



Agostini recaptures 500 title !

"I'm happy and relieved to be back as champion" says Ago after a crucial round-Czech. GP



Giacomo Agostini has dominated the world championship road racing for the past decade since he won the 500cc crown after a fierce season-long dice with Mike Hailwood on a works Honda. His world championship tally is brought to an incredible 15-6 more than his closest rivals, Hailwood and Carlo Ubbiali.

Giacomo Agostini on a Yamaha works machine won the 500cc title at the Czech. GP on August 23 when he secured the safest second spot.

Phil Read, his strongest rival on a works MV, did all he could in an attempt to defend his crown. Read eventually won this race but his total championship points were not a match for Ago's brilliant results — four wins and two second spots.

"I feel so relieved to have won", said Ago after this important race, "I knew I only had to finish in the first seven but it was a long, tough race".

Thus, the close-fought 500cc title battle ended in Yamaha's impressive success this year. It was Yamaha's second successive 500cc victory and also Ago became a world champion for the fifteenth time!

Czech. GP Final Results

1st.	P. Read	MV
2nd.	G. Agostini	Yamaha
3rd.	A. George	Yamaha
4th.	K. Auer	Yamaha
5th.	O. Chevallier	Yamaha
6th.	C. Mortimer	Yamaha
7th.	M. Ankone	Yamaha

Cecotto Wins 350 Championship — Czech. GP —



Johnny Cecotto, a wonderful 19-year old rider from Venezuela, won the 350 title at the Czech. GP in his first ever season of grand prix racing.

Incredible, indeed !

Cecotto was leading the 14-lap 350cc racing when the gear lever of his Yamaha broke off and forced him out.

But, his lead in total championship points was rivaled by nobody, though he was a little disappointed at not taking the crown with a win.

"It is a wonderful feeling", said a new champion, "When I started GP racing this year, I never thought such a thing would be possible".

Cecotto is now one of the world's superstars and expected to be offered a full works contract next year. Cecotto himself likes to contest the 350, 500 and 750cc classes as a works rider.

Brazil - most promising market

Brazil in South America is a tremendously potential market for motorcycles. Yamaha's all-out efforts are concentrating on this country in an attempt to more efficiently develop the market of motorcycles in close cooperation with local distributors and dealers.

See inside pages for a true picture of this most promising and important market.



Road race

Agostini's record-breaking 500 win at Finnish GP-July 25/27



Giacomo Agostini



Johnny Cecotto

Imatra circuit for Finnish GP

Swedish GP-July 19 & 20 Final results

125cc class

- 1st. P. Pileri
- 2nd. P. Bianchi
- 3rd. E. Lazzarini
- 4th. K. Andersson
- 5th. J. Zemsauer

250cc class

- Morbidelli
- Morbidelli
- Provaticci
- Yamaha
- Rotax

- 1st. W. Villa Harley-Davidson
- 2nd. O. Buscherini Yamaha
- 3rd. T. Virtanen MZ
- 4th. V. Palomo Yamaha
- 5th. P. Pileri Yamaha

500cc class

- 1st. B. Sheene Suzuki
- 2nd. P. Read MV
- 3rd. J. Williams Yamaha
- 4th. G. Bonera MV
- 5th. D. Braun Yamaha

Cecotto coming nearest the 350 title

Johnny Cecotto took his Yamaha home first at the 20-lap 350cc race with Giacomo Agostini finishing second some 10 seconds astern. Cecotto came within a whisker of a history-making feat of snatching a world championship at his first-ever attempt.

Finnish GP Final results

500cc class

- 1st. G. Agostini Yamaha
- 2nd. T. Lansivuori Suzuki
- 3rd. J. Findlay Yamaha
- 4th. C. Mortimer Yamaha
- 5th. S. Ellis Yamaha

350cc class

- 1st. J. Cecotto Yamaha
- 2nd. G. Agostini Yamaha
- 3rd. P. Pons Yamaha
- 4th. B. Kneubuhler Yamaha
- 5th. D. Braun Yamaha

250cc class

- 1st. M. Rougerie Harley-Davidson
- 2nd. J. Cecotto Yamaha
- 3rd. O. Buscherini Yamaha
- 4th. D. Braun Yamaha
- 5th. P. Pons Yamaha

Giacomo Agostini celebrated his 4th 500cc win at the Finnish GP which was organized at the Imatra circuit only 2.5 miles from the Russian border on July 25/27.

It was one of the most important races ever competed by this racing hero. Because this victory earned Ago a very much advantageous position over his strongest rival Phil Read on an Italian MV in this year's 500cc title battle.

Piloting a Yamaha works four, Agostini won a 21-lap race, lapping all but T. Lansivuori on a Suzuki and J. Findlay on a private Yamaha finishing 2nd and third respectively. Ago set a new lap record at 2'15"5 (99.48 mph).

Motocross

One more 250 round

Roger De Coster on a works Suzuki recaptured the 500 title from H. Mikkola on a works Husqvarna. A Jonsson and J. V. Velthoven, both on Yamahas, ranked 4th and 5th, respectively.

Hakan Andersson, Yamaha's 250 title contender, is now in high spirits to improve his championship position with one more round yet to contest.



Ake Jonsson

500cc class championship

West German GP — July 13 Belgian GP — August 3

1st race

- 1st. R. De Coster Suzuki
- 2nd. B. Aberg Bultaco
- 3rd. G. Wolsink Suzuki
- 4th. A. Jonsson Yamaha
- 5th. J. v. Velthoven Yamaha

1st race

- 1st. H. Mikkola Husq.
- 2nd. R. De Coster Suzuki
- 3rd. J. v. Velthoven Yamaha
- 4th. H. Schmitz Puch
- 5th. G. Rahier Auzuki

2nd race

- 1st. R. De Coster Suzuki
- 2nd. H. Schmitz Puch
- 3rd. H. Mikkola Husq.
- 4th. G. Noyce Maico
- 5th. A. Angolini Maico

2nd race

- 1st. A. Jonsson Yamaha
- 2nd. R. De Coster Suzuki
- 3rd. J. v. Velthoven Yamaha
- 4th. B. Lackey Bultaco
- 5th. G. Wolsink Suzuki

Dutch GP — July 27

1st race

- 1st. G. Wolsink Suzuki
- 2nd. F. Sigmans Maico
- 3rd. B. Aberg Bultaco
- 4th. A. Kring Husq.
- 5th. B. Lackey Bultaco

2nd race

- 1st. H. Mikkola Husq.
- 2nd. G. Wolsink Suzuki
- 3rd. R. De Coster Suzuki
- 4th. A. Jonsson Yamaha
- 5th. F. Sigmans Maico

Luxemburg GP — August 10

1st race

- 1st. R. De Coster Suzuki
- 2nd. J. van Velthoven Yamaha
- 3rd. A. Jonsson Yamaha
- 4th. B. Aberg Bultaco
- 5th. G. Wolsink Suzuki

2nd race

- 1st. B. Lackey Bultaco
- 2nd. R. De Coster Suzuki
- 3rd. A. Jonsson Yamaha
- 4th. A. Angiolini Maico
- 5th. J. Laquaye Bultaco

250cc class championship

Swedish GP — August 10

1st race

- 1st. E. Ribaltchenko CZ
- 2nd. A. Weil Maico
- 3rd. T. Hansen Kawasaki
- 4th. H. Maisch Maico
- 5th. J. Pomeroy Bultaco

2nd race

- 1st. H. Maisch Maico
- 2nd. E. Ribaltchenko CZ
- 3rd. W. Bauer Suzuki
- 4th. A. Weil Maico
- 5th. H. Everts Pucn

Finnish GP — August 17

1st race

- 1st. G. Moisseev CZ
- 2nd. H. Mikkola Husq.
- 3rd. H. Everts Puch
- 4th. T. Hansen Kawasaki
- 5th. W. Bauer Suzuki

2nd race

- 1st. H. Andersson Yamaha
- 2nd. T. Suzuki Yamaha
- 3rd. H. Mikkola Husq.
- 4th. H. Everts Puch
- 5th. U. Palm Husq.

Final championship positions '75

- | | | | |
|-------|-----------------|---------|-----|
| 1st. | R. De Coster | Suzuki | 192 |
| 2nd. | H. Mikkola | Husq. | 165 |
| 3rd. | G. Wolsink | Suzuki | 149 |
| 4th. | A. Jonsson | Yamaha | 132 |
| 5th. | J. v. Velthoven | Yamaha | 132 |
| 6th. | B. Lackey | Bultaco | 100 |
| 7th. | B. Aberg | Bultaco | 75 |
| 8th. | H. Schmitz | Puch | 62 |
| 9th. | A. King | Husq. | 48 |
| 10th. | P. Karsmakers | Honda | 45 |



J.V. Velthoven

Championship positions after Finnish GP

- | | | | |
|------|----------------|---------|-----|
| 1st. | H. Everts | Puch | 150 |
| 2nd. | W. Bauer | Zuzuki | 128 |
| 3rd. | A. Weil | Maico | 122 |
| 4th. | H. Maisch | Maico | 120 |
| 4th. | H. Andersson | Yamaha | 120 |
| 6th. | Z. Velky | CZ | 108 |
| 7th. | E. Ribalchenko | CZ | 108 |
| 8th. | J. Pomeroy | Bultaco | 90 |
| 9th. | J. Roberts | Suzuki | 85 |



Well organized Canadian & American rounds – July 13 & 20

The Canadian round was very well organized, though heavy rain, unfortunately, spoiled many of the sections. There were very few spectators as nobody could reach the sections on the second loop of an eight-figure course. Only 32 competitors started in

this round as only international class riders were allowed.

Many of the sections in Canada were in very high altitudes, and this caused Mick's machine to lose much of engine power due to overheating.

Unfortunately, this also occurred in the American round on July 20. Although the course was established at a low altitude, the temperature was very high, and on the second lap of the two lapped course, his machine was very much down on power. Mick was extremely disappointed with the results.

In America the sections were very good, the kind Mick likes best. This round was probably the best organized one so far this year. It was attended by more than 2,000 ardent spectators. The only one criticism was that the length of the section was much too long.



National championship motocross

Water-cooled 125YZM is unbeaten

The national championship motocross of Japan is also at its height. Yamaha riders are now coming nearer both senior class titles.

Especially, the water-cooled 125YZM machines ridden by K. Seo and Y. Sugio prove unbeaten in each round of the 125cc championship series.

Yamaha's exclusive water-cooling system greatly helps a high-performance, high-rpm engine smoothly deliver its output under whatever riding conditions on a bumpy, punishing competition track.



Trials

American round final results

1st.	Y. Vesterinen	Bultaco	41
2nd.	M. Lampkin	Bultaco	47
3rd.	C. Coutard	Bultaco	48
4th.	M. Rathmell	Montesa	49
5th.	M. Soler	Bultaco	51
6th.	A. Lampkin	Bultaco	60
7th.	U. Karlsson	Montesa	61
8th.	J. Cucurella	Bultaco	64
9th.	M. Andrews	Yamaha	65
10th.	D. Thorpe	Bultaco	68

Canadian round final results

1st.	M. Rathmell	Montesa	54.1
2nd.	Y. Vesterinen	Bultaco	57.4
3rd.	M. Soler	Bultaco	63.2
4th.	U. Karlsson	Montesa	64.0
5th.	C. Coutard	Bultaco	65.6
6th.	M. Lampkin	Bultaco	66.8
7th.	B. Sellman	Montesa	68.2
8th.	D. Thorpe	Bultaco	68.8
9th.	L. Leauitt	Bultaco	70.6
10th.	M. Andrews	Yamaha	72.2

Championship positions after American round

1st.	M. Rathmell	Montesa	107
2nd.	M. Lampkin	Bultaco	78
3rd.	Y. Vesterinen	Bultaco	75
4th.	C. Coutard	Bultaco	51
5th.	M. Andrews	Yamaha	4
6th.	B. Sellman	Montesa	4b
7th.	D. Thorpe	Bultaco	41
8th.	U. Karlsson	Montesa	41
9th.	A. Lampkin	Bultaco	27
10th.	R. Edwards	Montesa	25



AG bikes are good sellers.



Supply Base of Increased Importance

Brazil is now fast increasing its importance as a unique motorcycle supply base to cover the whole area of the Central/South America

Positive policy for local industrialization

Brazil has long been famed as one of the largest coffee producing countries in the world. But, at the same time, it attracts particular attention that she has achieved a remarkable progress as a modern industrial country for the past decade with the backing of the Government's positive policy. Occupying the largest area with the largest population in this part of the world, and also benefited by mild climatic conditions and almost inexhaustible natural resources, Brazil is now providing everything necessary for the growth of various modern industries. Especially, it appears that motorcycles are making a particular appeal to gay, bright Brazilian people as represented by constantly rising sales figures for the recent few years.

Brisk KD production

As mentioned above, motorcycle manufacture is now becoming one of the most important mainstay industries in Brazil. Reflecting each motorcycle manufacturer's greater efforts, locally assembled machines are fast increasing in number on the market. KD production by Yamaha Motor do Brasil in San Paulo started in November last year. Now, 600 machines of the RD50 are assembled monthly. Also, 100cc and 125cc models will shortly add to the line in order to better meet the always-expanding market.



Yamaha demonstration is an effective PR exercise.





News from Brazil

Versatile efforts for overall market expansion

Brazilian people want to enjoy their life with motorcycles as much as possible—for the sake of more convenience and for genuine pleasure as well. Accordingly, Yamaha is continuing versatile and inventive efforts designed to achieve the best conceivable results of sales promotion.

Service campaign

Aiming to have every Yamaha fan ride a bike in the best possible condition, Yamaha's service campaign was recently promoted on a big scale in cooperation with Yamaha Motor do Brasil and affiliated dealers. The service team visiting to many major cities gave free check sessions for Yamaha users and service training sessions for dealers' mechanics.

Clearly reflecting the increasing share of Yamaha motorcycles on the market, each session was most favorably received by a lot of people.



More utility, higher pleasure plus improved safety.....



Coffee bags are utilized for a unique hopping-along game.



Spoon game

Motorcycling activities for pleasure

As represented by the famous Interlagos endurance event, motorcycle sports are particularly popular in this country. Apart from genuine competition events, however, an increasing number of people are becoming interested in motorcycling activities just for fun or pleasure, too.

Touring

Motorcycle touring is positively one of the most popular activities in Brazil. Well-equipped roads plus Yamaha bikes' dependable performance add extra fun and pleasure to any touring event. Yamaha dealers sometimes organize touring demonstrations, each of which proves to be a good PR exercise for Yamaha motorcycles.

Gymkhana

Looking for an entirely-new world of pleasure or fun, a lot of Yamaha fans take part in motorcycle gymkhanas promoted by Yamaha dealers. Plank riding, spoon game, slow race, needle & thread game, etc. . . . the program is arranged in rich variety, thus greatly interesting both participants and spectators. All games are open to everybody so that the whole family can have the nicest time all together.



Needle & thread game



Double plank riding

National Safe Driving Contest



Good motorcyclists from all regions compete for safe driving championships.....

The 8th safe driving contest was organized by the All Japan Traffic Safety Association and the Motorcycle Safe Driving Promotion Committee in Tokyo on August 24.

A total of 165 selected motorcyclists who represented their respective regions, competed for national safe driving championships.



Selected riders from all riders



Zigzag riding



Plank riding



Good female motorcyclists

Higher techniques & better manners

As the most important event of the kind, the contest was overall supported by the motorcycle industry, police authorities and many other organizations concerned with traffic safety for motorcyclists.

The contest was divided into four different categories, that's to say, up to 50cc category for female motorcyclists, up to 125cc category for high school students, up to 350cc category and over 350cc category.

All contestants were rated for their knowledge of traffic rules, safe driving

techniques and general driving skill.

All of them who had won the preliminary heats held in their respective regions, were good motorcyclists, of course. Many an excellent performance greatly interested and impressed all present, as it was considered as a big merit of strenuous safe driving education.

The first 6 contestants in each category were awarded prize for their specially outstanding results. Also, the team of Hiroshima Pref. won a team prize.



Stop and go 1

News around industry

Yamaha to establish a branch office in Sydney

Yamaha is now making all necessary arrangements for establishing a new branch office in Sydney, Australia. Oceania has long been one of the most important markets for motorcycles. Especially, Yamaha's speciality bikes AG (agriculture) 100 and 175 have won high popularity among farming users in this area. Now, an increasing number of people are becoming interested in other models of Yamaha such as the RD, TX and DT series, too. The new office to be established within the year will play a very active role for more efficient development of this market.

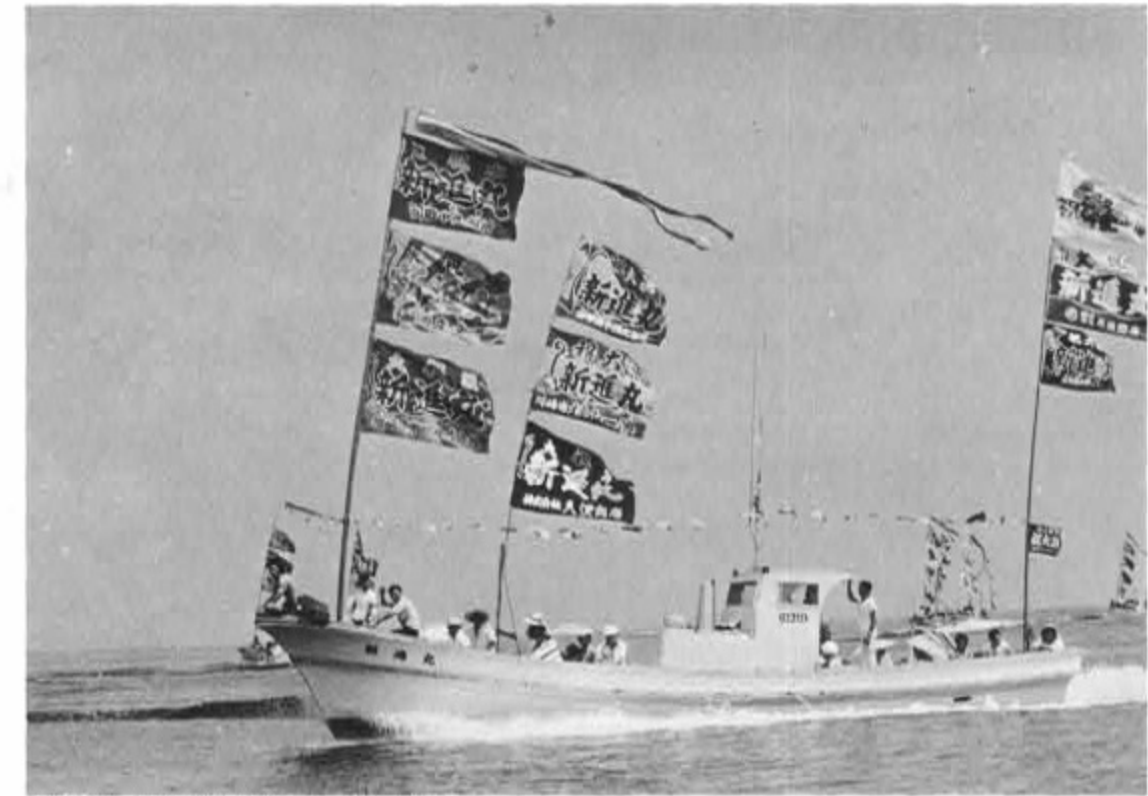
New license system - Japan -

A new three-way driving license system (51-125cc, 126-400cc and over 401cc) will come in force from October this year in Japan. The new system is to replace the current two-way system (51-125cc and over 126cc). Also, everybody wishing to obtain an over 401cc driving license, will have to use a 750cc bike at the test of driving techniques. The traffic authorities aim to reduce the number of accidents involving big bike users by adopting the said new system, since it would help motorcyclists get accustomed to big-bike driving step by step.

Yamaha FRP Boats

Fishermen's festival - Kashiwazaki, Japan -

Fishermen's festival is representing a true picture of ever-growing Japanese fishing industry. The Yamaha FRP boats of various types and sizes are making the greatest contributions to the modernization of fishery operations all around Japan.....



Bumper flags fluttering in the wind

Kashiwazaki, a port city along the coast of the Japan Sea, is one of the most important fishing bases in Northern Japan.

The sea around here is reputed as a good fishing ground for flatfish, sillage, etc.

Fishermen's festival is promoted as an annual citywide event, attracting a lot of spectators from various neighbouring districts. The festival program incorporates many, delightful attractions but nothing is more impressive or fantastic than a parade by many fishing boats with colorful bumper flags fluttering in the wind.



A fleet of Yamaha fishing boats

Full of festive mood



Carrying about a portable shrine

The festival was once held just for the sake of fishermen's relaxation during off-season time in winter. But, with much more importance attached to fishing itself, it has grown into a citywide event not only for fishermen and their families but for all others living around the city.

It is usually held during the height of fishing season in summer.

They spare their precious time for this event today, but will be in higher spirits tomorrow.



A sea dragon!



Rice-wine casks are utilized as drums.



Festive mood reaching the climax

D. Vesco's new attempt with Yamaha streamliner

Don Vesco and the world's fastest motorcycle—a twin-engined Yamaha streamliner—return to the Bonneville (Utah) Salt Flats this year for an attempt to break into the 300 m.p.h. range.

It was on the same course last Oct. 1 that he made the standard two-way run through the measured mile at an average speed of 281.702 m.p.h. to become the world's fastest man on two wheels.

The run eclipsed by more than 16 miles an hour the standard established on October 16, 1970 by the late Cal Rayborn of San Diego. At that time Rayborn, killed in a New Zealand road racing accident late in 1973, had piloted a 1500cc Harley Davidson machine to a speed of 265.492 m.p.h.

That effort took from Vesco a record of 251.924 m.p.h. which he had established exactly one month earlier using twin Yamaha 350cc engines, a power principle less than half as large as Rayborn's.

The mark still stands in the 700cc class, one of 19 still held by Vesco in American Motorcycle Association record books.

Aiming to exceed 300mph

Vesco also was an accomplished road racer who concentrated mainly on California competition in past years. He did provide Yamaha with its first American win in 1963 in a U.S. Grand Prix event at Daytona Beach, Fla. In recent years he has fielded highly successful Yamaha "privateer" teams running in AMA road races.

He will use the same equipment in his 21-foot red bulletshaped streamliner in an effort to better the 300 mark. He had hoped to reach that plateau in last year's run but encountered a mechanical problem that left him running on only seven of the eight cylinders.

"I'm confident we'll do better than 300," the soft-spoken, bespectacled speedster said. "I think 325 is a good realistic figure for the record very soon."

Although his speed of 1974 is the fastest ever attained by man on a motorcycle and is recognized as an official AMA record for motorcycles in the class of up to 2000cc's, it was not accepted as a world mark by the European-based Federation International Motocycliste (FIM) because of a technical rules violation. The driving belt coupling the two engines was replaced between runs.



Motorcycle racing is no longer considered "men only"

The age of women superstars continues to bring young exciting figures into national attention. Male dominance of tennis, baseball, horse racing and many others has been penetrated by determined young females and their momentum is still gathering.

Even motorcycle racing, forever considered "men only" in the professional ranks has been cracked recently by Diane Cox, a popular Oregonian, who raced her way onto the program of the prestigious San Jose Mile.

As unique as female motorcycle racers may appear, there are actually thousands of young co-eds across the country who participate in local motocross and Class C competition on a regular basis, and that number continues to soar.

Women to get national recognition

A Yamaha spokesman states, "it's time women get the national recognition they so rightly deserve in the sport of motorcycling."

By all indications the Yamaha Women's National Motorcycle Championship stands a good chance for a repeat performance next year and don't be too surprised if similar events start cropping up across the country.

The women's competition is added to a long list of activities pioneered by Yamaha and shows signs of becoming a permanent fixture in national motorcycle competition.



Yet, with the growing number of young female starts, their participation is still somewhat of a novelty used by promoters to obtain space in local papers and hopefully boost ticket sales.

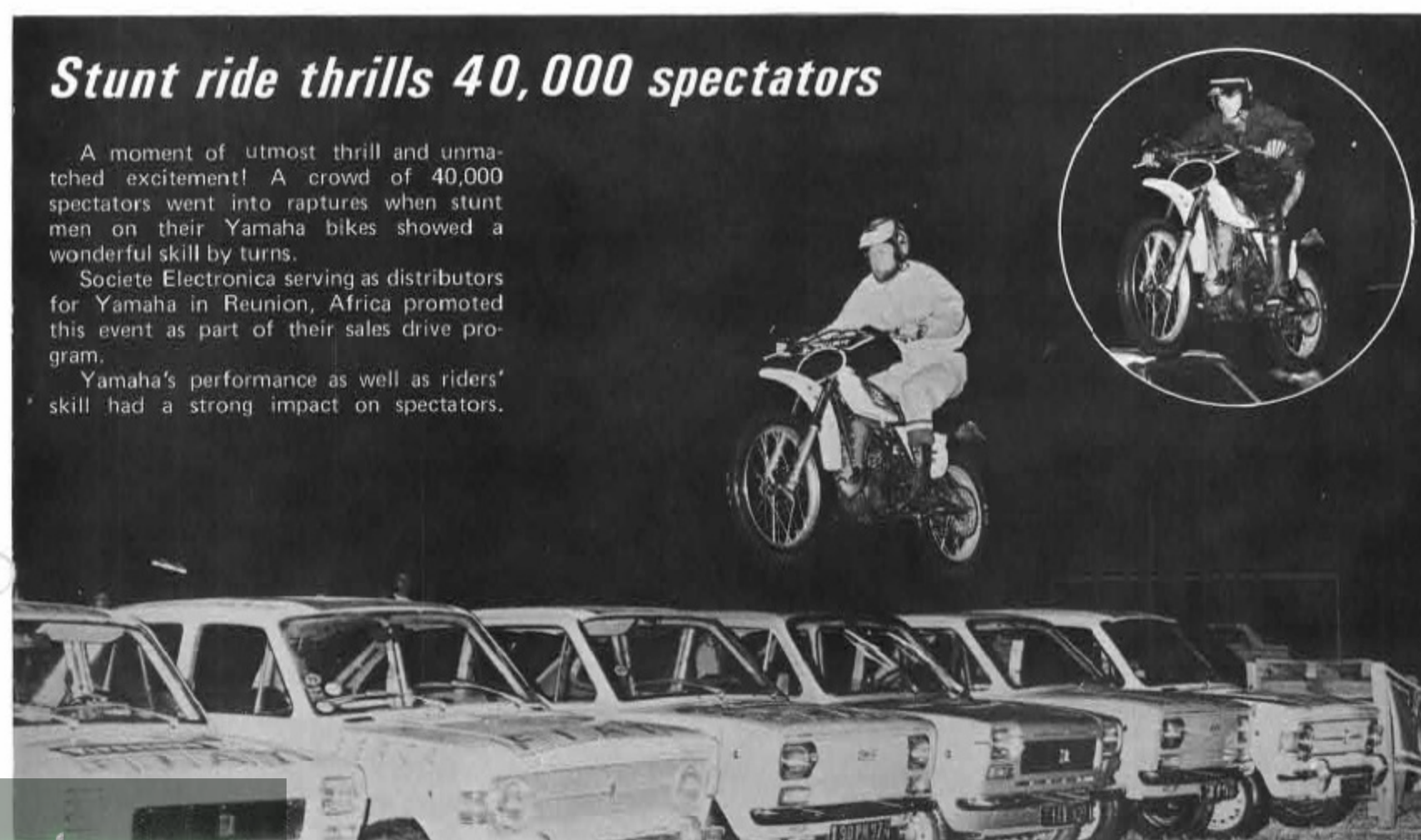
Until now, women have seldom had a chance to compete against each other in a pure contest of skill and ability. But that is all changing due to the efforts of Yamaha International Corporation and their sponsorship of the first Yamaha Women's National Motorcycle Championship, featuring Grand Prix and Motocross competition for women only. The Championship was held at Carlsbad Raceway on the 4th and 5th of July.

Stunt ride thrills 40,000 spectators

A moment of utmost thrill and unmatched excitement! A crowd of 40,000 spectators went into raptures when stunt men on their Yamaha bikes showed a wonderful skill by turns.

Societe Electronica serving as distributors for Yamaha in Reunion, Africa promoted this event as part of their sales drive program.

Yamaha's performance as well as riders' skill had a strong impact on spectators.



Service campaign — Pakistan



The sales and service staff of Yamaha Motor promoted a one-month motorcycle service campaign in Pakistan in close cooperation with local distributors and dealers.

In an effort to have every user ride a Yamaha bike in the best possible condition at any time, Yamaha is now pushing forward with its world-wide service campaign program.

Public response to this campaign in Pakistan was much more tremendous than had been expected.

Do you know

Safe riding for uphill & downhill

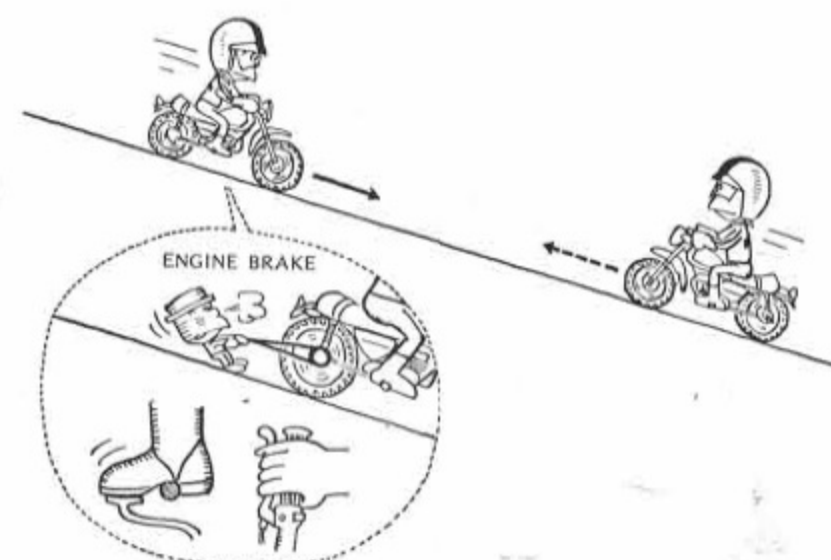
Under those particular riding conditions, ride your bike in a following manner:

1. Uphill

Since the engine load will become greater, shift down a little earlier than usual. Always climb a hill with the machine in a gear that will allow the engine to rev freely, so that the load on the engine is reduced and the engine will not 'stall'.

2. Downhill

Do not use the front and rear brakes excessively. The acceleration gained when going downhill will cause the brakes to overheat and become ineffective. Change down to the gear so that you would go up the hill and let the engine act as your brake.



Police bikes of Yamaha — Hong Kong & Macau

The police bikes of Yamaha (RD350 & TX650) are now rendering great service to the policemen in the area of Hong Kong and Macau.

Especially, those bikes were in full action escorting the royal car for use by the Queen of the U.K. and the Duke of Edinburgh in their recent visit to this part of the world.



More efforts for market expansion — Australia

They at Ken George Distributors Pty. Ltd. in Western Australia are now specially keen to expand the market for Yamaha motorcycles.

As part of their sales promotion program, they are putting particular efforts in re-organizing and consolidating business system overall in order to much better meet the request of local customers.

Generally speaking, share contest is getting hotter in this region but it is hoped that their efforts will greatly improve the situation for Yamaha.



An RD250 outfitted in cafe racer gear



Their Geddes St. retail premises

DT-43 Himeji



The Yamaha FRP fishing boats of various sizes are designed and constructed for particular needs of different fishery operations. The DT-43 Himeji as pictured here is a trawling-specialized boat. It is developed and converted from the Yamaha DT-41-1A so that it may better meet the need of local fishermen wishing to raise work efficiency. The boat features a wider bow area, widened keel and lowered chine. Also, the hull is modified so as to check rolling to a minimum.



Katayama, A Singer

Takazumi Katayama who is one of the best road race riders in Japan, is also renowned as a good singer.

He has recently released a couple of new popular songs titled "Racer" and "Rider Blues". His husky but sweet voice makes a special appeal to young girls.