



1980

The Banner Year for Yamaha Portable Generators Active campaign will bring more sales!

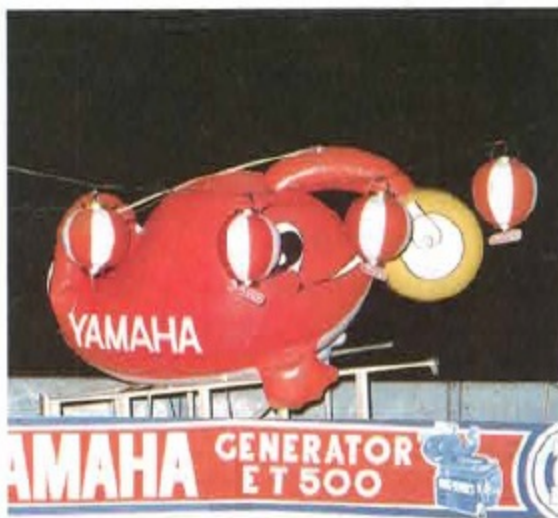


Yamaha 2-stroke and 4-stroke portable generators are finding a very good market worldwide, where a new life convenience is wanted.

In Indonesia, the brand-new 2-stroke ET500 introduction campaign was very successfully promoted in September and October '79. The campaign which was organized in close cooperation with Yamaha importer P. T. Adiasa Sakti and a number of local dealers concerned enjoyed an immense response from a large number of people wishing to have a handy, economical power source for both household and business uses. Especially, a demonstration held in Jakarta attracted a crowd of spectators estimated at 7,000, thus reflecting their keen interest in this type of product.

Throughout the period a wide variety of tools was utilized to make the campaign more appealing to the buying public. These tools will hopefully help you promote a similar sales campaign in the future. Active campaign will bring more sales!

1980 should be the banner year for Yamaha portable generators!



Make full use of them for the maximum of your campaign effect!

Introduced here are five sorts of campaign aids which are designed and intended for your wide use in direct connection with a sales promotional campaign for Yamaha portable generators. Please make full use of them for the maximum of your campaign effect.

1. Campaign character "Lan Lan"

This is a funny lantern fish used a campaign character to make the event more impressive to as many people as possible. Lan Lan will help you in every phase of your sales promotional activity as it can be used as a mascot, campaign aid, P.O.P. item, accessory, film star, artwork material on leaflet or poster, etc.



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2. Sales promotion manual

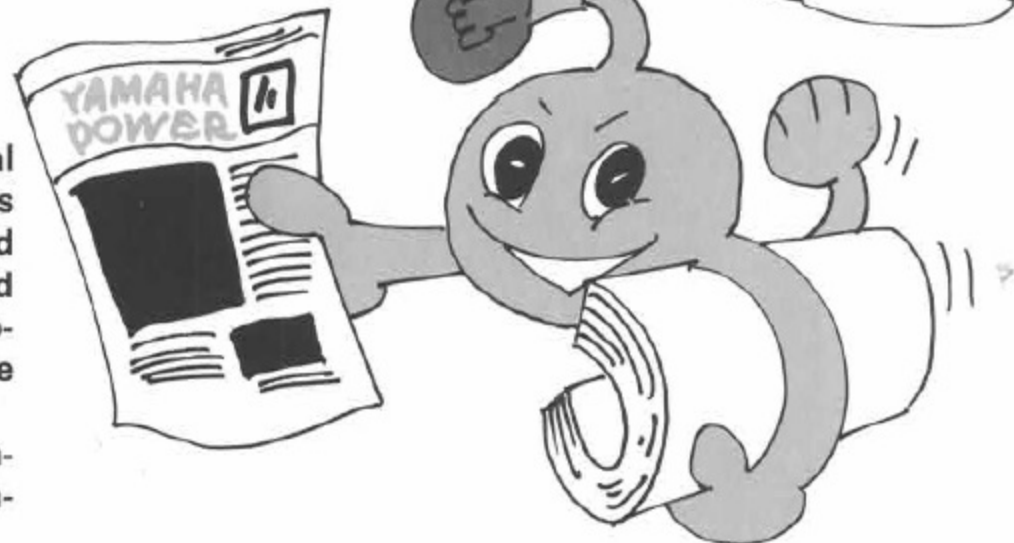
This is a general campaign guide. Full explanation is given to the organization procedures of a campaign, showing the details of the success in Indonesia and other countries. Also shown are the examples of how to conduct a follow-up survey, together with useful ideas of interior and exterior shop design or decoration.



3. Yamaha Power Journal

We have started to issue a quarterly PR journal called "Yamaha Power Journal" so compiled as to deepen mutual communication and understanding among Yamaha, importers and dealers concerned with Yamaha power products, such as generators, multipurpose engines, water pumps, etc.

We will make its coverage as extensive and informative as possible, including successful campaign reports from individual markets.



4. "Lan Lan" cartoon poster series

This poster series will add extra color and charm to your display corner, thus appealing to final consumers in a more efficient manner. It will tell "Lan Lan"'s adventure story with "Super ET500" against "Darkness Satan". Another issue will feature the actual widened use of Yamaha portable generators in many different nations.

This poster series will help you and final consumers understand each other much better in a very pleasant atmosphere.

Poster will be issued every other month.



5. Films

Films will also serve as one of the most effective campaign-aid tools. Available is a Yamaha generator PR film for showing on various occasions. A commercial film is also prepared for ad use in theaters and television. "Lan Lan" will also take an active role in it for extra fun.

NEW PORTABLE GENERATOR EF1400

Demand for portable generators is growing to power a wide variety of electrical equipment for both work and recreational purposes.

Responding to these needs, we are introducing a new 4-stroke model EF1400 which has been newly developed to strengthen Yamaha's existing lineup of portable generators: the 2-stroke models ET500/ET1500 and the 4-stroke versions EF1800/EF2600. All are now gaining wide acceptance worldwide for their superior performance and durability.

Driven by an advanced Yamaha 4-stroke 145cc side valve engine, the new EF1400 smoothly delivers its energy through a direct connection drive system. It incorporates all the well-tried and superior 4-stroke features, including better fuel consumption, quieter operation, lighter weight, easier handling and a lower price.

We're confident that this new EF1400 is bound to prove popular with customers for its high quality all-around performance reinforced by the exclusive Yamaha refinements described in the following.



A high torque, muscular 4-stroke engine
Engine's a renowned Yamaha 4-stroke, single. Featuring muscular output with extra stable rpms. Starts easily. Has maintenance-free capacitor discharge ignition (C.D.I.) system.



Large sized fuel tank
Holds 5.0 litres, making possible more than 5 consecutive operating hours (at 50Hz frequency) and 4.4 hours (at 60Hz) at rated output.



Extra easy handling
All controls such as switches, AC/DC outlets, non-fuse breaker and fuel cock, are grouped at the front panel for easier operation.



Oil warning system
This device automatically stops the engine in case the oil level goes below a certain point. The engine cannot be re-started until oil is brought up to the correct level. Perfectly protects the engine from burnout or over-heating.



Bigger DC output
Delivers DC output of 10 amps instead of the former 8.3 amps making it possible to charge larger batteries easier and quicker. In addition, a DC current protector (which similarly functions as a NFB for AC) has been newly adopted instead of a fuse, eliminating troublesome fuse replacements.

A VARIETY OF "Lan Lan" P.O.P. & ACCESSORIES



G118 "Lan Lan" Lighter



G117 "Lan Lan" Ashtray
weight: 60g
material: Melanin



G123 "Lan Lan" Semisleeve shirt
size: M, L, LL
color: Blue stripe, gray stripe
material: Polyester 65%, cotton 35%



G126 "Lan Lan" Tie pin
material: Brass



G125 "Lan Lan" Tie pin & Cuff links
material: Brass



G128 "Lan Lan" Key holder
material: Brass



G122-2 "Lan Lan" Balloon (POP)
material: Vinyl

G122-3 "Lan Lan" Balloon (Campaign)
material: Vinyl

G122-1 "Lan Lan" Balloon (give away)
material: Vinyl

G109 "Lan Lan" Sticker A, B, C, D, E
material: Vinyl



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G127 "Lan Lan" T-shirt
size: SS (child), S, M, L
material: Cotton 100%



G124 "Lan Lan" Necklace
size: Long (45 cm), short (40 cm)
material: Brass

* Under production
"Lan Lan" Banner

