

1980 No. 10
Yamaha News



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Inside

- Yamaha motorcycles are presented to the Thai army
- A new Passola/Carrot campaign in Central & South America
- TX650's campaign tour through South America
- Pin-up: Kenny fights his way on!
- Yamaha police bikes for Zimbabwe
- The first LTR in Egypt

*Road Race
World Championships '80*



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“King” Kenny accomplishes a 500 cc hat trick !

Riding a Yamaha YZR500 racer, “King” Kenny put a dramatic end to one of the fiercest 500cc title battles when he finished 4th in the West German GP held on the Nürburgring circuit on August 24. Kenny accomplished a brilliant 500cc hat trick. (see center pages for details)

Yamaha motorcycles are presented to the Thai army

From Thailand: Siam Yamaha Co., Ltd., the sole distributor and local builder of Yamaha motorcycles in Thailand, is consolidating its lead in the market through the success of its large-scale campaign which was launched in close cooperation with Yamaha Motor and all dealers concerned last year.

The campaign greatly helped to fix "Yamaha" as the indisputable No.1 motorcycle brand in Thailand. Keeping pace with a rapid and remarkable increase in sales, the company is giving special emphasis to the improvement of its nationwide after-sale service system so that repair and service quality may be raised at all levels, thus winning higher customer trust, while local production of Yamaha bikes has been started along the right lines in order to meet the always-expanding market since the second plant was put in operation in February of this year.

Siam Yamaha is continuing every possible effort to realize its positive business principle that Yamaha should keep up with people's needs and that it should add quality to

General Serm Na Nakorn (second from the left) thanking Mr. Kasem Narongdej (third from the left) for Yamaha's wonderful presents.



their life.

As part of this business principle the company has recently presented 40 units of Yamaha motorcycles and 40 sets of vocational education materials to the Thai army. Mr. Kasem Narongdej, company president delivered these bikes and materials to the army through

General Serm Na Nakorn, Supreme Commander of the Armed Forces at National Security Command. These bikes and materials will be of great use for vocational training of to-be-discharged military personnel, thus enhancing the brandname of Yamaha in general public appraisal.

Yamaha's fuel miser

From England: The following is the extracts from an account appearing on the Motor Cycle News of July 30, '80 (Great Britain): "Yamaha have successfully developed a new concept in cylinder head design aimed at improving economy. Next year some of the company's heavyweight and middleweight machines are expected to be fitted with the economy device reckoned to improve fuel consumption during city and urban riding by about ten per cent.

The basis of the new cylinder head design is that two inlet ports feed each cylinder — one of which is closed by a valve at slow engine speeds. One inlet port follows conventional design, while the second is a smaller passage which exists near the main inlet valve.

This small port is closed by a butterfly valve at low speeds and the fuel/air mixture is fed through the other port in such a way that it creates a swirl in the cylinder. The swirling motion improves combustion efficiency at low speeds.....

A new device has also been developed for Yamaha's two strokes — a carburetor that automatically compensates for changes in altitude. Normally at high altitude, such as in the Alps, the air is thinner and so power is reduced and the mixture becomes too thick. Yamaha's Calibmatic overcomes the problem.....

From England: Yamaha's exciting Railshow tour of Britain ended in a grand finale at London's Marylebone Station after an outstandingly successful fifteen days of exhibitions in Glasgow, Manchester, Birmingham, Bristol and London.

20,000 prospective customers visited this first ever motor cycle mobile rail exhibition, which included a popular show of motocross and road racing films as an added attraction. The immense interest shown by the visitors who flocked to the show at each of the five cities demonstrates the value of taking the product direct to the customer. Sales Manager, Mr. Cedric Airey, said "We wanted to do something really different to show off our exciting new range, and after we hit on the idea of a railshow we knew it would be a winner".

The beauty of the Railshow was that the exhibition was combined with a test ride programme of the new Passola moped. Commuters, housewives and railway staff all showed a great deal of interest in this attractive new moped. For many of those who enjoyed a test ride on the Passola it was their first ever ride on a powered two wheeler, but guided by experienced instructors these new-comers to motor cycling were soon riding with confidence and ease. All of those who tested the Passola agreed that its good looks, simple controls and reliability are sure to make it a great success.

Other exciting models on display included the new LC models, the XJ650 and XS850. As expected, the RDLC models generated tremendous interest, as did the four



cylinder XJ650; these two models are sure to become firm favourites in the coming months.

Yamaha dealers in the cities visited by the Railshow voted the exhibition an overwhelming success. 'An excellent idea, first class' commented George Lloyd of Motorcycle World. Manchester dealer David McAllister and Birmingham's Hailwood and Gould also expressed their delight at the success of the Railshow, with both shops now handling a greater number of enquiries on the Yamaha range as a direct result of the exhibition.

Yamaha importer in England Mitsui's head of Sales Promotions Mr. Steve Hackett, has backed up the exhibition with a follow up operation which he regards as a vital part of the overall promotional package. All 20,000 show visitors completed a name and address registration card to qualify for the draw, the prize being an RD200. Each visitor has since

been sent a commemorative sticker and sales material on the whole Yamaha range. 'Having given people the opportunity to see the new models we want to keep the Yamaha name in peoples' minds, a factor which is especially important in the highly competitive moped market where many customers have little or no brand awareness. The mail out will also demonstrate our appreciation for the people's interest in Yamaha motor cycles'. Without doubt the Railshow has promoted the whole Yamaha range, and visitors as well as dealers com-



ments confirm its success. Yamaha dealers can now look forward to even more enquires and sales.

TT, a giant festival of motorcycling!



From England: Despite the fact that it is no longer a part of the World Championship series, the Isle of Man TT week is one of the most important periods in the motorcycling calendar, sharing with the Daytona race week in the USA the status of not only an important race meeting, but also a giant festival of motorcycling which attracts fans from all corners of the world. The 1980 TT was no exception and Yamaha was there in strength, not only on the track, but also providing a wide series of attractions to interest and amuse visitors to the island as follows:

- Race wins**
- Classic TT winner — Joey Dunlop (TZ750)
 - Junior TT winner — Charlie Williams (TZ250)
 - Formula II winner — Charlie Williams (RD350LC-engined TZ)
 - Formula III winner — Barry Smith (TZ250)
 - Sidecar TT winners — Jock Taylow/Benga Johansson (700cc Yamaha-engined outfit)
- As reported in our last issue, an RD350LC was raced for the first time and a win in its first appearance is going to make the new LC Yamaha even more talked-about

than they have been since their first announcement in Europe created such a stir. Road-test reports in the motorcycle press are building up a tremendous respect for the new machines, and this TT success will add more to their reputation. Off the track, there was a full programme of attractions provided by Yamaha's British importers, Mitsui. A major hotel in Douglas, the main town of the Isle of Man, was taken over and turned into a Yamaha centre, with a full display of the company's range of machines and a cinema showing Yamaha films. In addition there were disco dances, competitions, free service check and a complete series of functions to make sure that visitors to the Island were completely won over to Yamaha in the same way that the race winners were!

Believe it!

From Colombia: What do you think he is doing? Whether or not you believe it, he is trying to hand-start an XT500 machine, a single-cylinder 500cc off-road model featuring a compression ratio of 9:1. He can do it with ease. He is Mr. Guillermo Escobar (25 years old), who is the staff of the quality control division of Incolmotos, Colombia. "There is a knack," says he, "Everybody can do it, if he knows more about this model." The Yamaha XT500, which is very popular in Colombia, is something like a status symbol of its owner.



Yamaha ladies from Taiwan



Welcome to Yamaha!

From Iwata: 18 ladies from Taiwan, including Mrs. Ho (Mr. Ho is the managing director of Wan Sun Machinery) paid their first visit to the head office of Yamaha Motor at Iwata on August 6. These ladies, who are the wives of Wan Sun Machinery's large stockholders, were on their sight-seeing tour in Japan.

As reported already, Wan Sun Machinery Mfg. Co., Ltd. started the production of RX125 bikes in technical cooperation with Yamaha Motor in September of last year. RX100 and Passola will also be added to the list of production models in September and December of this year, respectively.

Therefore, these ladies were greatly interested in the assembly line of Passola bikes when they were guided through the main plant. Mr. & Mrs. Koike gave a grand reception party for these welcome guests at the Tsumagoi leisure sports complex near Iwata.



A grand reception party



The assembly line of Passola bikes is attended by woman employees.

Cooperative relations are strengthened

Mr. & Mrs. Koike are accorded a cordial welcome at the main office of D'leteren Sport.



From Belgium: D'leteren Co., Ltd., parent company of D'leteren Sport Co., Ltd., celebrated the 175th anniversary of its foundation this year. D'leteren Sport is importing Yamaha motorcycles and outboards to Belgium. Mr. Hisao Koike, President of Yamaha Motor, accompanied by Mrs. Koike, was invited to attend the congratulatory ceremony held in celebration of the prosperity of D'leteren.

Mr. & Mrs. Koike exchanged courtesies with Mr. D'leteren, President of D'leteren Company and Mr. Seys, Director of D'leteren Sport Company, thus helping to strengthen cooperative relations between Yamaha and D'leteren. Mr. & Mrs. Koike made their first visit to D'leteren Sport as well.

An Exciting Railshow



A new Passola/Carrot campaign in Central & South America

Various tools will be used to bring the campaign to a success.



Yamaha's new light mopeds, the Passola and Carrot are winning popularity in Venezuela, Dominica, Uruguay, etc. In order to expand further the market of these models, a new sales promotion campaign will soon start in this part of the world.

The campaign will be carried out to create — "Un Nuevo Ritmo de Vida (a new rhythm of life)". The Passola and Carrot (QT50) feature an economical, high performance 2-stroke engine and automatic transmission. Both brakes are hand operated. Chassis construction is compact and light. Handling is so easy as a bicycle.

The powerful C.D.I. system ensures a single-kick start at all times. Extra riding comfort, fuel economy, fashionable style, no parking problem... the combined effect of these advantages add new rhythm and convenience to people's life under a catchphrase — Facilita Yamaha (Quality Yamaha)

In order to expedite the smooth progress of this campaign, Yamaha has prepared various tools, such as new posters featuring comic illustrations, pamphlets, artworks and logo marks for one-page and 1/2-page ads.

sport among the youth. Scoring a lot of wins, Siam Yamaha's motocross team is undoubtedly the most powerful one in Thailand. Especially, up-and-coming Wachara Punchamul achieved recently a very spectacular success in the most prestigious event this year under the Siam Yamaha banner.

Riding a DT100X machine in all the rounds of the production 100cc A series in the Shell Grand Prix Motocross Championship, Wachara chalked up six brilliant wins to clinch the title.

New champion Wachara, accompanied by Chalerm Sak Tongyam, team leader and Somsak Jinapongee, Siam Yamaha's engineer, paid his first visit to Yamaha on July 24, in order to take a special training course under the guidance of a Yamaha instructor, Kenzo Kawachi.

In this training Wachara tried his techniques against various course conditions in an effort to conquer his weak points in racing. At the same time, he learned a lot about machine setting and Yamaha-original physical exercise.

Wachara, one of Kazutoshi Iwao's students, is expected to serve as a competent motocross instructor for his fellow riders in Thailand. During his stay in Japan, he had a chance to take part in the motocross event of Yamaha Grand Summer Festival held at the Sugo Sports Land near Sendai about 400km north of Tokyo. This also helped to brush up his techniques. Wachara who visited Japan for the first time, stated as follows:

"Motocross tracks in Japan feature more ups and downs than ours. This is not in my line but I have learned a lot. I hear that there are similar motocross tracks in Malaysia, and I like to try my techniques on these tracks someday. What I have learned in Japan will be of great use for the sound growth of motocross in our country".

The staff of Siam Yamaha's motocross team are: Manager: Wanchai Mechanic: Boon Riders: Wachara, Chalerm Sak, Hui, Mu, Chaiya, Noy and Prasit The team will take part in many more events this year.



way at the Gamagori Works, Ltd., and Hokkaido Works, Ltd., boat plants of Yamaha Motor.

They are scheduled to be delivered to the Tanzanian Government in October of this year. In connection with this, seven Tanzanian engineers took recently a special one-month training course at Gamagori. In this training course they learned how to handle an F.R.P. fishing boat together with the extensive know-how of F.R.P. boatbuilding.



Welcome to Yamaha



Mr. Peter Kratzer

General Manager, Sales and Marketing Yamaha Motor Canada, Limited

bikes through reading carefully motorcycle magazines, newspapers, etc. The fact that Yamaha is becoming a favorite brand with these customers with such discerning eyes and that his company is running the top close in the market share, may be said to indicate Yamaha's overall excellency.

Collective merit is important

Mr. Peter Kratzer, who visited Japan for the third time recently, is the general manager in charge of sales and marketing of Yamaha Motor Canada, Limited in Willowdale, Ontario, Canada. According to him, the motorcycle market in Canada is presenting a very favorable aspect. His company is doing a very flourishing business to increase the market share of Yamaha motorcycles.

"The most important thing for us", said Mr. Kratzer, "is to offer every possible aid to our dealers. In order to attain this we are promoting the program of orientations or seminars wherein dealers are instructed how to develop their sales promotion and an activities from season to season.

It is also very important to get an accurate appraisal of our market by conducting a careful survey from time to time. First of all, we have to enable our dealers to do business all the year round as most of them now deal in both motorcycles and snowmobiles. In addition, Trimoto bikes are also much in demand for both recreational and agricultural or industrial uses. We will continue all-out effort so that our dealers may do much better year-round business".

During his stay he attended several meetings and had important discussions with the staff of Yamaha Motor concerned. "The staff of our company will join all forces to attain another increase in sales so that Yamaha may become the leading brand in Canada within the shortest possible time". Presenting us with these encouraging words, Mr. Kratzer left Japan.



Tanzanian engineers take a special course

From Iwata: The Japanese Government has decided to present five fishing boats to Tanzania of Eastern Africa which is putting great efforts in the promotion of coastal-

water fisheries development project. This is part of Japan's overseas fishery development aid program. These boats are all F.R.P. 5-ton trawlers and construction is under-



New Thai motocross champion takes a special course in Japan

— Yamaha Motocross School —

From Iwata: Siam Yamaha is developing brisk activities in the domain of motorcycle sport, especially, motocross racing which has

already become one of the most popular spectators sports in Thailand, thus helping to promote further the spread of this sound

Mr. & Mrs. Wilkins, sailing around the world

From U.S.A.: Jack and Arden Wilkins from Seattle, Washington, departed May 3, 1980, on their Yamaha 33 foot sailboat, "Lookfar", for a shakedown cruise to Vancouver Island, B.C., prior to continuing down the west coast of the U.S. on the first leg of their trip around the world. Their choice of the Yamaha 33 became an easy decision after owning and thoroughly enjoying a Yamaha 30 for over a year. The fact that Jack was a quality control manager for Westsail Corporation had a lot to do with this decision. Jack wisely noticed the Yamaha product line enjoys the best of two worlds, engineering excellence necessary for the extra stresses of offshore cruising and exciting performance not associated with yesterdays cruising boats. Yamaha offers this new cruising generation a line of complete sailboats that

are comfortable and exciting to sail and offer more for the discriminating buyer "Lookfar" is the pride and joy of Jack and Arden. After their shakedown cruise, the Wilkins sailed down the west coast with John Carsorr and his Cal 40 "Argonaut" to watch John start the Singlehanded Trans Pac Race from San Francisco to Ranalei Bay, Kauai, Hawaii, on June 14th. The Wilkins also met Linda Weber-Rettie from Oakland, California, sailing the Single-handed race in her Yamaha 33, "Rough and Ret-tie". It is interesting that two separate parties from completely different locals put their confidence in a Yamaha 33 sailboat for their own individual endurance tests.



TX650's campaign tour through South America



Mr. Osvaldo Meron Neves and his favorite TX650, with club's emblem.

From Brazil: Mr. Osvaldo Meron Neves, a member of the Moto Burpo da Bahia, a well known motorcycle club in Salvador, Bahia, rode recently his favorite '74 Yamaha TX650 through South America, with two of his friends, Mr. Valdir on a Yamaha XS250 and Mr. Bira on a Honda bike. They covered a distance of 14,150 km through Uruguay, Argentina, Chile and Paraguay within 42 days. "My TX650 consumed 584.5 liters of gasoline and other expenses amounted to some \$270.00", says Mr. Neves, "But our experience cannot be measured in terms of money. We were warmly received by a lot of people in different countries. Especially, Yamaha dealers were all kind enough to supply us with necessary parts and services.

We wish to convey our sincerest thanks to all of them through Yamaha News". The Moto Brupo da Bahia was founded about four years ago under a slogan — "On top of each bike, there is a life". Ever since, they have strived to realize this slogan in their motorcycle activities, that is, they have continued to launch a campaign in cooperation with various sponsors, such as local radio or TV stations, magazines, motorcycle shops, restaurants, etc., aiming at promoting the spread of sound motorcycling. The above tour was also part of their campaign program. The attempt was supported by A Tarde, one of the leading magazines in Brazil.

Yamaha RD250 Covers 170,000 km



From Iwata: Mr. Yozo Tamai, who we introduced to you in No. 12 of Yamaha News last year, has recently returned to Japan after successfully finishing a round-the-world trip on his favorite RD250. He left his country three years and two months ago and covered 170,000 km across the six continents of the world. Perhaps very few motor-

cyclists have ever traveled in as many parts of the world as he has. "I met with a lot of people in various countries and received impressions of all kinds. And it is the faces of Yamaha dealers all over the world that always come to mind whenever I recollect my trip. Thanks to these dealers, who devotedly tried to keep my bike in perfect repair, I was able

A Grasshopper for the winner

From New Zealand: Recently, an interesting competition was held in New Zealand. The competition was organized by the Agricultural Pest Destruction Council of New Zealand. Moller Yamaha, Yamaha importer in New Zealand, donated a motorcycle to the Pest Destruction Council to be presented as the prize. This was a part of their own campaign to promote the new Yamaha farm bikes and it was a good opportunity to reach a large number of farm motorcycle users. Shown here is a photograph of the presentation of the Yamaha Grasshopper farm bike to



the winner of the competition. In the center of the photo is the winner, Mr. N.P.Round, who is being presented the bike by Mr. Talbot, Government Under-Secretary for Agriculture.



to continue riding it back to Japan. I am very grateful to them and sincerely hope for the further development of the world-famous Yamaha brand", says Mr. Tamai.



Round 10 — US GP — July 27

1st race

1. J. O'Mara	Honda
2. M. Barnett	Suzuki
3. T. Benolkin	Honda
4. D. Bentley	Suzuki
5. D. Nani	Gilera

2nd race

1. R. Sun	Honda
2. R. Coon	Honda
3. J. O'Mara	Honda
4. B. Glover	Yamaha
5. J. Surwell	Yamaha

Final championship positions

1. H. Everts	Suzuki	162
2. M. Rinaldi	TGM	142
3. E. Geboers	Suzuki	129
4. T. Mitsuyasu	Yamaha	117
5. M. Veikeneers	Yamaha	110

'80 Super Bowl Motocross Championship

Mike Bell clinches the crown!

Mike Bell (Yamaha) put an end to the close-fought title battle of the '80 Super Bowl Motocross Series (Supercross) when he finished 1st and 3rd in the 15th and 16th rounds held in Philadelphia, U.S.A. on August 9 and 10. Kent Howerton (Suzuki), Mike's nearest title chaser, finished 7th and 2nd in both rounds. Mike widened his lead over Howerton to an indisputable 38 points, with one round remaining (Oct. 26).

Championship positions

1. M. Bell	Yamaha	367
2. K. Howerton	Suzuki	329
3. C. Sun	Honda	308
4. M. Barnett	Suzuki	277
5. B. Glover	Yamaha	275



Mike Bell, new champion!



Mike's superb ride

One of the greatest French riders ever

In deep mourning for the death of Patrick Pons ...

Here is a sad news. Terribly sad! '79 Formula 750 world champion Patrick Pons (France) died on August 12 from the injuries he sustained when he came off his 500cc Yamaha machine and collided with another French rider Michel Rougerie during the fourth lap of the British GP at Silverstone on August 10. Pons suffered serious head injuries and was taken to the General Hospital, Northampton. He was only kept alive by life supporting equipment in the hospital. Brain damage was fatal and he never regained consciousness. What a tragedy! World's motorcycle sport lost one of its most active figures.



Patrick Pons

The first Frenchman to win a world title

Pons, aged 28 and unmarried, was a modest, quiet-spoken gentleman. He was born in Paris as the son of a wealthy French businessman. His race career began when he took part in national championships in 1971. A year later he attained a national reputation by winning the French Coupe Kawasaki title. Then 1973 became one of the most memorable years for young Pons. He rode Yamaha machines in the 250cc and 350cc classes of the world GP road racing for the first time. He finished 9th in the 250cc race of the French GP, the opening round of the series, thus gaining the first championship points on his home circuit. He ended the season with 11th and 13th spots in final championship positions that year.

In 1974 Pons became the most successful French rider in world championships by taking 3rd places in both 250cc and 350cc classes. He achieved an international reputation as one of the 250cc & 350cc GP regulars on Yamaha machines but it was in a bigger displacement class that he chalked up an even more brilliant success and raised himself to stardom. From 1977 onward, Pons concentrated on the Formula 750 world championship as number one rider for French Yamaha importer Sonauto, finishing 12th in 1977 and 5th in 1978. In 1979 the F750 title battle got heated among three Yamaha riders — Johnny Cecotto (Venezuela), Patrick Pons and Michel Frutschi (Switzerland). A fierce 3-way battle kept spectators thrilled and excited throughout the season. Pons won the French round, the 3rd of the

series, in a very convincing manner cheered on by a lot of French fans. From then on, he fought his way on, aiming for a long-coveted world championship title. He scored his second win in the Canadian round, the 6th of the series, to lead both strong rivals in championship points, and put an end to the '79 F750 title battle when he won both races of the West German round, even with one more round (Yugoslavia) remaining. Thus he became the first French rider to win a world championship title. Pons teaming up with Japanese rider Sadao Asami rode a Sonauto entered TZ750 in the 43rd Bol d'Or 24-hour race in September. The pair led the race until a chain tensioner broke in the final hour. A dramatic highlight in this prestigious endurance event! Late in 1979 he was invited to take part in the Sugo Big Road Race. He displayed his magnificent techniques and finished fourth overall in this race.

'80 Daytona 200 winner!

He went on to win the '80 Daytona 200, the most prestigious big bike event in the United States, thus completing Yamaha's 9th successive Daytona victory. This was another highlight in his race career. His death was a heavy blow not only to French enthusiasts, but also to all the sport fans in the world. We are in deep mourning for the death of him, one of the greatest French riders ever.



Pons wins the '80 Daytona!

Yamaha police bikes for Zimbabwe

Police Superintendent test-rides Yamaha in Japan

From Iwata: Zimbabwe, a new nation in Africa, has continued its steady growth since it declared independence in April of this year. The nation was admitted to the United Nations in July and its woman hockey team won a gold medal in the Moscow Olympics, adding to its national prestige. Zimbabwe, with a population of about 7 million, is noted for its rich mineral resources, such as chrome, copper, gold, etc. Mr. John Woodward, Police Superintendent of Zimbabwe, recently paid his first visit to Yamaha Motor at Iwata, accompanied by Mr. Tracy McIlaverty of Yamaha Centre importing Yamaha products to Zimbabwe.

The main aim of his visit was to inspect the production process of 40 XS650 police bikes which are to be delivered to Zimbabwe. He was scheduled to stay in Japan for only five days and spared some of his precious time to visit Yamaha. He was positive and energetic enough to enter into details of production process of various Yamaha models when he was guided through the main plant, even requesting to test-ride a bike for himself. He had not time to relax, except when he exchanged courtesies with Mr. Hisao Koike, President of Yamaha Motor. Mr. Omura, who is in charge of the African market, had

to make all the arrangements with him while they were on the move. At the Technical Center Iwata he rode various Yamaha models from the V80 to the XS750 Special one after another very expertly. He proved to be a very good rider. Photographers took him for a professional test rider! "The primary aim of my visit was to learn much more about Yamaha and its products, which should take a very active role as our police bikes", said Mr. Woodward after inspection and test-riding were over, "Now I am deeply impressed by Yamaha's engineering excellency. The large ultra-modern plant is neatly arranged for the maximum efficiency of

every work process. The XS650 police bike is beautiful and powerful. It handles very well. There may be some more powerful and faster models, but the XS650 is a totally balanced machine. A young girl on a V80 looks very lively. Our policewomen will also come to ride this model in the future. Our country is on a fair way towards modernization and Yamaha products will perform a part of the process".



Superintendent Woodward is sitting astride an XS650 police bike, accompanied by Mr. Tracy McIlaverty.



Asking questions about the features of the new popular XS400.



Exchanging courtesies with Mr. Koike.



Mr. Woodward displays his excellent riding techniques. Acceleration, deceleration, cornering, etc. are repeated over and over again.



Mr. Ary Valao, Governor (left) and Mr. Erwino Boetcher, President of MIL (right).

50 RX125 bikes are delivered to Brazilian Police Force

Mechania Importadora Ltda., one of the foremost Yamaha dealers in Brazil, recently delivered 50 RX125 bikes to the Brazilian Police Force stationed in Goiania, a city in the middle of the country. These bikes were built to particular specifications for use by policemen. A delivery ceremony, which featured a grand parade, took place at the same time as a memorable

Tirandentes ceremony.

The ceremony was attended by the Comandante da PM Anibal Coutinho, Governor of Goias, Mr. Erwino Boetcher, President of MIL, Mr. Roy Harada representing Yamaha Motor do Brasil, etc. Mr. Boetcher and Mr. Harada explained the features of these bikes at the request of police personnel.

The ceremony was televised and reported by newspapers far and wide in Brazil, providing a good topic for motorcycle conversation. This helped to enhance the brand image of Yamaha. The RX125 police bike, which is finished in white, features a special cowling, safety bumper, two red lamps, two sidebags, etc.



Smooth riding on an RX125 police bike.



The grand ceremony



Parade of police bikes

From our Editorial Room



We are just looking at five different kinds of "YAMAHA NEWS"; they are the American "Yamaha Communicator", the Brazilian "NOTICIARIO Yamaha", the Colombian "edurnotas", the German "YAMAHA REPORT" and the Canadian "YAMAHA PRESS". These were produced by Yamaha importers in each country to distribute to their local dealers and were sent to us recently for our information.



Of course there are still more varieties of "Yamaha News" all over the world. As each importer puts stress on the products they handle, some of these newspapers concentrate on motorcycles and others refer to outboard motors only. Needless to say, there are many importers who handle not only motorcycles and outboard motors but also other Yamaha products. In the Canadian "YAMAHA PRESS", they devoted a lot of space to snowmobiles as well as motorcycles and this reminds us of life in Canada. In preparing international Yamaha News, we always try to allot space to each nation's articles as evenly as we can and do our best to pass on information as rapidly as possible. In preparing local newspapers, we imagine that to produce a profusion of articles is one of the most difficult points, because distribution areas are limited. But seeing these newspapers, we feel a strong sympathy, because your considerations as to content and lay-out, etc. are much the same as ours. We think we have the same kinds of difficulties and considerations in spite of such differences as distribution areas. We do want to make our international Yamaha News more substantial in content by exchanging news and editorial plans with you, and we would like you to utilize our publication as much as possible, too. We are looking forward to receiving information and suggestions from all over the world. Please send us your own "Yamaha News"; show us something of your ingenuity. To conclude, we would like to wish you every success with your future publishing activities.

The first LTR is successfully carried out in Egypt



Mr. Zaki (Y.H.A.Y.)

Mr. T. Takahashi (Yamaha)

Mr. T. Odakura (Yamaha)

Prospective instructors are trained; A letter of approval is awarded by the Superintendent General of National Police



A certificate of appreciation from Mr. Samafi, Superintendent General, and commemorative pennants from the Cairo Police Station.



A demonstration run in response to the request of journalists.

Mr. Zaki, Mr. Bichara, and three other employees from Y.H.A.Y. together with 10 employees from main Yamaha dealers in Cairo, such as Arabi, Sakka, Ramco, Zougmar and Ab Salam in order to make perfection more perfect. The program was carried out at the parking ground where the '80 Cairo International Tradé Fair had taken place.

The number of participating motorcyclists was in excess of 700 during an 11-day period. 15 bikes of YB100, DT100 and GT50 were made full use of every day.

The motorcyclists who took part in the program, in response to Yamaha dealers' invitations and a large-scale ad campaign in Aharam and Acbal, two leading newspapers in Egypt, were all enthusiastic about learning how to ride safely and correctly.

tools and materials such as safety pads, pylons, etc. to expedite the development of the program. A special training course was also given for prospective instructors at the special request of the National Police Agency. 16 traffic policemen selected out of 52 members took this course, which resulted in two special instructors and 8 instructors as well as 8 assistants instructors. Thus, the aim and effect of the Yamaha LTR was highly valued by police authorities. These new instructors, who were trained by Mr. Takahashi, will play a very important role for the furtherance of the program in Egypt.

"Our first LTR program was a great success", said Mr. T. Odakura, a planner and coordinator, "In particular, we have successfully established cooperative relations with police authorities, who

recognize the importance of the program. The first LTR has set a guideline for safe riding". "Policemen, dealers and motorcyclists were all enthusiastic about learning how to ride safely and correctly", said Mr. Takahashi, Yamaha's special instructor, "New instructors will make great contributions to the furtherance of the program in Egypt, thus bringing about a better life for people with a motorcycle". Mr. Samafi, Superintendent General of National Police, presented a certificate of appreciation to Mr. Takahashi and Mr. Odakura for their valuable contribution towards the promotion of safe riding. The Cairo Police Station also presented commemorative pennants to them.

Full cooperation from police authorities

The first LTR program in Egypt was such a success because it gained full cooperation from police authorities, in addition to having a well-selected situation and excellent teamwork of the organizing staff. Mr. Samafi, Superintendent General of National Police, showed a very sympathetic attitude toward the program. The National Police Agency, Cairo Police Station and Central Traffic Police Station also proved very sympathetic. Especially, the staff of the Cairo Police Station gave full support to the program. They provided necessary



Prospective instructors are trained in good teaching methods.



New instructors are teaching novice motorcyclists.

LETTERS from our readers

We would like to express our gratitude for the large number of letters we have received from you, our Yamaha News readers. Two of them are introduced here.

From Tasmania: To us, motocross is Yamaha, and Yamaha is motocross. I don't know if this newspaper cutting would be suitable for the "contributions wanted", but I would like to introduce to you the article showing my daughters as "motocross sisters".

Our Yamaha dealers are Southern Motorcycles; always helpful and ever-willing to keep our Yamaha's spot-on. We are members of the Southern Tasmanian Motor Cycle Association. Our Yamahas are raced in motocross, speedway and cross track meetings all over Tasmania. It would be good to have a little news from Tasmania in your edition of Yamaha News.

Yours in anticipation,
Dorothy E. White.



The Mercury

Passola is dependable!

From New Zealand: Yamaha's unique light moped model, the Passola is enjoying a rapid expansion of its market both here and overseas. One of the purchasers emphasises the outstanding dependability of this model, in addition to extra handling ease, superb fuel economy and eye-pleasing style, as follows: By Mr. Robert McGregor, Hastings, New Zealand "The Passola automatic has, at the time of writing this letter, tallied up 12,000 kilometers; and was purchased on March 26, 1979. It travels regularly two or three times a week between Hastings and Napier. Its mountain climbing ability was first demonstrated on Hospital Hill. It has been to Wellington and back via the coast road and over the Rimatukas. It climbed them even without lowering its speed below 20km/h. The round trip of 655km cost \$6.25 for petrol and oil. The long distance journeys were done on older plugs than the L87Y and this some slow-down at intersections. The carrier and bags hold tools and wet weather gear. The automatic Passola is an ideal safety bike since it has no gears and attention is not divided between feet and hands in an emergency. It fords shallow rivers easily and the rider has only to lift his feet. Its general design allows for clean and tidy dressing. Further thought suggests a two seater."

All efforts are joined

From Egypt: Yamaha's Egyptian importer, Yousuf Habib Al Yousuf (Managing Director, Mr. Kamal Raffia) sponsored the first Yamaha Learn-To-Ride Safety Program in

Egypt, in the light of its positive effect on the spread of safe riding and enhancement of Yamaha brand image. The program, which was carried out in Cairo with cooperation of all the main dealers concerned, was a great success. The program had three different courses as follows:
• Training of novice police riders

and prospective police instructors
• Training of Yamaha dealers
• Training of motorcyclists at large
The general training course for motorcyclists had two different kinds of curricula, that is, for novice and experienced riders, each of which was divided into two age groups — under 18 and over 19. The program was conducted by Mr.

Tadao Takahashi, Yamaha's special instructor, assisted by newly appointed local instructors. Mr. Takahashi had completed his LTR schedule in Colombia prior to the Egyptian session. Mr. Takashi Odakura, who is in charge of the Egyptian market, served as a program coordinator. The organizing staff of the program consisted of

YAMAHA outboard motor SERVICE CONTEST

A grand finale!

From Iwata: The Yamaha Outboard Motor Service Contest has been brought to a grand finale, with prize winners announced as follows:

Gold award

- A block winner trophy
- A one-week trip to Japan
- A single-lens reflex camera

Winners by block

- Oman Holding International (Oman) — Middle East & West Asia Block
- Syarikat Associated Marine Industries Sdn. Bhd. (Malaysia) — Southeast Asia & Oceania Block
- Mavila Hnos., S.A. (Peru) — Latin America Block
- Motomar Nautica Turismo e Industria Ltda. (Portugal) — Africa & Iberia Block

Silver award

- A block runner-up trophy
- A one-week trip to Japan
- Two digital wristwatches

Winners by block

- Eliopoulos Brothers Ltd. (Greece) — Middle East & West Asia Block
- The Borneo Carriage & Trading Co., Ltd.

- (Brunei) — Southeast Asia & Oceania Block
- Astilleros Voguecraft S.A. C.I.F. (Argentina) — Latin America Block
- Nauti Gabon (Gabon) — Africa & Iberia Block

Special effort award

- A special effort trophy
- A one-week trip to Japan
- Parts coupons worth \$1,000

- Winners**
- Supratechnic (Pte) Ltd. (Singapore)
- Continental Marine Center, Inc. (Martinique)
- Ciral Co., Ltd. (Ivory Coast)

Spirit award

- Parts coupons worth \$1,000

- Winners**
- MIFA (Morocco)
- G.A. Yupango & Co., Inc. (Philippines)
- Tahiti Automoto (Tahiti)
- Moto Mundo, S.A. (El Salvador)
- Importadora Yamachile Ltda. (Chile)
- Syarikat Teck Guan (Sandakan) Sdn. Bhd. (Kota Kinabalu, Sabah, Malaysia)

Service grade "A" award

- A camera

Winners

- Yousuf Habib Al Yousuf (Dubai)
- Ledasa (Spain)
- Danfay Distributors Ltd. (Ireland)

Service grade "B" award

- A transistor radio

Winners

- AL-BADI (Qatar)
- Syarikat Teck Guan (Sandakan) Sdn. Bhd. (Sabah, Malaysia)
- Canella y Cia., Ltda. (Guatemala)
- Blandy Brothers y Cia., S.A. (Tenerife)

Workshop "A" award

- An authorized workshop plaque "A" For all participants who have gained more than 150 marks.

Workshop "Standard" award

- An authorized workshop plaque "B" For all participants, whose marks are up to 150.

Participants award

- An illuminated workshop signboard For all participants who have submitted all reports.

Make your shop more appealing to customers



Shop display is undoubtedly one of the most important factors that cause customers to buy.

With this in mind, Yamaha is continuing every possible effort to help all distributors and dealers make their shop display as appealing to customers as possible.

Introduced here are the pictures showing a model shop display by Yamaha's Swiss importer, Hostettler AG. They have overcome their space problem so that all motorcycle models, together with a rich variety of colorful accessories, may be arranged in a very attractive manner for the maximum of appealing effect on customers.

Mr. N. Egli who has taken a very important part in realizing such a successful shop display, states as follows:

Avoid big piles!

We would like to show you how we have knocked out our space problem. Normally you have so many different things to show to your customers, but you do not always have enough space for it. On pictures a, b and c (shown right below), you can see how a shop normally looks. Now on pictures 1 to 4, you can see how to present certain accessories to customers.

Special emphasis is given to making our display much more attractive to customers. Some colored and framed timber plates are hanging on the ceiling with small chains. This kind of display proves much better than big piles. In addition, the walls and ceiling are going to be painted to get an better and more attractive background so that the effect of display may be increased overall.

We hope that our display would be of some use for other Yamaha distributors or dealers.

