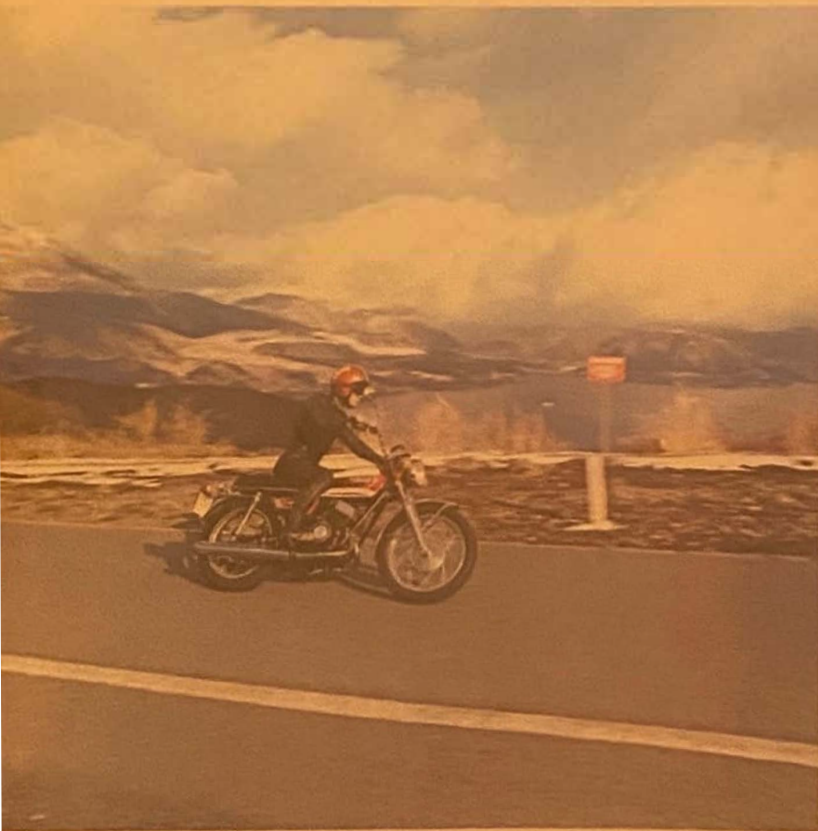
The "trail machine" has captured the heart of today's action-loving youth! It runs, jumps and flies along the unbeaten track, and is often to be found showing its intrepid paces at the moto-cross. Yamaha's "Trail series", a milestone in motorcycle history, has completely changed the whole concept of motorcycling and has taken its rightful place alongside the "Sports series" as the idol of modern youth. Yamaha steadfastly advancing; committed to progress.



"Today's favorite—YAMAHA Trail Run

YAMAHA - leader in the sports age

Builder of the first genuine sports bike in Japan, Yamaha continued to hold the lead in the sports age. In rallies, touring and all types of racing, high performance Yamaha responds to the rider's every wish. The scope of motorcycle sports has been enlarged beyond belief by Yamaha.



- ▲ "Trustworthy Yamaha for high speed touring"
- ▲ "Special training in traffic safety consciousness"

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YAMAHA - in pursuit of the future

In this era of rapid change, Yamaha never loses its keen sense for the future. Copious research and analysis enable accurate charting of the future in the sports and leisure world. Added to this, the vast range of Yamaha techniques make it possible to build products in line with tomorrow's trends.



- ▲ "Tough tests are required for tomorrow's techniques"



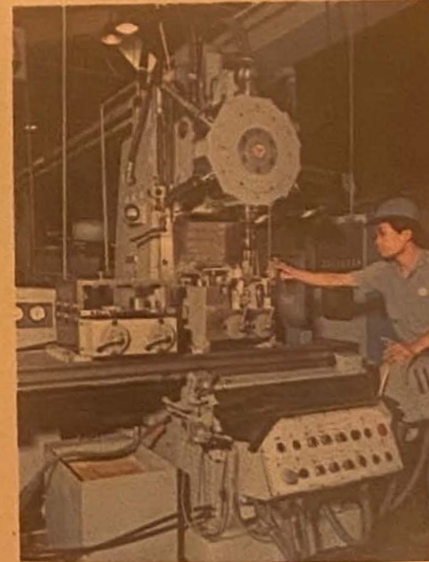
- ▲ "Designing a future star of the boating world"

Fresh YAMAHA

Unflagging research goes into production techniques and constant updating of equipment. The Yamaha factory is filled with a fresh feeling. The enthusiasm of our young workers is a fitting symbol for young and progressive Yamaha.



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▲ "Precision engineering by electronically automated machine tools"

◀ "The young workers' hearts are filled with the passion to make Yamaha products the best in the world"

YAMAHA is actively promoting motor sports.

Star of the outdoor pursuits, which all young men love, is motorcycle sports. With the addition of the Yamaha "Trail series" to the traditional "Sports series", motorcycle sports have gained new variety.



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CAST





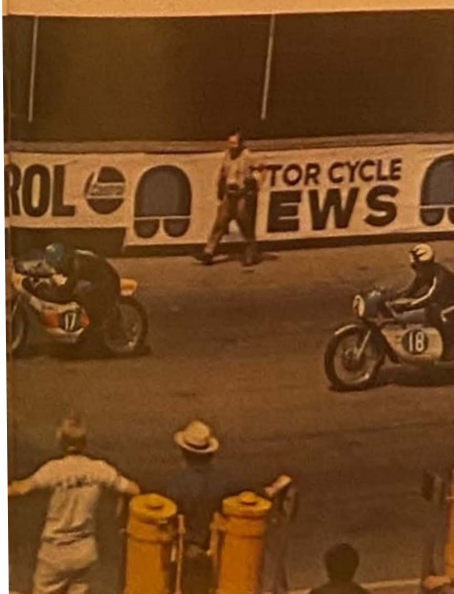
▲ "Let's go together ! Auto-camping makes happy memories of youth"



▲ "Most riders at the exciting motocross choose "Yamaha"



▲ "While enjoying themselves, they pick up safety techniques at the gymkhana"



▲ "Yamaha was the first production motorcycle to win the World Road Race Championship"



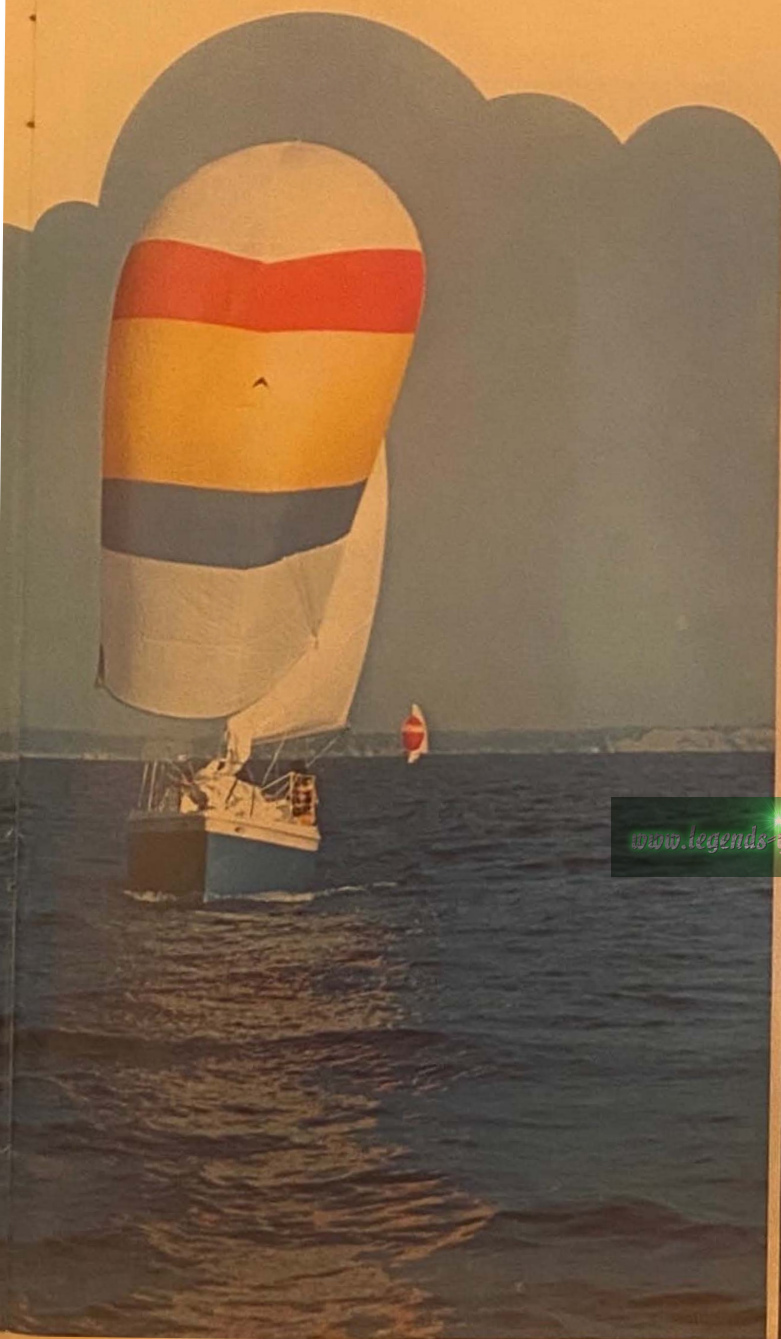
▲ "Yamaha's multi-purpose engine is perfect for go-carting"

Making a splash with YAMAHA

The sports and leisure world has spread to the sea, rivers and the lakes. Water sports products are now in the spotlight and, here too, Yamaha is enjoying a fantastic boom. Rowboats, sailboats and outboard motor boats. Yamaha has made the water more attractive and familiar to us.

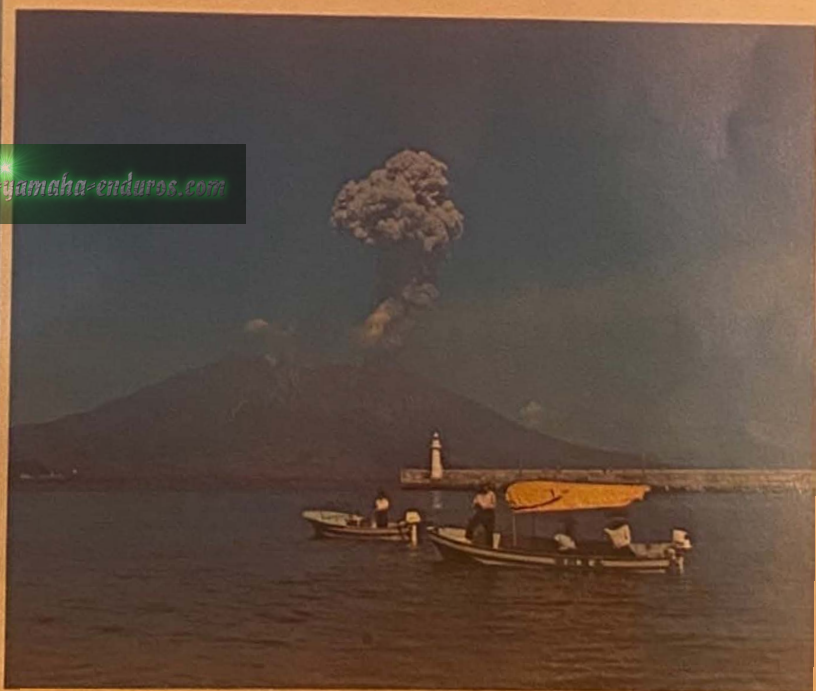


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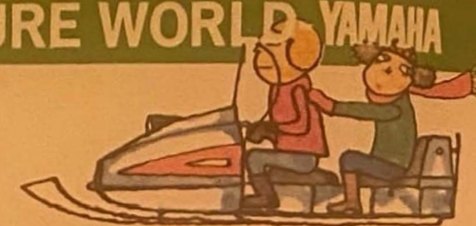
▲ Yamaha outboard motors can be used for fishing, and fun purposes.

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Outboard motor-mounted boats assure a larger catch of fish.

▲ "Sails under the blue sky. Invitation to an adventure world with Yamaha sailboats"



Breaking the new snow with YAMAHA

In tomorrow's winter sports, the focus will be on snowmobile sports. Already it is a sensation in America and Canada. For its use in snow, the Yamaha snowmobile is already being put to work in Japan's snowy country in maintaining communications, rescue work, emergency transportation and patrolling. Now it is moving to the center of attention in the leisure world, too.



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▲ "A dash on new snow! New winter sports by Yamaha"



▲ "Touring in the poetic setting of the snowy country"



▲ In winter, snowmobile races take the place of the motocrosss"

YAMAHA's major products

Yamaha "Sports" for the highway. Yamaha "Trail" answering the lure of the wild. Yamaha U series for family use. Yamaha "Boats" and Yamaha "sailboats" raising a wake on the open sea. Yamaha fisherman's boats and Yamaha outboard motors are making great contributions to modern fishing. Yamaha snowmobiles, which have widened the scope of winter sports. These products are what have made high performance Yamaha known all over the world.

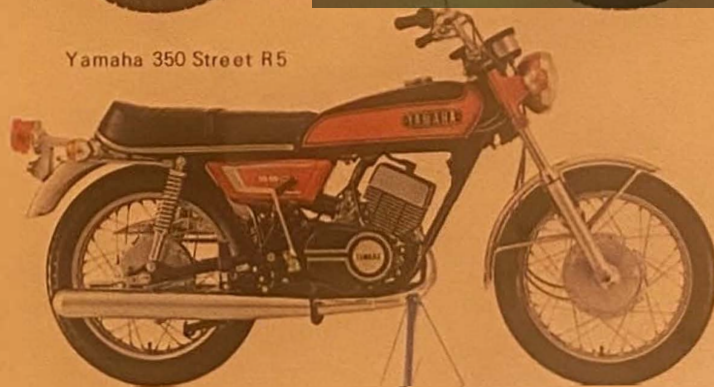
Yamaha 250 Trail DT1



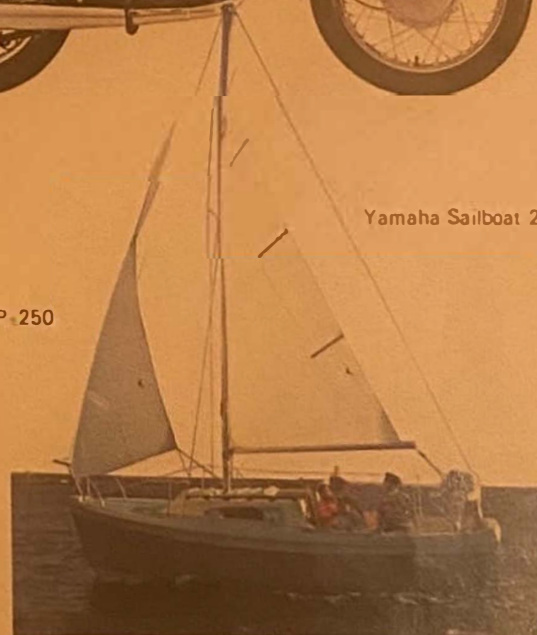
Yamaha 650 Street XS1



Yamaha 350 Street R5



Yamaha Sailboat 22



Yamaha Outboard Motor P-250



Yamaha Snowmobile

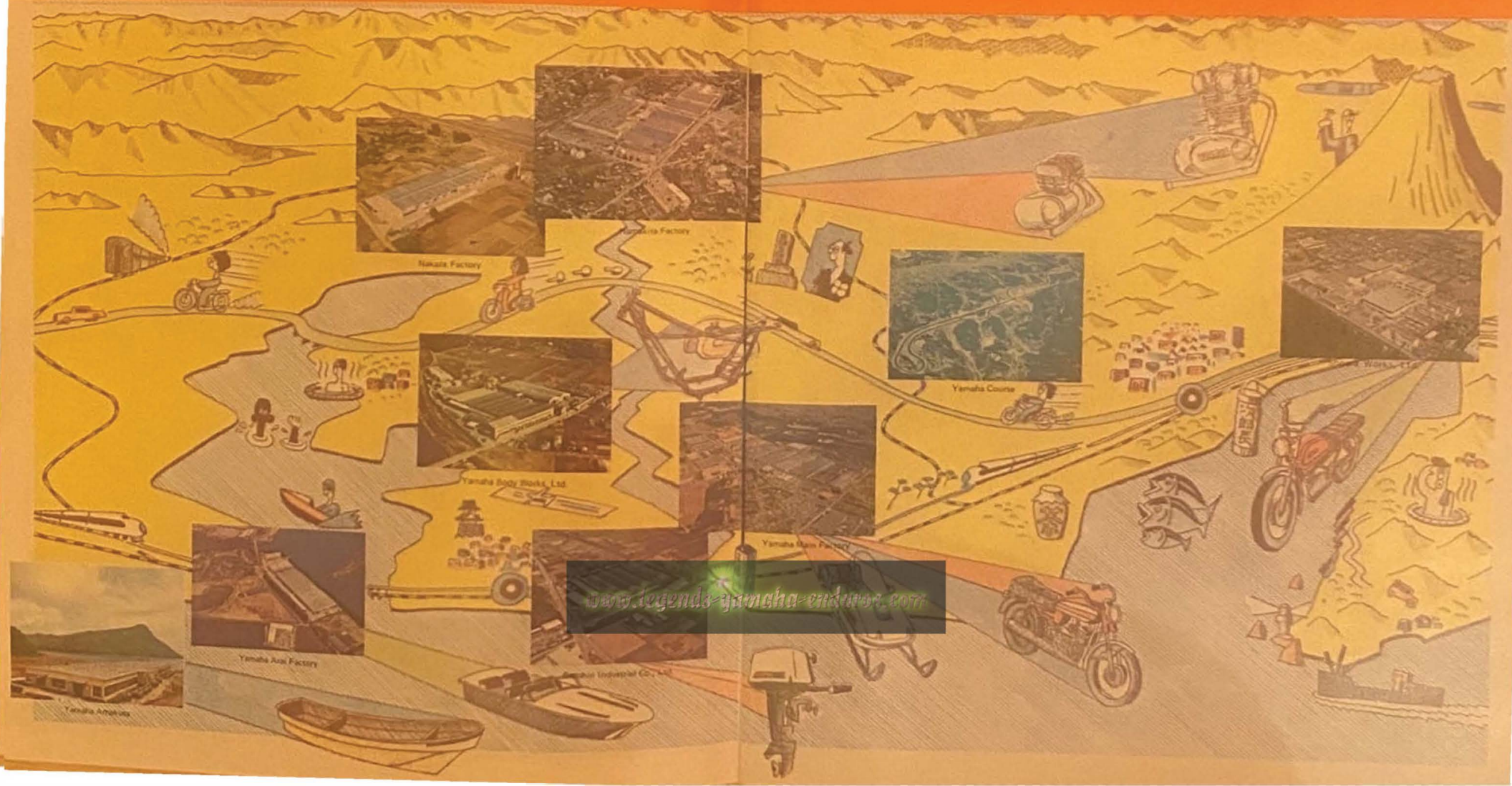


Yamaha Boat STR-20-SCR



Yamaha fisherman's Boat DW-40





Nakata Factory



Yamaha Factory



Yamaha Body Works, Ltd.



Yamaha Main Factory



Yamaha Course



Works, etc.



Yamaha Aoi Factory



Yamaha Atsuta

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MAKER OF THE WORLD'S TOP PRODUCTS - YAMAHA

YAMAHA Main Factory

At the heart of the Yamaha Group, the main factory bustles with activity. The machine shop, engine assembly, quality control, trail testing, design and all other essential departments are housed here. Everyone here is proud of making the world's top products.



In 1970, a new plant was completed and production at Iwata has increased by leaps and bounds. In answer to the increasing popularity of the Yamaha motorcycles and the spreading use of the Yamaha snowmobile, both of these are being manufactured here. The main plant also contains a research department for the development of new products and analysis of technical data. Within the grounds, spacious 350,000 square meters, there is also a fully equipped parts center from which spare parts and accessories can be smoothly and efficiently dispatched all over the world.



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▲ "Paint shop: step-by-step the colorful bodywork and fuel tanks are treated. From the preparation, to the electrostatic paint coating, to the drier...everything proceeds continuously with the most up-to-date facilities."

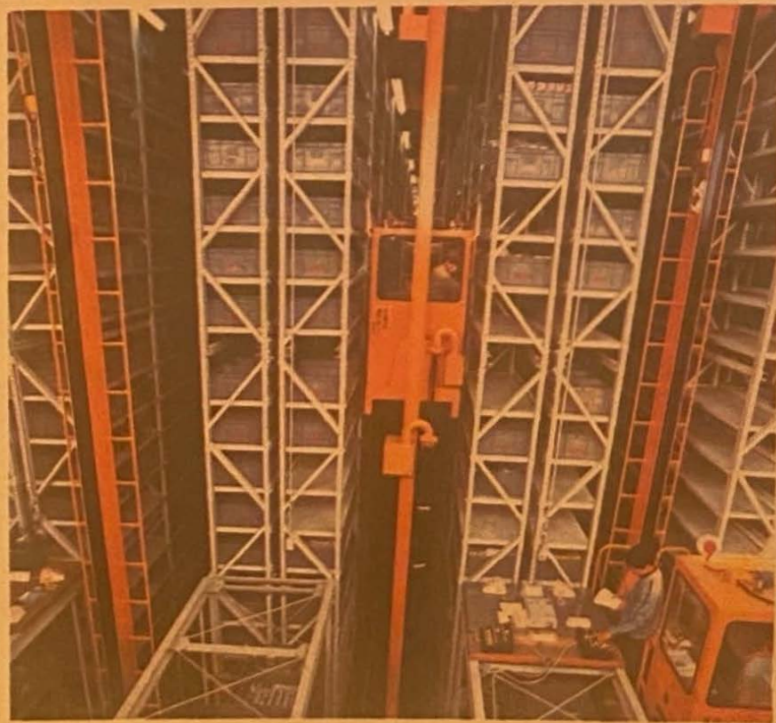
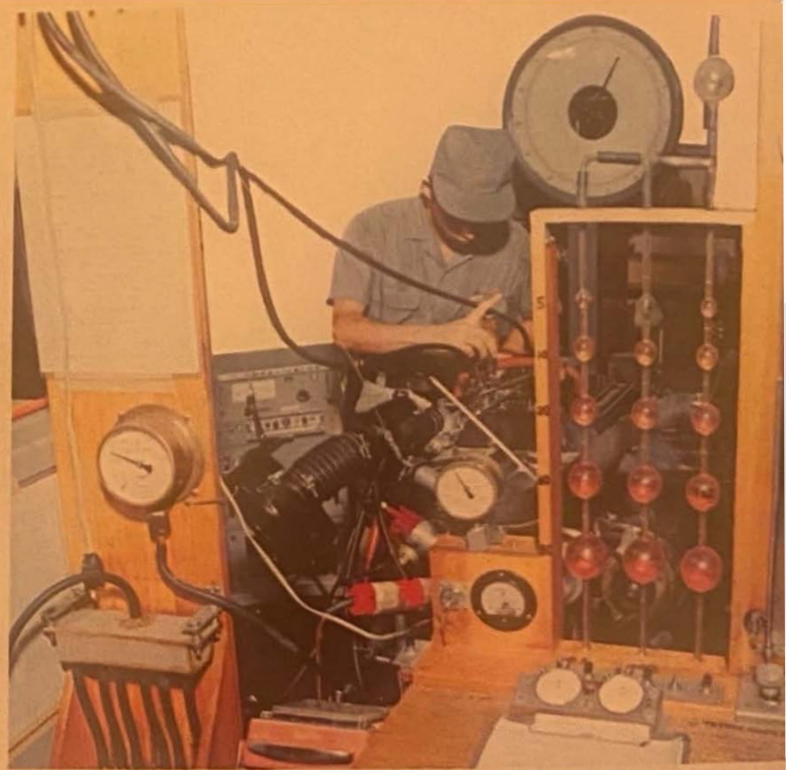
▼ "Conveyor system: all the parts are delivered to the assembly line by conveyor and assembly work proceeds steadily"



▲ "To the assembly line: the vehicle assembly plant is fully automated. It takes only one switch to send the engines to the assembly line."

MAKER OF THE WORLD'S TOP PRODUCTS - YAMAHA

- ▼ "Inspection: after assembly the vehicles are sent straight to the inspection line. Here gruelling tests are conducted to check that the high performance standards have been met."
- ▼ "Experimental laboratory: Yamaha's proven high performance is being improved still further by experimentation. The limits of technical capability are being pushed wider and wider."
- ▼ Parts center: the systematic arrangement for a speedy supply of parts guarantees complete after-sales-service."



▲ "Machine tool shop: cylinder blocks for large scale engines are treated by special drill presses."

▶ "Painting and drying: the body is given its lustrous finish on this endless belt system,"

▶ "Yamaha snowmobile assembly line: skilled hands and the ultra modern machinery combine to complete the products one-by-one,"

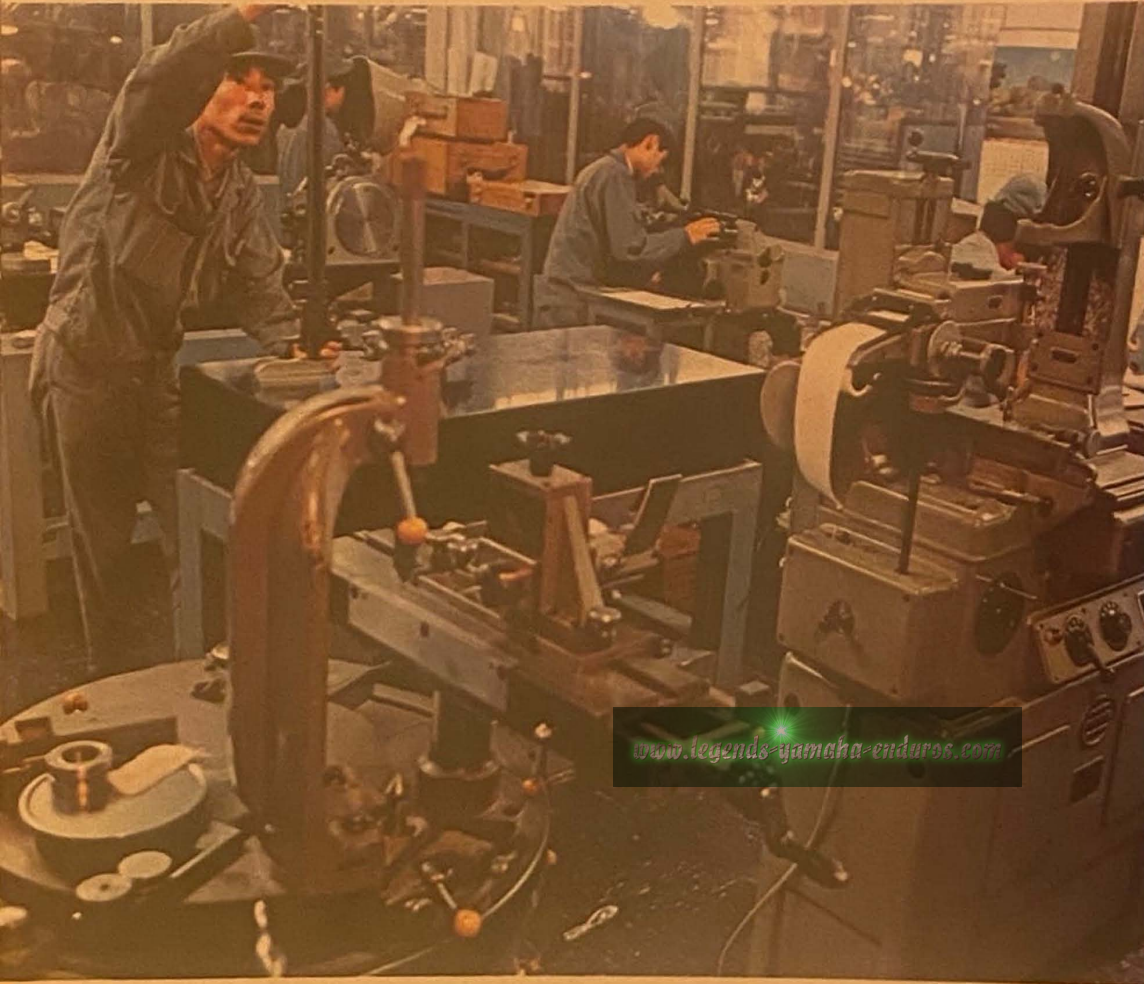
▼ "Completed: a line of finished snowmobiles waiting to be sent wherever they are needed in the world."



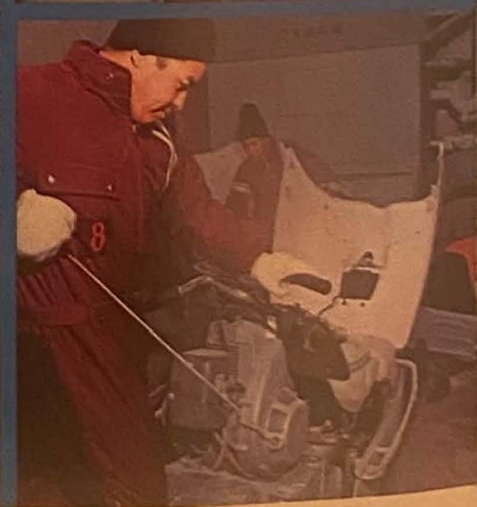
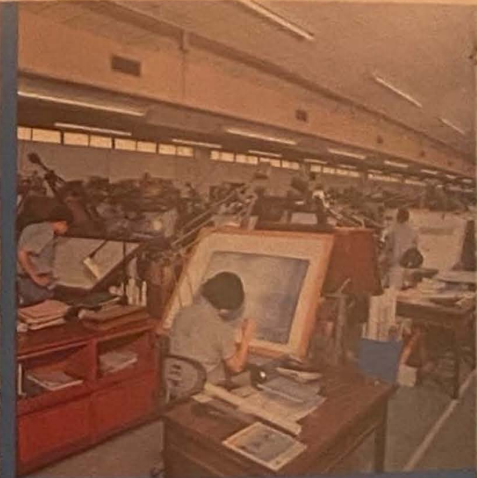
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Hamakita Factory

Former Main Factory of Yamaha. It was the heart of Yamaha, taking the most important role throughout Yamaha's spectacular growth in recent years, until new headquarters was established in Iwata. Now, it is an all-round specialized factory of Yamaha's world-renowned 2-stroke engines.



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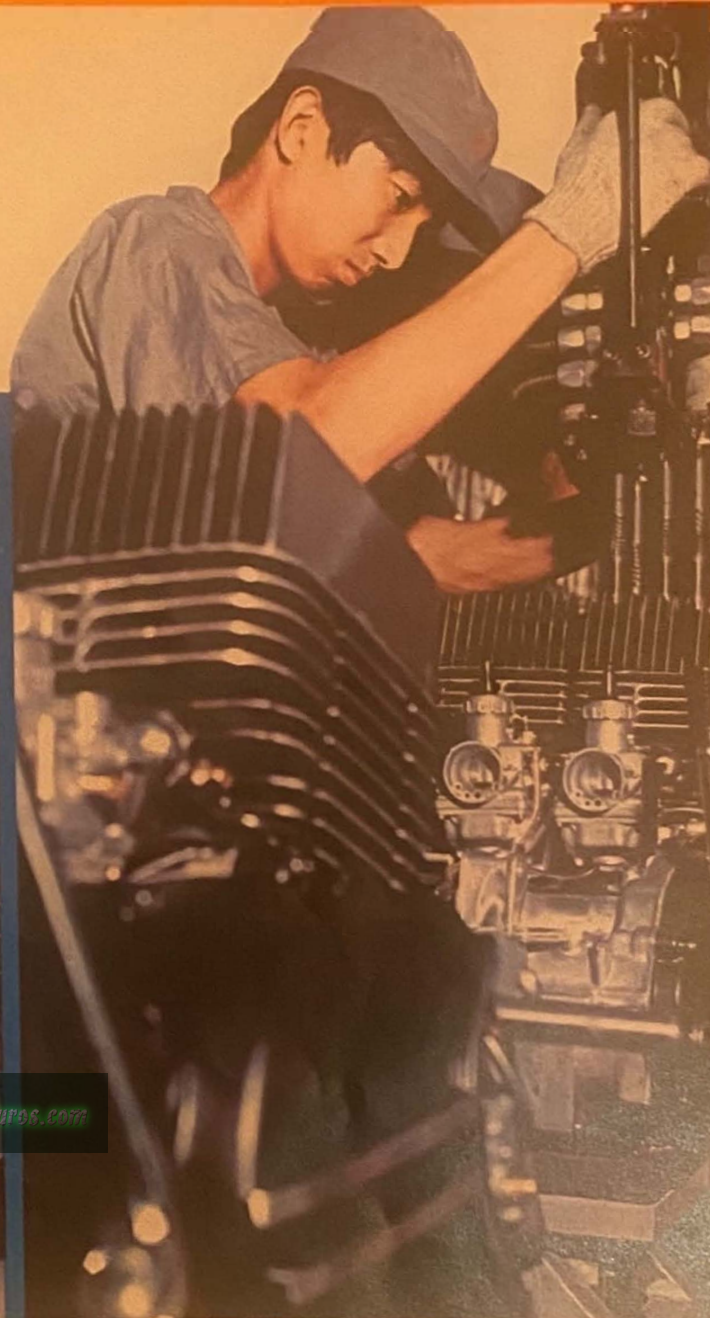
▲ "Quality control: exhaust tests are conducted to ensure uniformity and quality. Watchful eyes safeguarding the high standards of even the smallest component."

▲ "Design room: youthful originality and pioneering techniques turn the dreams of a new age into reality on the drawing board"

▲ "Arctic testing: while tests are carried out at locations where it is extremely cold, others are being conducted in the plant under artificially created Arctic conditions."

▼ "Gear manufacture: gears which require high precision engineering are manufactured from specially selected materials by top quality equipment."

▼ "Engine assembly line: as each part, each cylinder, piston and carburetor, are added; new life is breathed into the engine."



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▲ "Heat treatment: heating up to 900° C in the furnace makes the engine parts capable of withstanding high speeds."

▲ "Automatic testing: final tests of the 'Autolube system', the revolutionary system for automatic lubrication in a two-stroke engine, are conducted on this circular test bench."

▲ "Engine assembly: every component, made with painstaking care, is brought together and guaranteed to provide faultless performance."

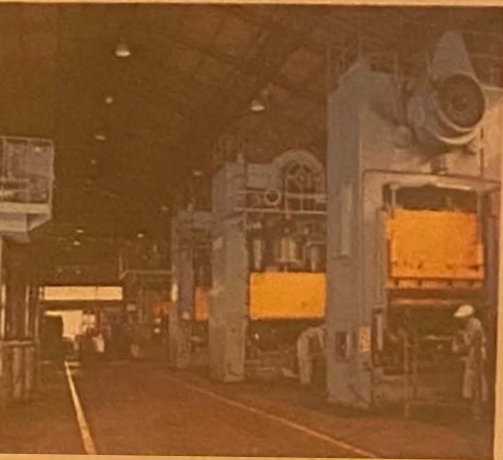
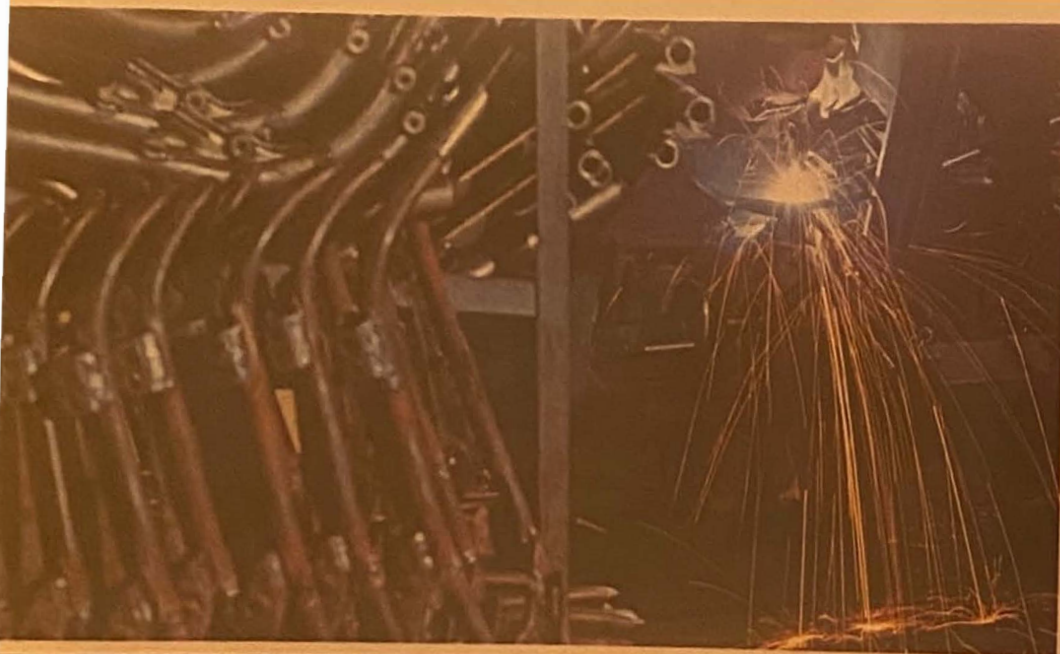
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YAMAHA Body Works, Ltd.

The specialities of the Yamaha Body Works, Ltd. are pressed steel for tanks and complicated techniques for making clutches. These craftsmen possess the knowledge of material and techniques required for turning out high performance Yamaha products.



▲ "Frame welding: Yamaha's much-vaunted "double cradle" frame is made here by pipe forming and welding"

▲ "Press section: steel sheet is transformed into frames or tanks by giant 500-ton presses."

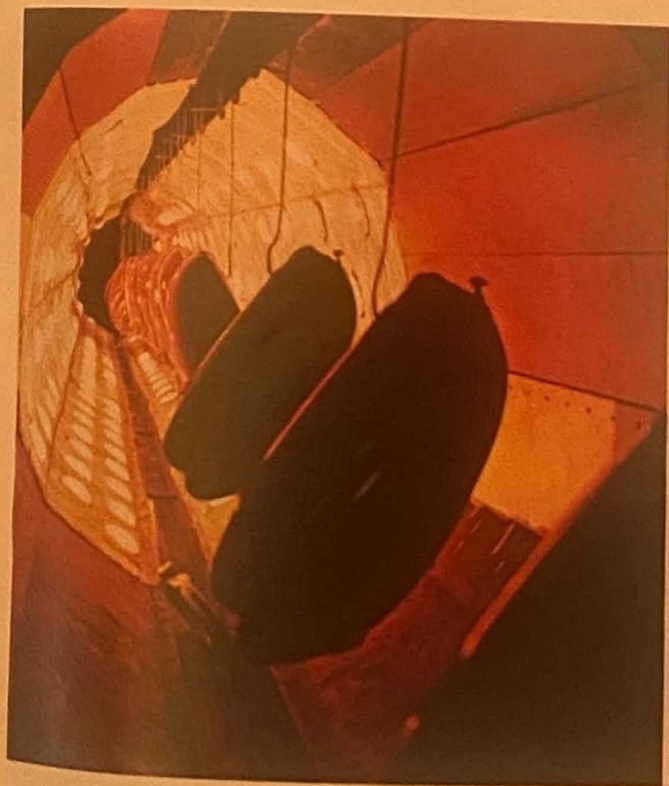
▲ "Sintering section: handlebars for the Yamaha 'Trail' motorcycle, which must withstand rough conditions, are given their finishing touches here"

▲ "Clutch production: high standard techniques are necessary."

▲ "Piston processing: production requires the most precise standards."

Showa Works Ltd.

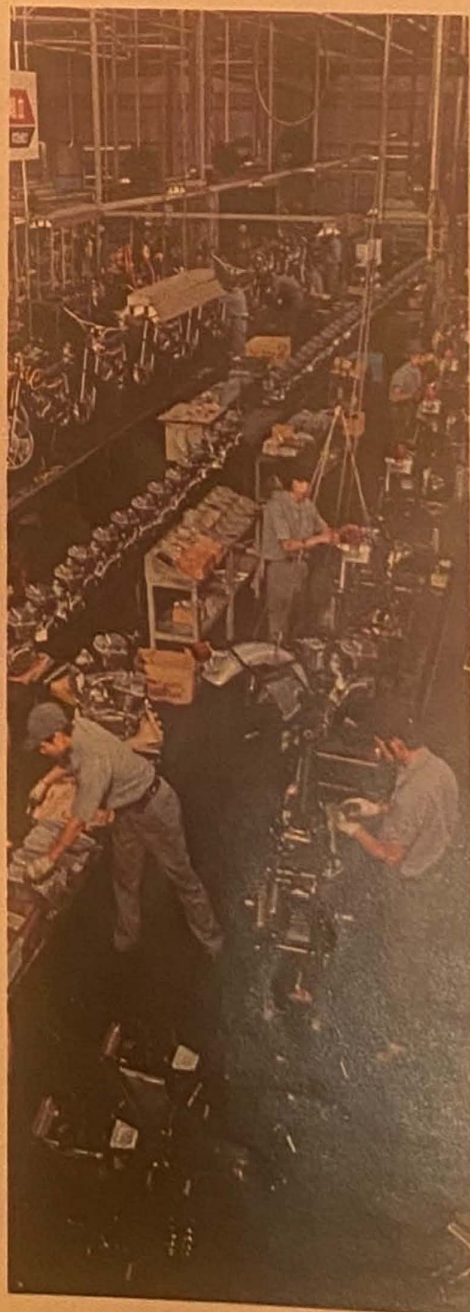
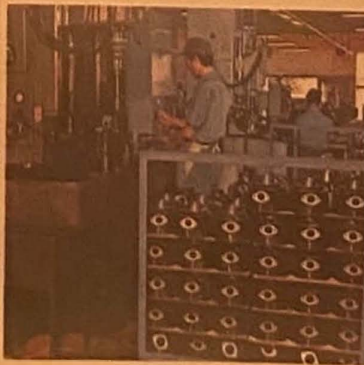
The Showa Works is famous for the large number of special techniques it possesses necessary in the manufacture of motorcycles. Formerly, concentrating on production of frames for sports cars, using pipe forming and welding techniques, in 1969, with the completion of a new plant, the engine manufacturing section was expanded. Showa Works has been outstanding for its modern equipment and efficient plant layout. Since its recent modernization, it has become even more so.



▶ "Paint treatment and drying: electrostatically painted fuel tanks pass through an infrared oven."

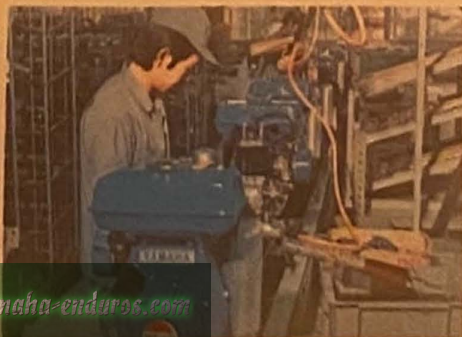
▶ "Cylinder production: from start to finish, manufacture is conducted with great care."

▶ "Vehicle assembly line: the dream of modern youth, the Yamaha "Trail" bikes, are assembled one-by-one."



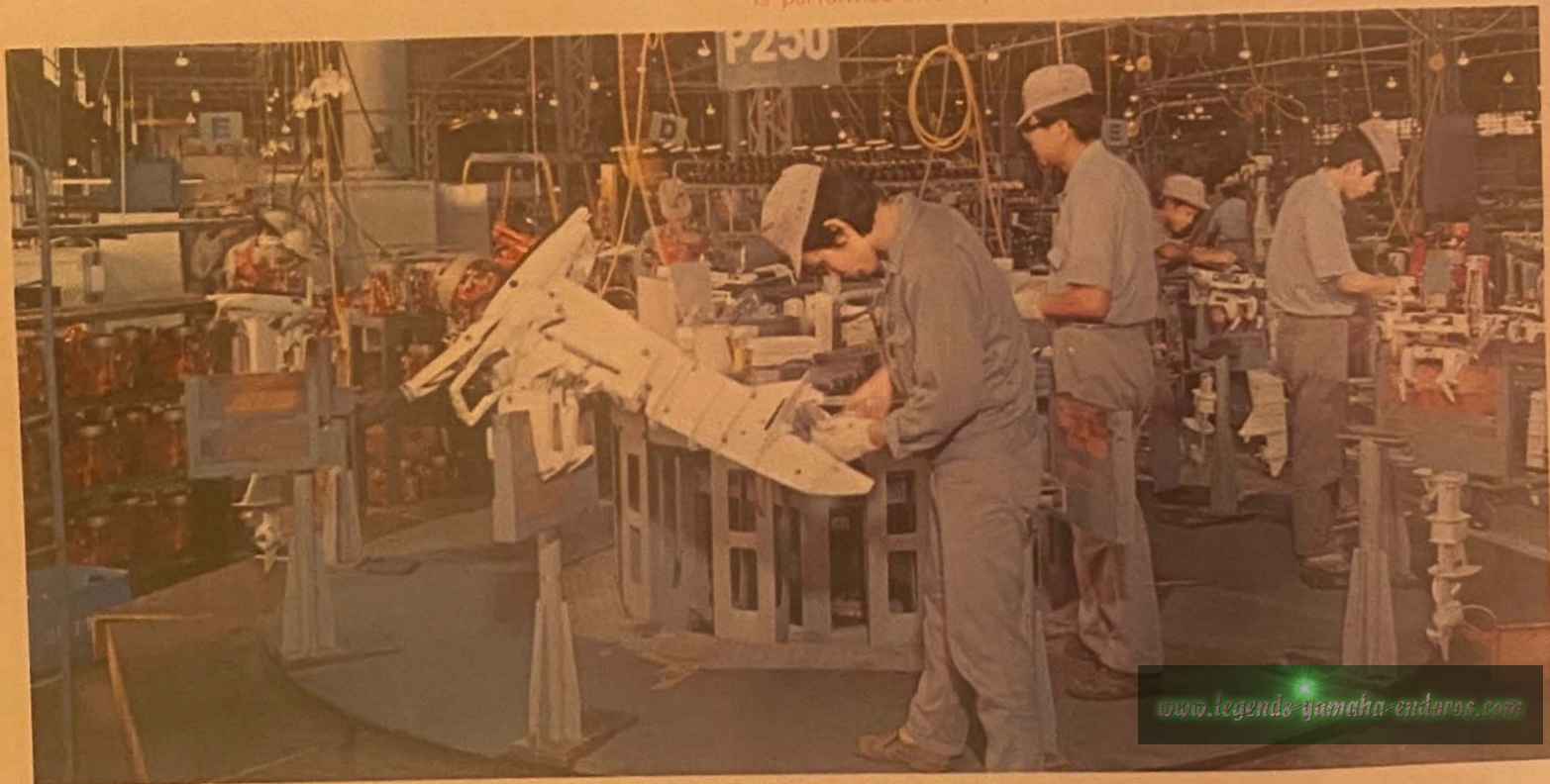
▶ "Yamaha snowmobile engine assembly: bearing the hallmarks of precision and accuracy, the faultless high-performance engine is born."

▶ "Yamaha multi-purpose engine assembly: finds wide usage in both industry and sports as a compact power plant."



Sanshin Industrial Co., Ltd.

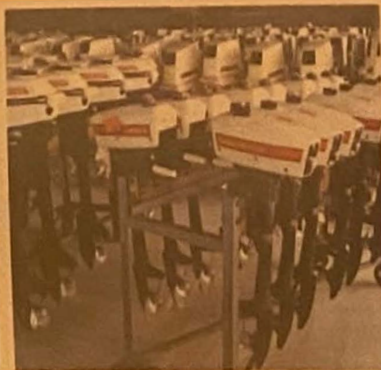
Specialists in outboard motors, Sanshin Industrial Co. works at full production to meet the ever-increasing demand for the Yamaha outboard motor for the leisure and utility purposes both at home and abroad. From the diecast section, machinery production, painting and assembly to final power testing, the complete manufacturing process is performed in this plant.



▲ "Outboard motor assembly line: this circular assembly line incorporates a most efficient system."



▲ "Casing assembly: minute parts are assembled with scrupulous cares."



▲ "Wide variety of machines from 1.5 h.p. to 15 h.p., Yamaha outboard motor production has increased at a high rate."



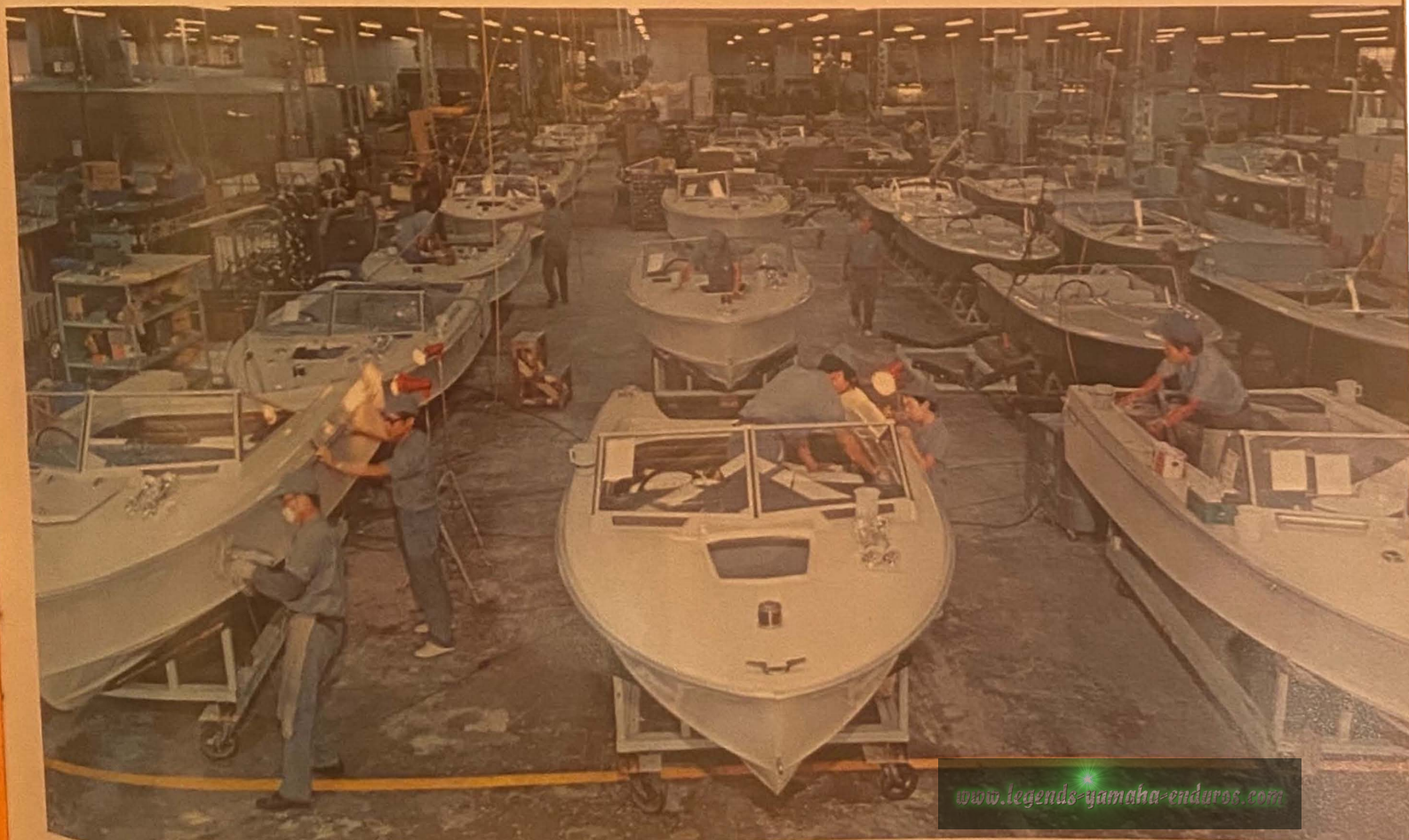
▲ "Tank test: while still inside the factory, completed motors are immersed in a water tank for final tests."



▲ "Diecasting: with the watchword "quality first!", the whole plant is humming with activity."

Arai Factory

70% of all the fiberglass-reinforced plastic (FRP) boats in Japan are built by Yamaha, and the prospects for export appear very bright. Facing beautiful Lake Hamana, the Arai Plant is the main producer of Yamaha boats. Their superior production techniques date back to 1960 when the FRP boat, which is stronger than iron and lighter than aluminum, was first ever developed. Faced with the increasing demands of the family boating age, Yamaha introduced its own original mass production methods into high quality boat manufacture. In cooperation with the American Columbia Co., Yamaha has started production of sailboats also.



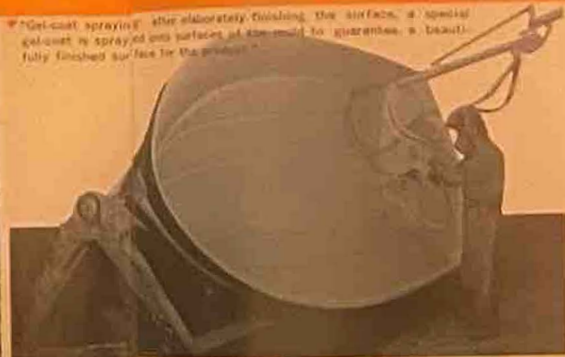
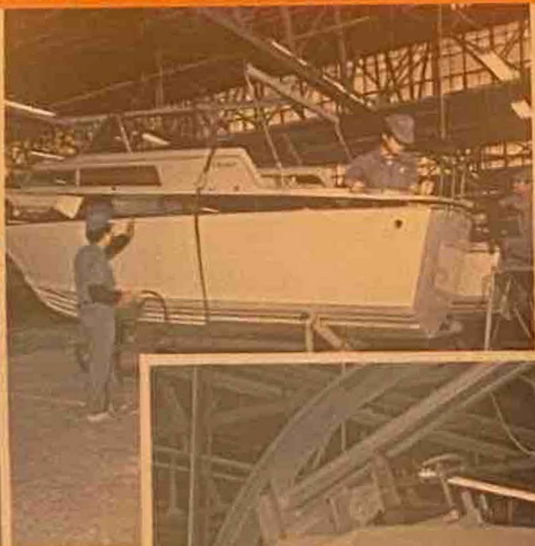
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▲ "Boat line: all types of Yamaha boats, from the large cruisers to family boats, pour off the line."

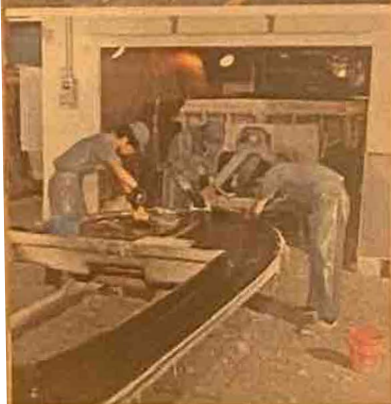


▷ Hull-deck combination: the hull and deck are combined with each other after Metal 9219-01 are mounted onto the deck.

▽ Removal from the mold: the combination is removed from the mold after it is reinforced, floored and equipped with floating material.

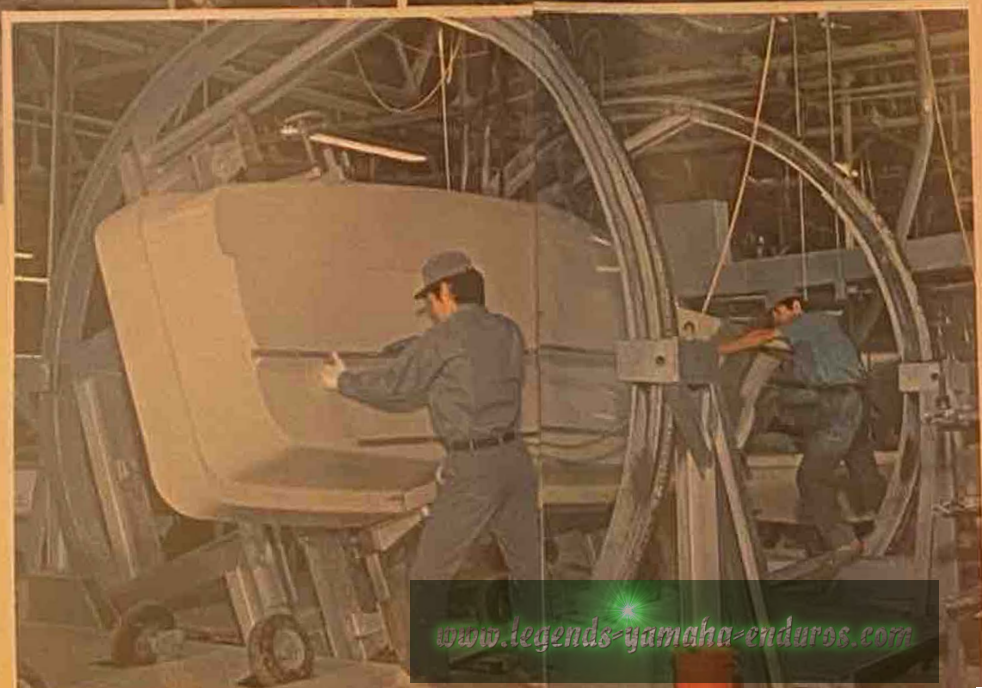


▷ "Gel-coat spraying" the laboratory finishing the surface, a special gel-coat is sprayed onto surface of the mold to guarantee a beautiful, fully finished surface for the product."



△ "Preparing the mold: glass fiber is placed in the mold in many layers to build a really strong local."

▷ "Attaching metal fittings: metal fittings are installed. Experience has made manufacturing processes even more systematic."



Amakusa Factory

The Amakusa Plant, which started production in July 1973, is located in Amakusa, Kumamoto Prefecture. The plant produces both Fisherman's boats, including the Yamaha "Red Boat", the Yamaha "Sunfish", the Fisherman 12 and others, a 20 production of 200 capacity, combined with the 100. In addition, more products Fisherman's 250 boats, which are great material for pleasure water skiing and motor-boating.



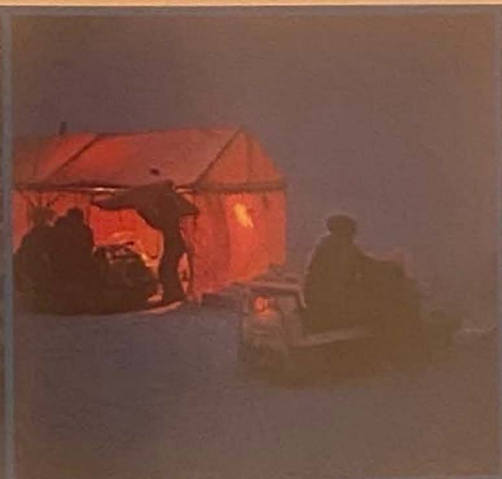
△ "FRP preparation: here the fiber glass is sprayed onto the inside surface of the mold"



△ "Production line for Fisherman's boats: in these large and clean facilities, the beautiful Yamaha Fisherman's boats are suspended."

See that YAMAHA makes the world's top products.

Confirmation that Yamaha makes the world's highest performance products comes from numerous tests that are continuously being carried out in these various facilities. From these test facilities, necessary to produce products that are safe and reliable.



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▲ "Yamaha course: situated on 500,000 square meters of land at Fukuroi in Shizuoka Prefecture, the Yamaha Course is a 5.24-kilometer circuit shaped in a high-speed figure 8 with raised crossovers in the center. This is one of the best test courses in the world to ensure thorough running tests."

▲ "Outboard motor endurance tests: outboard motors are attached to floatings in Lake Yamana, which has higher salt contents than the open sea, and are run continuously day and night."

▲ "Endurance trials: the safety and reliability of Yamaha products is exhaustively tested under various kinds of conditions for tens of hours day and night without stopping."

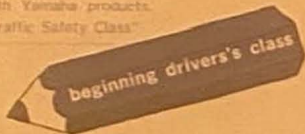
▲ "Endurance trials: the safety and reliability of Yamaha products is exhaustively tested under various kinds of conditions for tens of hours day and night without stopping."

▲ "Test in severe cold: the Yamaha snowmobile, which was used by the Japanese Antarctic Expeditionary Group, has to be capable of withstanding all types of weather conditions."

▲ "Dropping test: all weather runabouts which must endure heavy seas are repeatedly subject to rigorous testing."

YAMAHA is answering consumer demands and promoting traffic safety

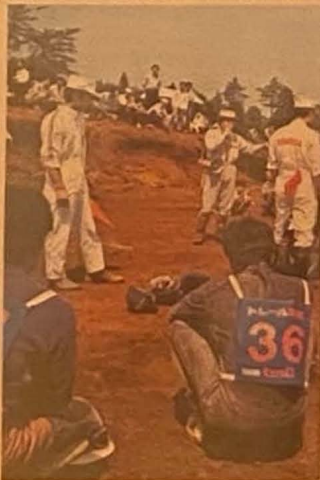
Yamaha is actively meeting new consumer demands before they arise. At the same time, the whole enterprise is committed to helping the public safely enjoy sports and leisure with Yamaha products. One of manifestations of this is the "Yamaha Traffic Safety Class".



The Yamaha-originated drivers' class teaches the basic knowledge for safe driving in preparation for obtaining a license for a two-stroke vehicle. The aim of this class is to provide, together with groups and associated organizations, lessons in driving so that everyone in Japan will have a license, thereby eliminating unlicensed driving and making sure that the highway code is observed and correct driving techniques are learned. Thus far, many thousands of drivers have learned correct traffic rules and safety concepts through this course.



This class trains riders in the handling of two-stroke vehicles, from the most basic to the most advanced technique: rugged sport to cross-country motorcycling. Under the leadership of veteran instructors, young men find an outlet for their energy and, at the same time, learn the concept of driving sa-



feely techniques. Under the leadership of veteran instructors, young men find an outlet for their energy and, at the same time, learn the concept of driving sa-



Yamaha sports classes have been established throughout the country with the goal of popularizing motorcycle sports, which are safe and enjoyable, among youth. Various events are conducted, such as the touring class, the rally class, the trail run, trias and the gymkhana, under the leadership of experts. In addition, the Yamaha sports class includes instruction in tuning and mechanics, giving the added pleasure of working on the machine with one's own hands.

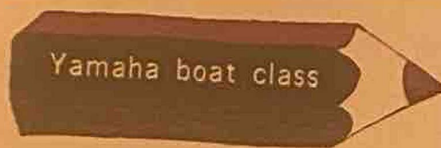


YAMAHA offers new leisure and safety

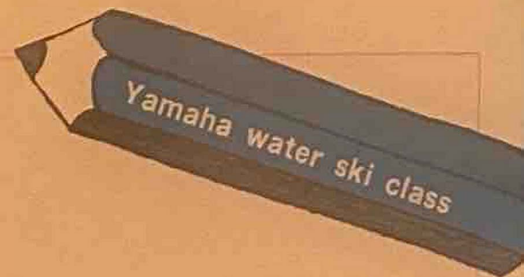
New sports and pastimes are spreading onto the seas, rivers and lakes. Here too Yamaha is actively concerned with providing enjoyable but safe leisure pursuits.



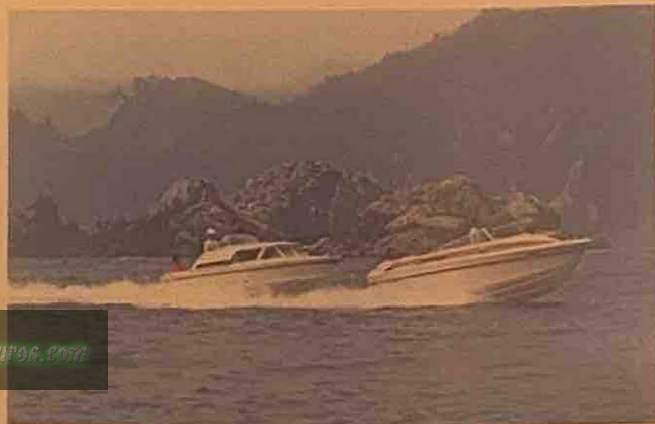
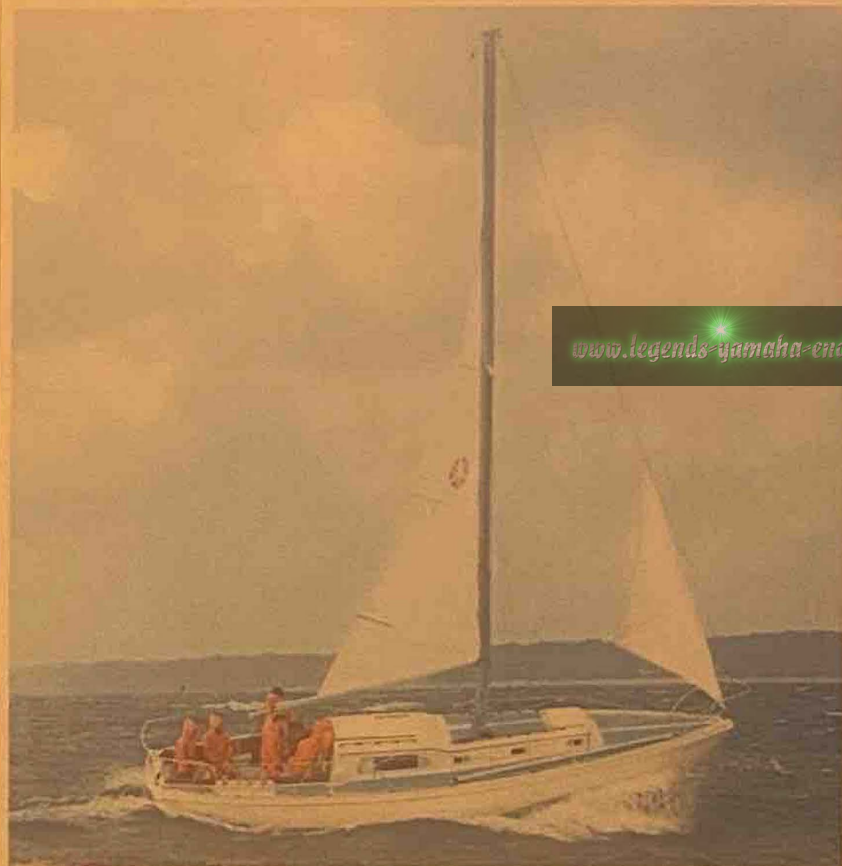
Sailing under the vast blue sky brings man in close rapport with the elements. Even beginners can learn safety and techniques with the Yamaha sailing class.



The sea is full of opportunities for pleasure. Yamaha provides safety instructions for boating enthusiasts, be it in a small or large boat.



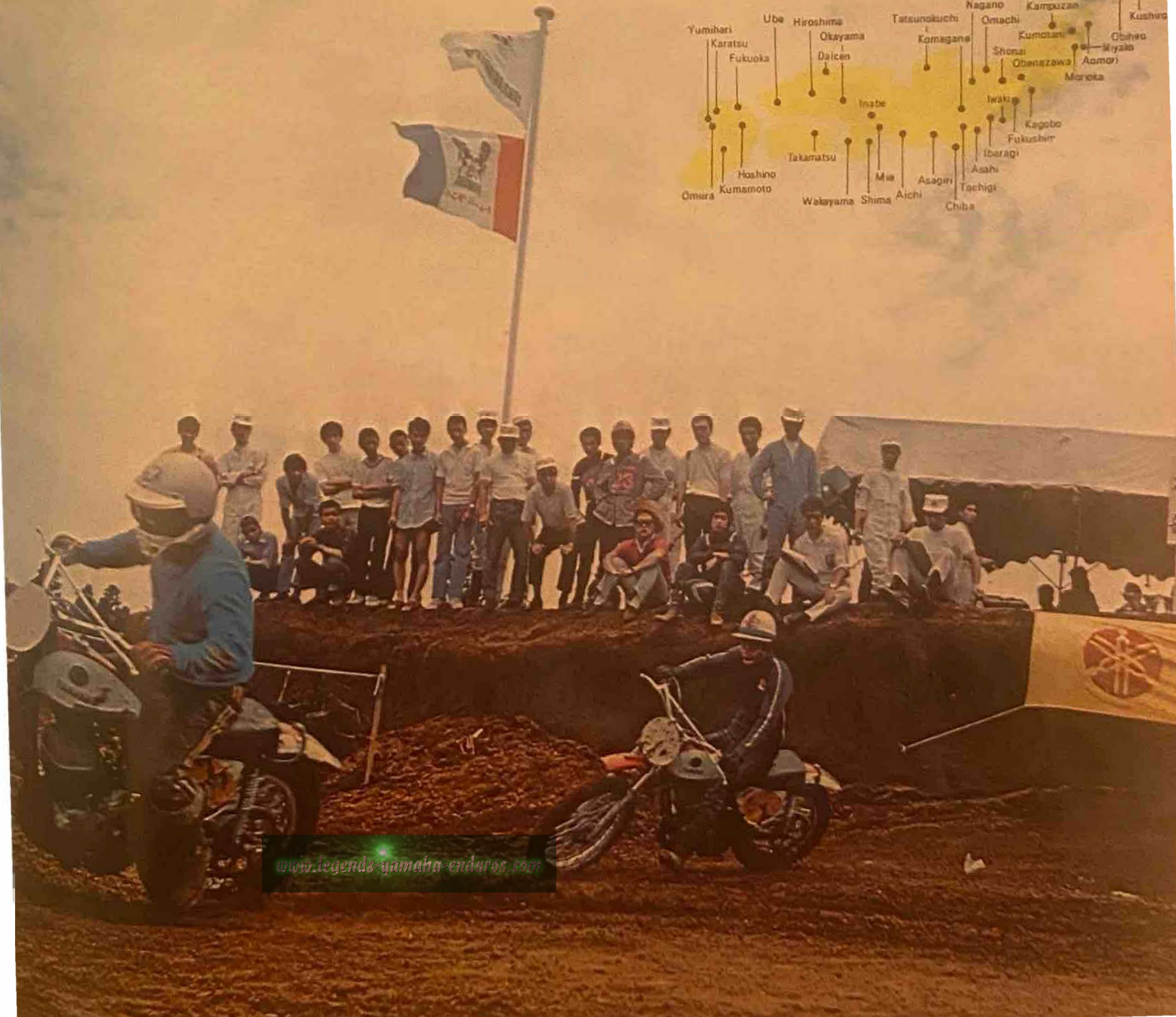
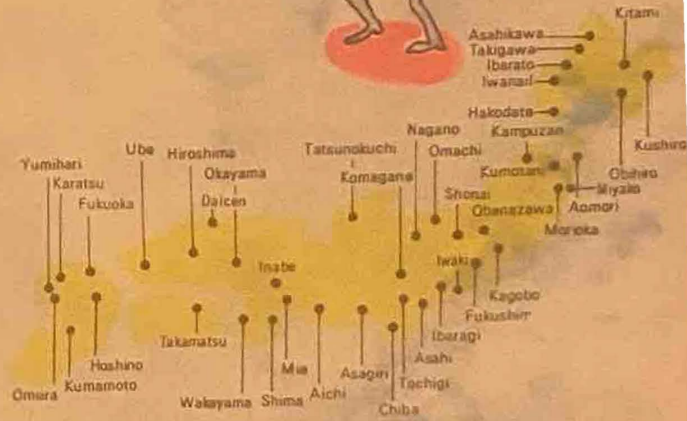
Yamaha water ski classes are held in many areas. The number of people who are taking to the thrilling sport of water-skiing is increasing all the time.



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YAMAHA "Trail Land" is everywhere

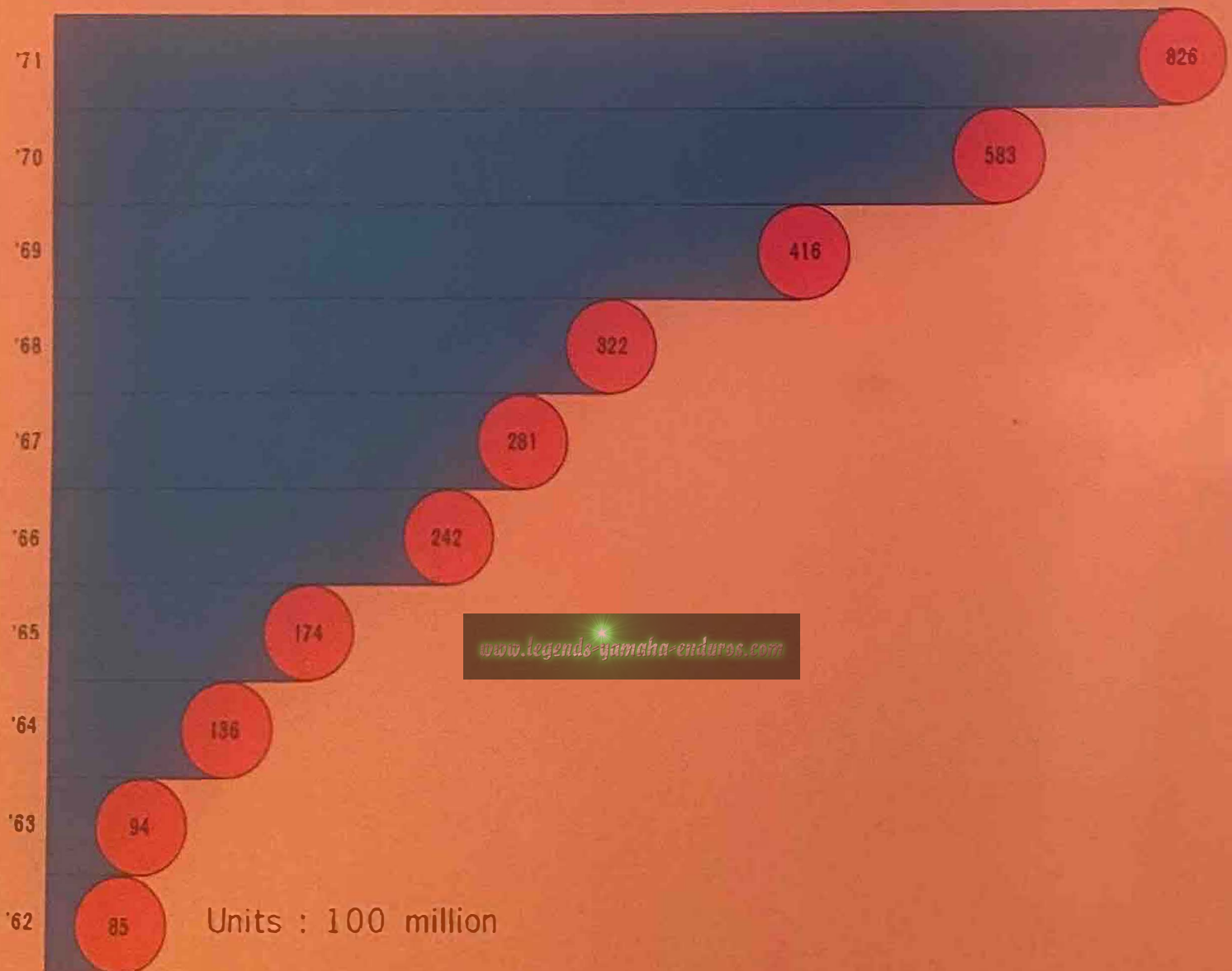
"Trail Land" is the answer to a motorcycle lover's dream, where he can ride to his heart's content, deep in the beauties of nature, without disturbing others. To date, 40 of these facilities have been established nationwide. Everyone is free to ride in competitions and to take the trail class here.



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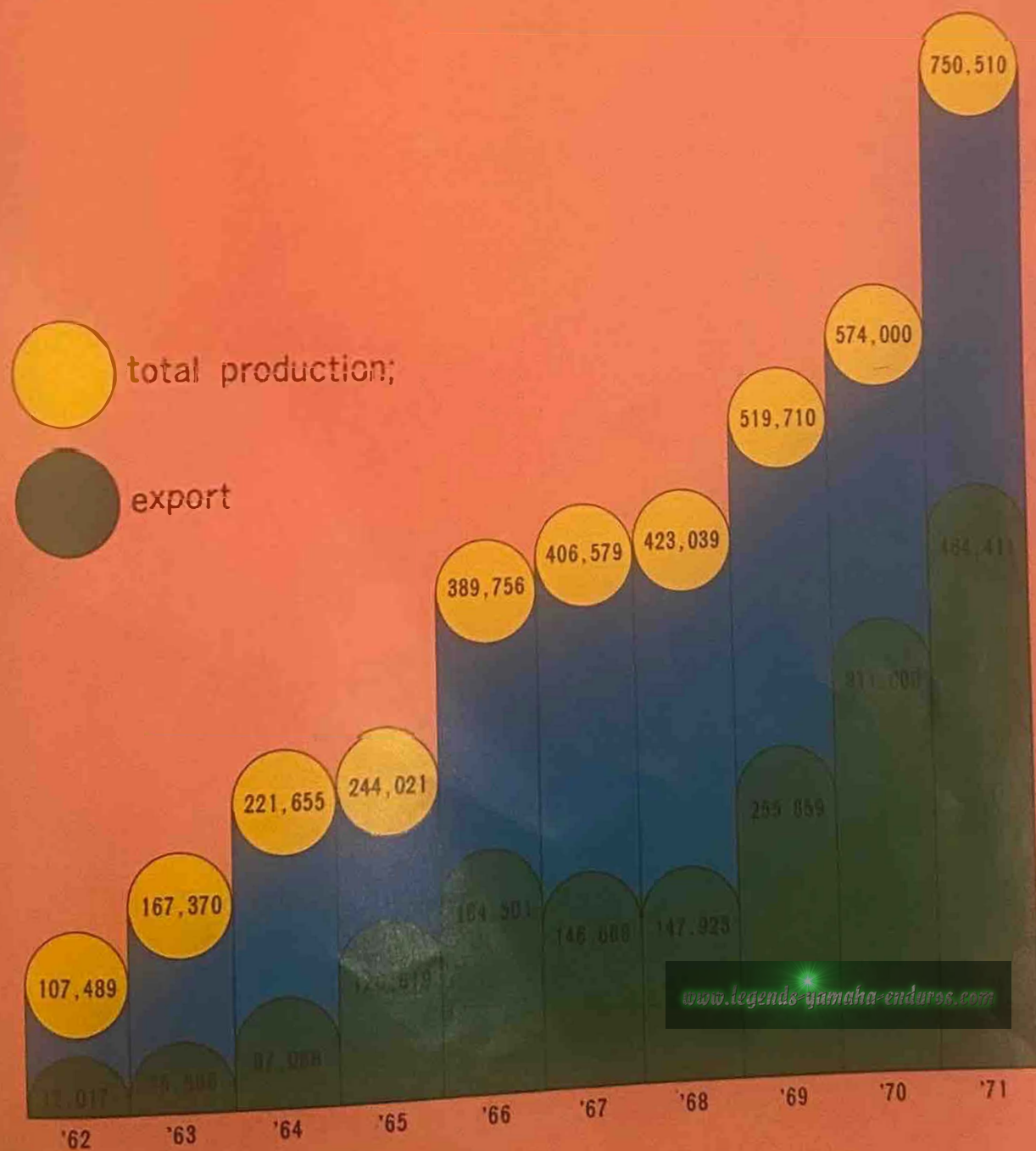
Increase of YAMAHA's gross sales

(Note: the accounting year is from November to October)



YAMAHA motorcycle production and export totals

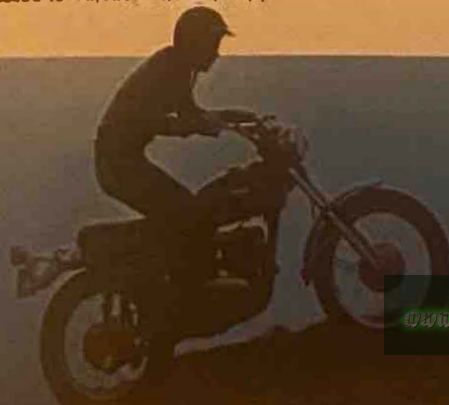
(Note: unit=number of vehicles; totals per calendar year)



GROWING ALONGSIDE YOU-YAMAHA

YAMAHA's Giant
Strides







- 1955 Nippon Gakki Co., Ltd. put the YA1 (125 cc.) on sale.
Yamaha Motors was founded with a capital of 30 million yen.
The YA1 won prize at Asama races
- 1956 YC1 (175 CC.) marketed.
- 1957 YD1 (260 cc.) and YE1 (260 cc.) marketed.
Capital increased to 100 million yen.
YA2 (125 cc.) awarded good design mark by Ministry of Trade and Industry
- 1958 Won Prize at Catalina races
YA3 (125 cc.) marketed.
- 1959 Capital increased to 300 million yen.
YDS-1 (250 cc.) marketed. "Spot Age" started.
- 1960 Capital increased to 500 million yen.
Moped models marketed.
FRP boat and outboard motor production started.
Capital increased to 800 million yen.
- 1961 First rotary valve model YA5 (125 cc) marketed.
YD3 (250 cc) marketed.
- 1962 YDS-2 (250 cc), MF2 (50 cc) and MJ2 (55 cc) marketed.
Yamaha won 2 classes in the 1st Japan Road Race GP at Suzuka.
- 1963 YG1 (75 cc) marketed.
Introduced revolutionary oil injection system "Autolube".
World-wide dealer meeting held.
- 1964 YG1 (75 cc.) awarded a prize for mechanical engineering excellence in America.
Autolube Model YG 1-D (75 cc.) and YA 6 (125 cc.) introduced.
YF 1 (50 cc.) marketed.
- 1965 YP 1 (70 cc.), YGS-1 (80 cc.) and YH 1 (90 cc.) introduced.
YM 1 (305 cc.) marketed.
Yamaha "Mate" (50 and 70 cc.) introduced.
For the 2nd year in succession, the World's Grand Prix 250 cc class maker's championship won.
Capital increased to 1,380 million yen
YH 2 (90 cc, 2-cylinder) marketed.
- 1966 Establishment of Siam-Yamaha in Thailand.
Rapid establishment of new factories.
Introduction of Yamaha techniques in the Toyota 2000 GT.
- 1967 Sports Series: YCS 1-E (180 cc.), YDS 5-E (250 cc.), M 2 (305 cc.), R 1 (350 cc.)
and YAS 1 (125 cc.) marketed.
- 1968 Trail Series rapidly introduced.
Yamaha snowmobiles and Japanese-style boats marketed.
Won 125 cc and 250 cc races in T.T.
- 1969 Completion of the biggest full-scale test course in the world.
Scrambler Series introduced.
Establishment of the Yamaha Traffic Safety School, the Trail School and commenced Drivers' School.
- 1970 Yamaha 4-cycle engine introduced in the new 650 XS1.
Yamaha sailboats marketed.
New Sports Series R5F 350 and DS7 250 introduced.
Yamaha "Mini" marketed
Beginning of the Yamaha Sports School and the Yamaha two-stroke license school.
Capital increased to 1,750 million yen.
World's GP 250 cc class championship won by the production model Yamaha TD 2
Trail Land established in every part of Japan.
- 1971 Won Eagle River World Championship Snowmobile Derby. Capital increased to
¥1,925 million. (May)
Capital increased to ¥2,117.5 million (November).
- 1972 Head Office moved to Iwata-shi.
Won Eagle River World-Championship Snowmobile Derby for the second consecutive
year.
Capital increased to ¥2,329,250,000 (May)



YAMAHA MOTOR CO., LTD.

President: Gen'ichi Kawakami
 Capital: ¥2,329,250,000.—
 Employees: 6,100
 Head Office: 2500 Shingai, Iwata-shi
 Shizuoka-ken, Japan

Yamaha service network abroad

-  Head office
-  Yamaha overseas corporations
-  Joint ventures
-  Technical tie-up corporations
-  Assembling corporations
-  Overseas distributors

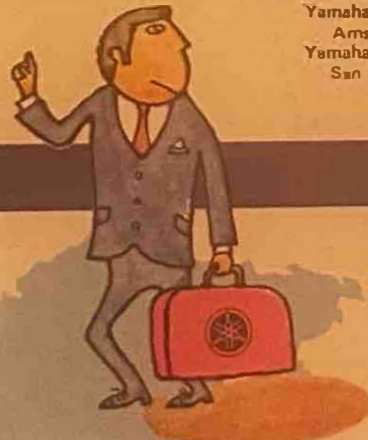
Iwata Main Factory 2500 Shingai, Iwata-shi, Shizuoka-ken
 Hamakita Factory 1280 Nakalyo, Hamakita-shi, Shizuoka-ken
 Arai Factory 332 Mukojima, Arai-cho, Hamana-gun, Shizuoka-ken
 Nakaze Factory 4444 Nakaze, Hamakita-shi, Shizuoka-ken
 Amakusa Factory 5995 Nikendo, Himedo-cho, Amakusa-gun, Kumamoto-ken
 Showa Works, Ltd. 178 Matsunaga, Numazu-shi, Shizuoka-ken
 Yamaha Body Works, Ltd. 1012 Hayao-cho, Hamamatsu-shi, Shizuoka-ken
 Sanshin Industrial Co., Ltd. 650 Shinbashi-cho, Hamamatsu-shi, Shizuoka-ken

• DOMESTIC BRANCHES

Hokkaido Residence Office Higashi 1-chome, Minami Gojyo, Sapporo-shi, Hokkaido
 Sendai Branch 54, Higashi Yobancho Sendai-shi, Miyagi-ken
 Tokyo Branch 1-1-21 Higashi Shinbashi, Minato-ku, Tokyo
 Nagoya Branch 2-34 Tsuji Hondori, Kita-ku, Nagoya-shi, Aichi-ken
 Osaka Branch 4-27 Kita Horiedori, Nishi-ku, Osaka-shi
 Hiroshima Branch 16-8, 3-chome, Shinonome-cho, Hiroshima-shi, Hiroshima-ken
 Shikoku Branch 22-9-3, Matsushima-cho, Takamatsu-shi
 Kyushu Branch 26 Hieshincho, Fukuoka-shi, Fukuoka-ken

• OVERSEAS CORPORATIONS

Yamaha International Corporation
 California, USA
 Yamaha Motor N.V.
 Amsterdam, Holland
 Yamaha Motor Brazil Ltd.
 San Paulo, Brazil



YAMAHA

Trail Bike



Sports Bike



Snowmobile

Skis



Multipurpose Engine



Hotel



Yamaha Street Models



Archery



Trumpet

www.legends-yamaha-enduros.com



Stereo



Guitar



Bath
Bath Boiler



Fisherman's Boat



Yacht



Outboard Motor



Boat



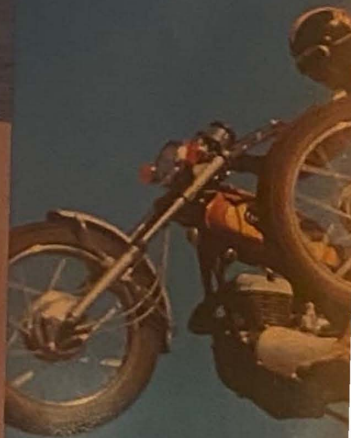
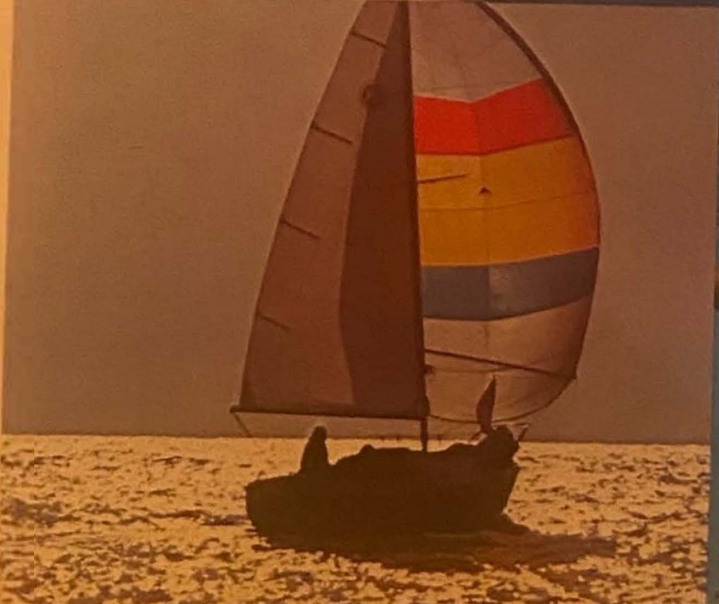
Marina
Nemu no Sato


Trail Land





www.legends-yamaha-enduros.com



 YAMAHA MOTOR CO., LTD.