

We'll teach your mother to ride.



half a million people, in over 110 major cities.

The Yamaha Learn to Ride Safety Program is the only one of its kind in the country. We supply everything from the motorcycles to the motorcycle helmets. All for free. And that includes professional, individual instruction.

We're doing all this because

Yamaha believes that the best safety device on a motorcycle ought to be its rider.

In 1973, there'll be an estimated 7,000,000 motorcycles on the nation's roads. That's 2,000,000 more than last year. It means that the motorcycle is fast becoming as important as the automobile. Yamaha wants to make sure it's just as safe.

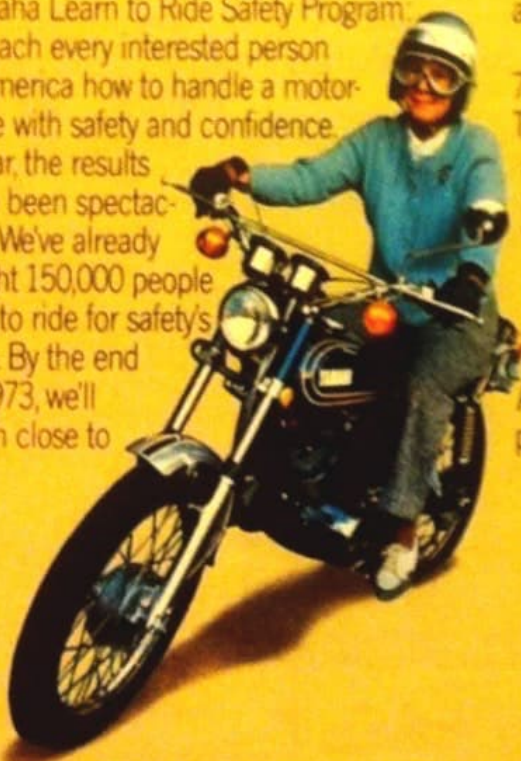
Call your local Yamaha dealer to find out when we're coming to your town. And when you find out, please tell your mother.



Yamaha feels that every American should have the opportunity to learn how to ride a motorcycle. Even your mother.

It's one of the reasons we started the Yamaha Learn to Ride Safety Program: to teach every interested person in America how to handle a motorcycle with safety and confidence.

So far, the results have been spectacular. We've already taught 150,000 people how to ride for safety's sake. By the end of 1973, we'll teach close to



YAMAHA
LEARN TO RIDE
FOR SAFETY'S SAKE