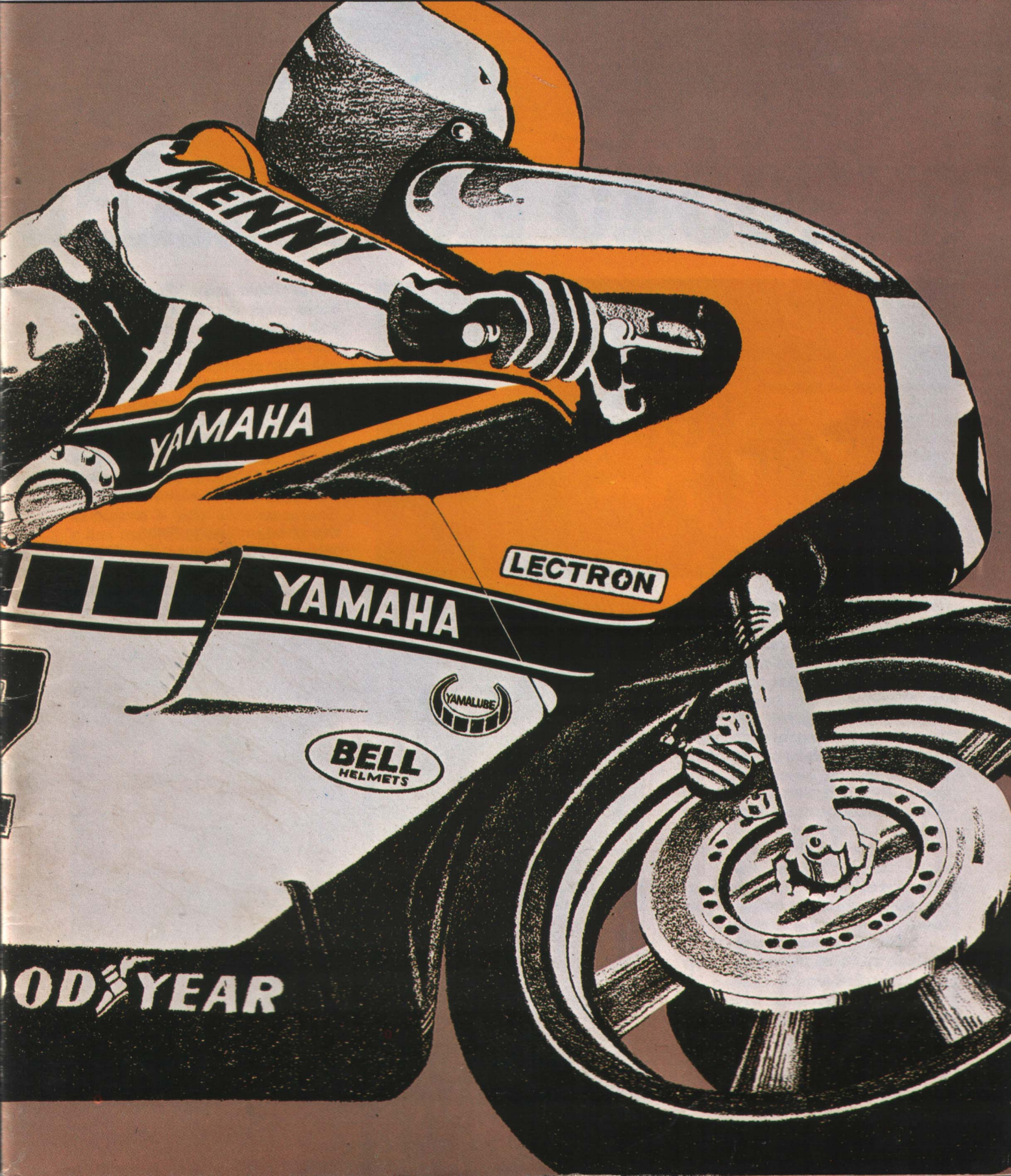




**YAMAHA**

# CIRCUIT

WINTER 1978/79 - ENGLISH EDITION.



KENNY

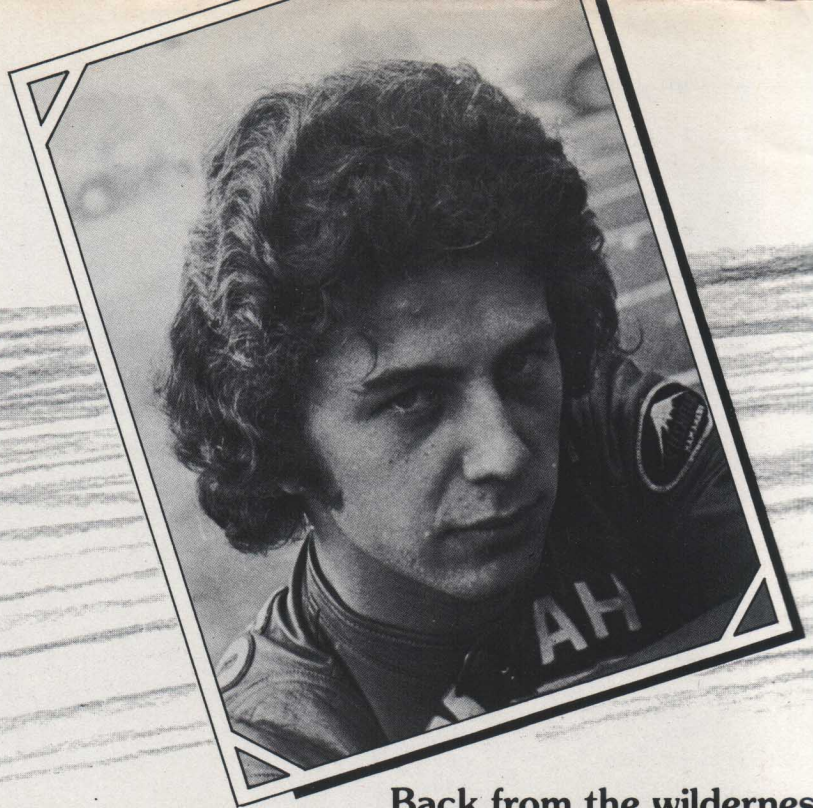
YAMAHA

YAMAHA

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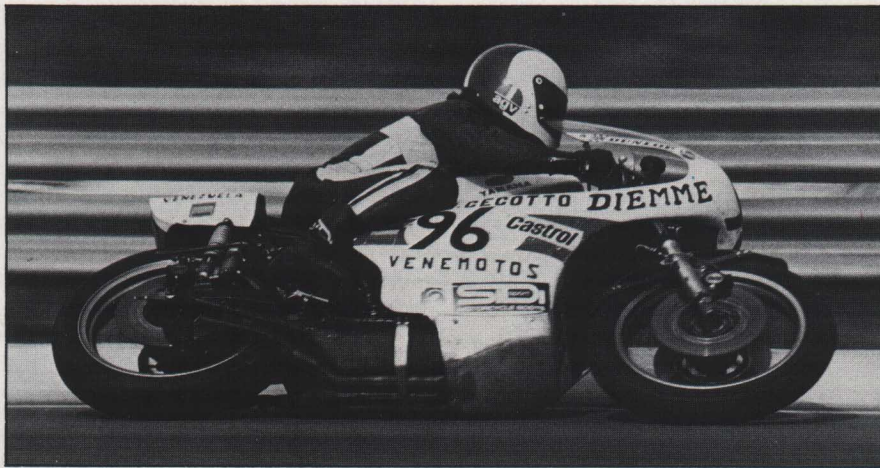


GOODYEAR



The start of Cecotto's climb to superstardom, the TZ700 with which he finished third at Daytona and won at Imola.

## Back from the wilderness



Racefans at Daytona in 1974 were far too excited watching Giacomo Agostini thrashing America's best (not to mention the rest of the world) on his first competitive outing with the Yamaha team to notice a teenager crackling round halfway down the 100-strong field, struggling to keep a 350 Yamaha twin up to the pace of the big seven-fifties. And even if they had noticed, the name Johnny Cecotto would have meant nothing at all to them ....

A couple of months later, at the classic Imola 200 in Italy, the youngster was there again, overshadowed totally by the bigger bikes.

But what a different story at both of these races by the time another year had rolled around ....

By then, the name of Johnny Cecotto was on everyone's lips. "The Venezuelan Wonderboy" was what the world's press were calling the 18 year old from Caracas - and with good reason.

He had finished third in the Daytona 200, slicing through the field from the back of the grid at a pace which could have won him the race had it been 250 instead of 200 miles, and made a conquering return to the Imola 200 by vanquishing all of the established superstars of the day.

Since, then Johnny's career has had all the ups and downs of an Italian opera singer's temperament ... with his own volatile Latin-American attitudes often playing their part in this. In his first season in Europe he raced to an incredible World 350cc Championship title. What a debut for any teenager on the Grand Prix scene, let alone one from a continent which had hitherto produced less than a handful of GP contenders.

The following season, 1976, was one of the "down" years, however. He handed his 350cc title back to Walter Villa and really had only a superb win in the Daytona 200 to remind him of his superstar tag.

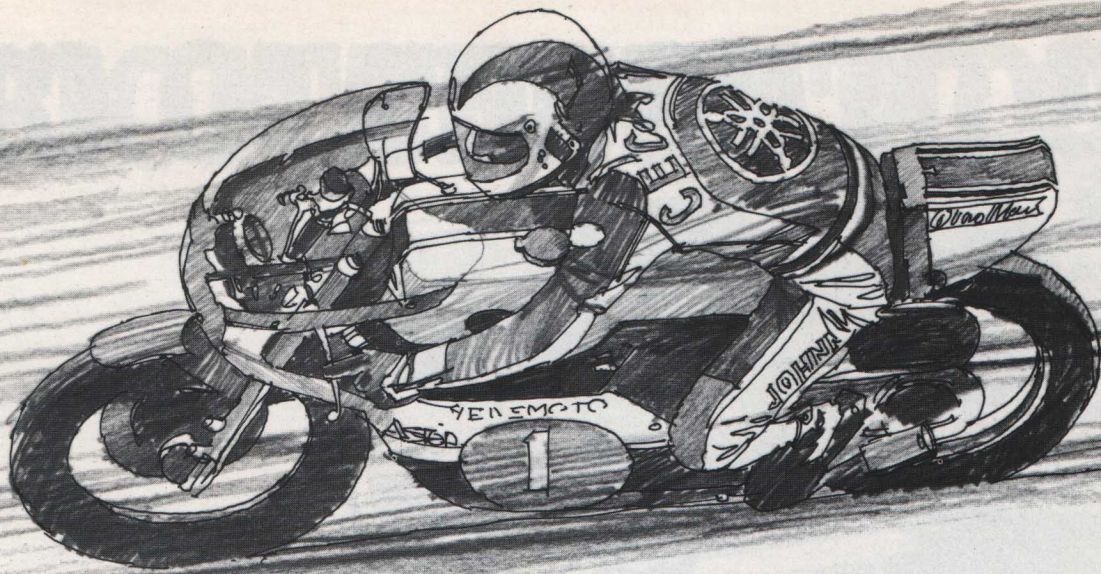
1977 was also a "down" year .... but through no fault of Johnny's. He was involved in the horrific pile-up at the Austrian Grand Prix which killed one rider and injured several more, Johnny included. He suffered a badly broken arm and was out of action for most of the season.

When he did get back in the saddle, however, it was a new and determined Cecotto. He took wins in the 500cc class in both Finland and Czechoslovakia, plus a second in this premier class in Sweden and a 350 win to complete the Czech double.

Cecotto was back from the wilderness and 1978 was to see him once again wearing a World Champion's crown.

Still only 22 years old, Cecotto was born in Caracas, Venezuela to an Italian immigrant, Giovanni Cecotto and his wife. Christened Alberto, he picked up the nickname "Johnny" in later years and Johnny he will remain to the racegoers of the world.

Giovanni Cecotto had himself been a road racer of note, winning the Venezuelan Championship on a 500cc Norton. When Johnny was just 16 years old, his father bought him a 750cc Honda four and a World Champion was in the making. Two rides on the Honda were enough to bring Johnny to the attention of the Venezuelan Kawasaki importer but then came an even more important contact. He was signed up by Andres Ippolito, one of the most powerful men in Latin American motorcycling. Ippolito is the Venezuelan importer of Yamaha machines and



# CHAMPION CECOTTO

that country's representative on the Federation Internationale Motocycliste. An influential man who could, and would, pull the necessary strings if the occasion warranted.

Under Ippolito's managership, Cecotto's career began to gather impetus. He was already by far the most successful rider in Venezuela and outings elsewhere in South America had proved him to be almost certainly the quickest Latin American of them all.

The trips to Daytona and Imola with his 350 twin in 1974 enabled

Cecotto to dip his toes in the water of international racing without causing too many ripples. Following those outings, he felt confident enough that, with a full 750, he could do business.

The rest is history. He arrived at Daytona in 1975 and shattered everyone by qualifying third fastest, doing it with such style that no-one amongst the onlookers doubted his incredible natural ability right from the start.

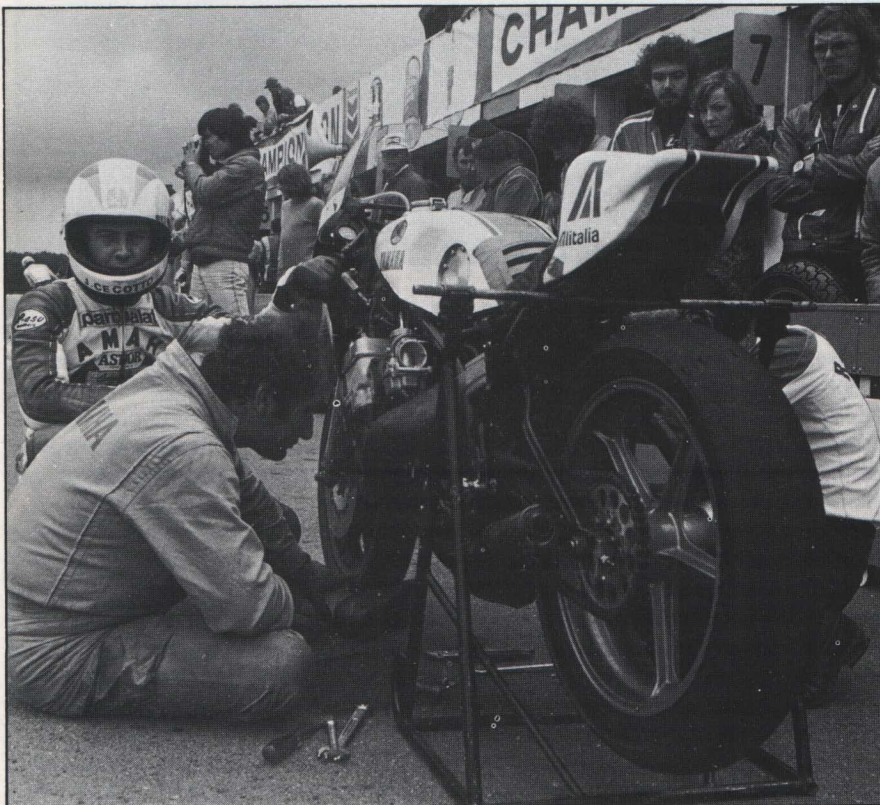
Remember, too, that this was the year that the Yamaha factory

runners, Agostini, Kenny Roberts (Yamaha USA) and Steve Baker (Yamaha Canada) were out on the new monoshock racers while here was this "unknown" mixing it with them on a standard production TZ700.

The race was just as amazing. With minutes to go, startline officials spotted oil leaking from Cecotto's machine and he was pushed off the grid to fix it. Not only that, he was pushed right to the back of the 100-man field! From the very front row, to the back of the grid. Just like that!

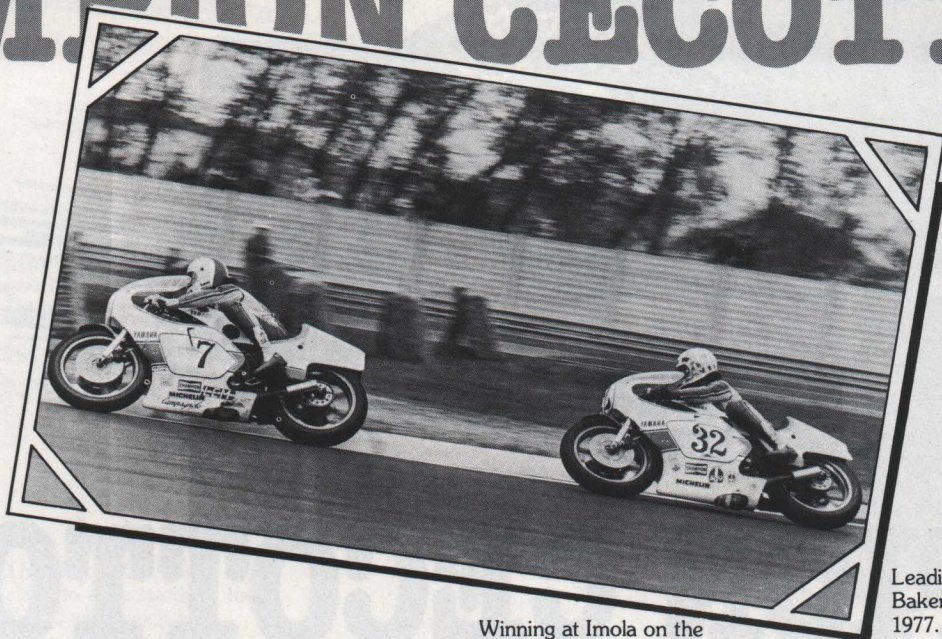
At that point, Cecotto's chances were written off by most of those present. The oil leak (quickly traced to a loose screw holding a transmission oil line) was soon fixed but there seemed no way that a teenager with very little big race experience could force his way past 100 riders to the head of the field.

But force he did. By the time 200 miles were over Johnny was into



*No prizes to those eagle-eyed readers who spotted our "deliberate mistake" in the last issue of Circuit. Yamaha XS models are of course some of the world's most popular 4-stroke motorcycles - not 2-stroke as was erroneously stated in Circuit's 79 Model Review.*

# CHAMPION CECOTTO CHA



Leading team-mate, Steve Baker on seven-fifties in 1977.

Winning at Imola on the 750 in 1978, the start to a Championship season.

third place behind Gene Romero (whose team-mate Kenny Roberts had gone out with clutch trouble) and Steve Baker. For the whole 200 miles he had forced on while others were settling their pace, passing many-time World Champion, Giacomo Agostini, a few laps before the end to join the leading pair in Victory Lane.

In the post-race interviews Cecotto told fans, through an interpreter, "If I had started at the front, I would have won the race". Not one of the 60,000 fans doubted his claim.

For the rest of that season Cecotto amply proved his claim to be one of the world's best. In an amazing debut in the World Championships he did the 250 and 350cc double at the French Grand Prix, passing Yamaha's Japanese factory star, Itikugiro Takai, in a dazzling outbraking manoeuvre to win the 250 race and then thrashing current champion, Giacomo Agostini, to easily win the 350 on a standard TZ350 twin.

Then came the Imola win to emphasise his capabilities on the 750 and the rest is history. World 350cc Champion at his first attempt ... a superstar in a single season!

Even during that season there were flashes of controversy that have continued to follow Cecotto's racing career. Incidents like a punch-up with a marshal in Sweden and a temper tantrum at Silverstone when, dissatisfied because his Yamaha had broken in the first 750cc heat, he turned out on Barry Sheen's Suzuki for the next one. Add to that a



playboy attitude to life and a few spectacular crashes that seemed to be the result of his over-enthusiasm with the throttle and it is easy to see why many people were prepared to write off the Venezuelan when the 1976 season failed to produce the same kind of magic as its predecessor.

"Success has spoiled him" said the critics "he's more interested in playing the superstar role than racing".

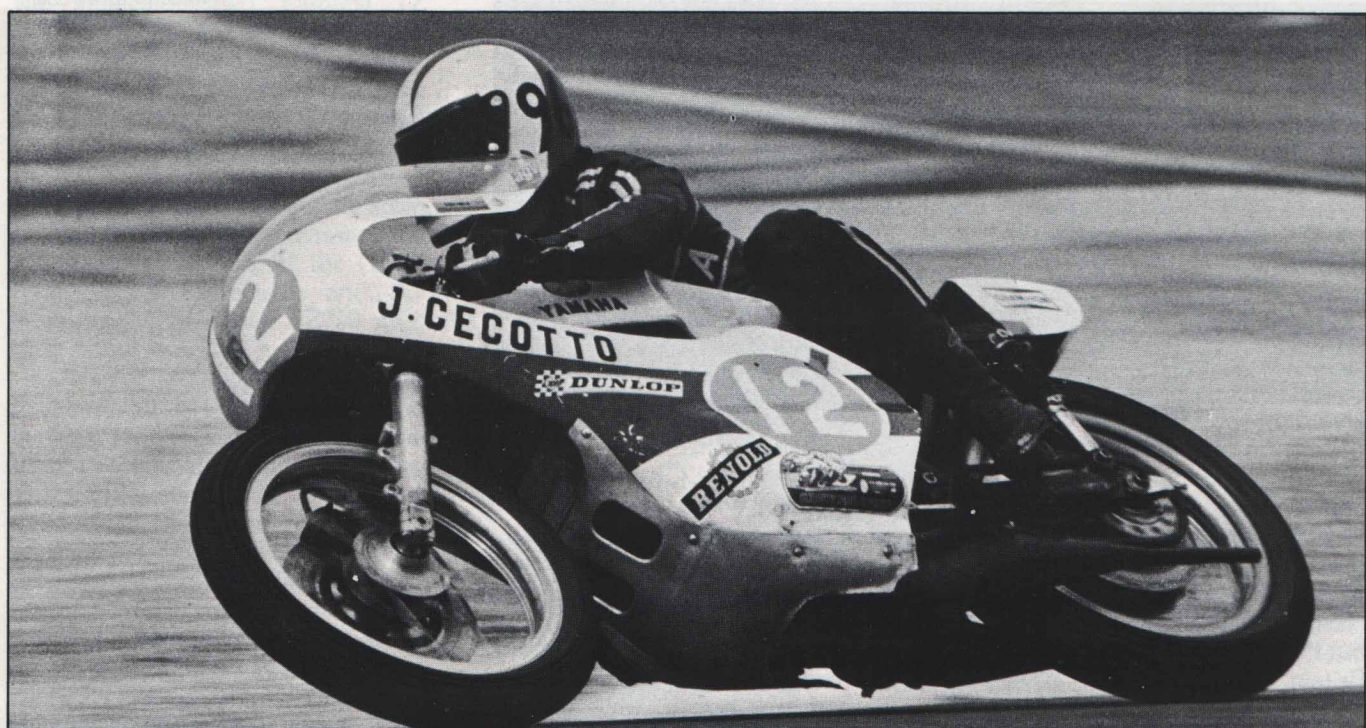
That might well have been the case, but the only person with any real clue to the comparative failure of his 1976 season must surely be Cecotto himself. Remember,

however, that he was having to cope with the superstar role when barely out of his teens and it is a far, far greater thing to handle than most people imagine ... as many young soccer players and other sportsmen have found. The temptations are great.

1976 is now a long way behind Cecotto, however. He overcame the disappointments of that year, overcame the bad crash at the 1977 Austrian Grand Prix and hit winning form again when he got back in the saddle after a summer-long convalescence.

In 1978 it was an obviously - determined Cecotto who started the

# CHAMPION CECOTTO CHA



season in Venezuela. Unfortunately he went out with machine trouble on the 500 but a couple of weeks later opened up his 750cc World Championship quest with a win over Kenny Roberts at Imola. This began a battle between these North and South Americans which was to go right through until the final race of the season.

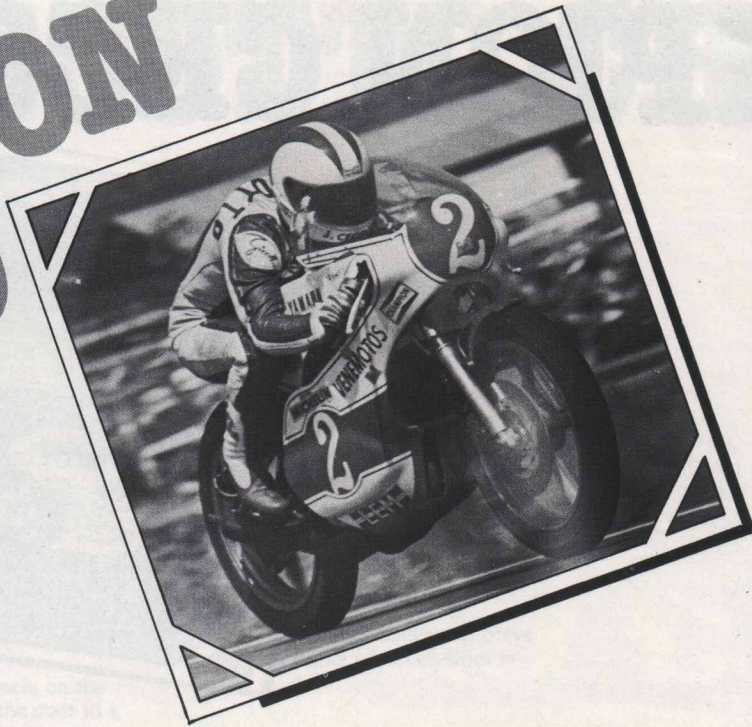
A fourth place in Spain in the 500cc class and second to Roberts in Austria kept him in contention for the 500cc title but then two retirements in France and Italy all but put paid to his chances of that title before the season was even half over. Racing is so tight these days that a

rider can afford to have very few retirements if he is after a world title.

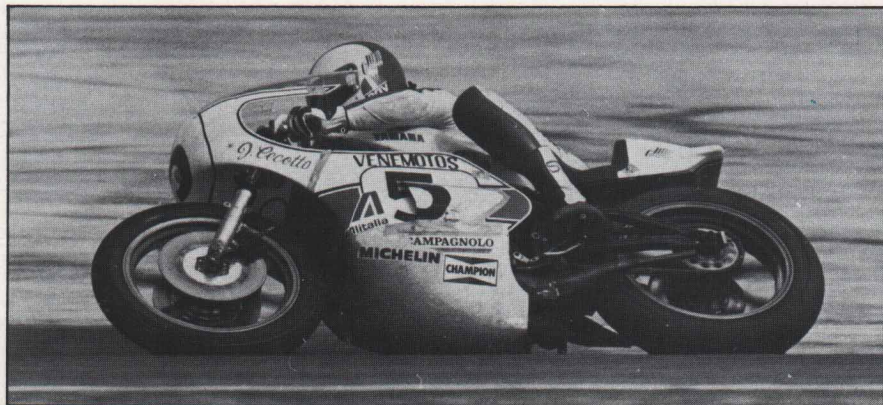
In Holland Cecotto proved himself still to be one of the masters of the glamorous 500cc class when he beat both Roberts and Sheene, despite an incredible last lap effort by Kenny. But another retirement in Belgium plus low placings in Sweden and Britain meant that he had no chance of the title. Even so, the 500cc season finished on a reasonably high note, with a second place at the Nurburgring behind Virginio Ferrari and ahead of World Champion, Kenny Roberts, and former champ, Barry Sheene. Despite the retirements, Cecotto

European debut ... a 250 and 350 double at the French GP.

# CHAMPION CECOTTO



Cecotto tucks down around his 350 twin. Venezuela 1977.



Riding the 500cc Yamaha four, Venezuela 1976.

ended up third, behind Roberts and Sheene, in overall 500cc points.

The 750cc series was a much happier story for Cecotto. He battled all year long with Roberts, the pair of them totally dominating the series for Yamaha. Cecotto won their first two clashes, at Imola and Paul Ricard, but then had to give best to Kenny in Britain, Spain and Austria.

Johnny's title hopes took a knock when he failed to finish in Germany but Kenny too was having problems. He was unable to take maximum advantage of Cecotto's misfortunes, only taking eight points for his fourth place behind Christian Sarron, Gianfranco Bonera and Greg Hansford.

Next it was Roberts' turn for misfortune. Two retirements in Belgium and Holland, which allowed Cecotto to go back into the 750 Championship lead by winning the Belgian race and taking 10 valuable points in Holland for third place behind Bonera and Takazumi Katayama.

At Laguna Seca in the USA, the pendulum swung back the other

way. Kenny Roberts made a triumphant return to the States as 500cc World Champion and celebrated it with a win in front of his home fans. Cecotto failed to finish ... and the decider would come a week later in Canada, the final F750 event of the year.

The odds were still on Cecotto, however. Roberts had to finish second or better while Johnny needed to score just five points to be absolutely certain of the title, whether Roberts won or not in Canada.

In the event, the final clash was somewhat anti-climatic. New American sensation, Mike Baldwin won the race with Kenny second. Kept well-informed of the situation up front by his pit, Cecotto went just as fast as was necessary to hold on to fifth place and a safe six points. This was one time when the notorious Latin-American temperament certainly wasn't needed and Johnny rode out the race with complete coolness.

Champion Cecotto was back!



There's no better choice of machines for the independent road racer than the long-established Yamaha TZ models. They are so competitive, even against full works team machines, that private riders have captured several World Championships with their TZ "production" racers.

For 1979, the TZ racers are again being offered in three classes: the TZ250, with over 46BHP, the TZ350 (over 58BHP available) and the staggeringly powerful TZ750 that pushes out over 100 horsepower.

All of them incorporate development lessons learned on the factory road racers such as the monoshock chassis and reed valve Torque Induction.

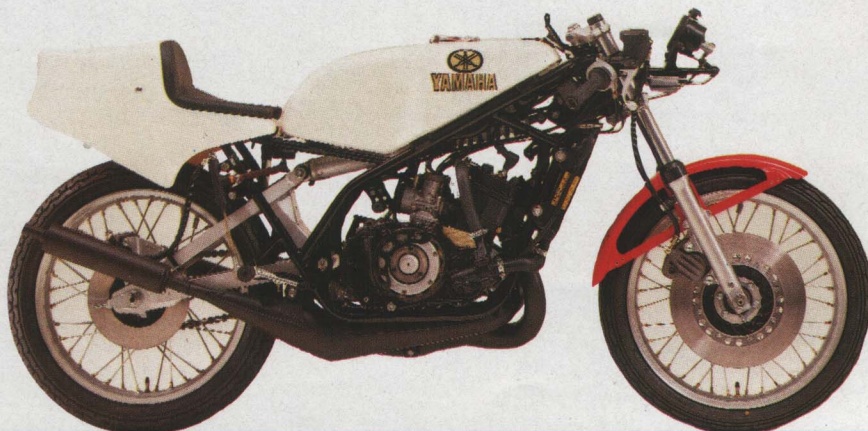
Since the nineteen-sixties, hardly a year has passed without one or other of the road racing World Championships being captured by Yamaha ... several of the wins gained by private riders. If any private rider wins a 1979 Championship, the odds are that he will be mounted on a TZ Yamaha.

# YAMAHA TZ ROAD RACERS - NUMBER ONE WITH THE "PRIVATE" RIDERS -



1979 Yamaha TZ250

1979 Yamaha TZ350



Yamaha Enduro 50M

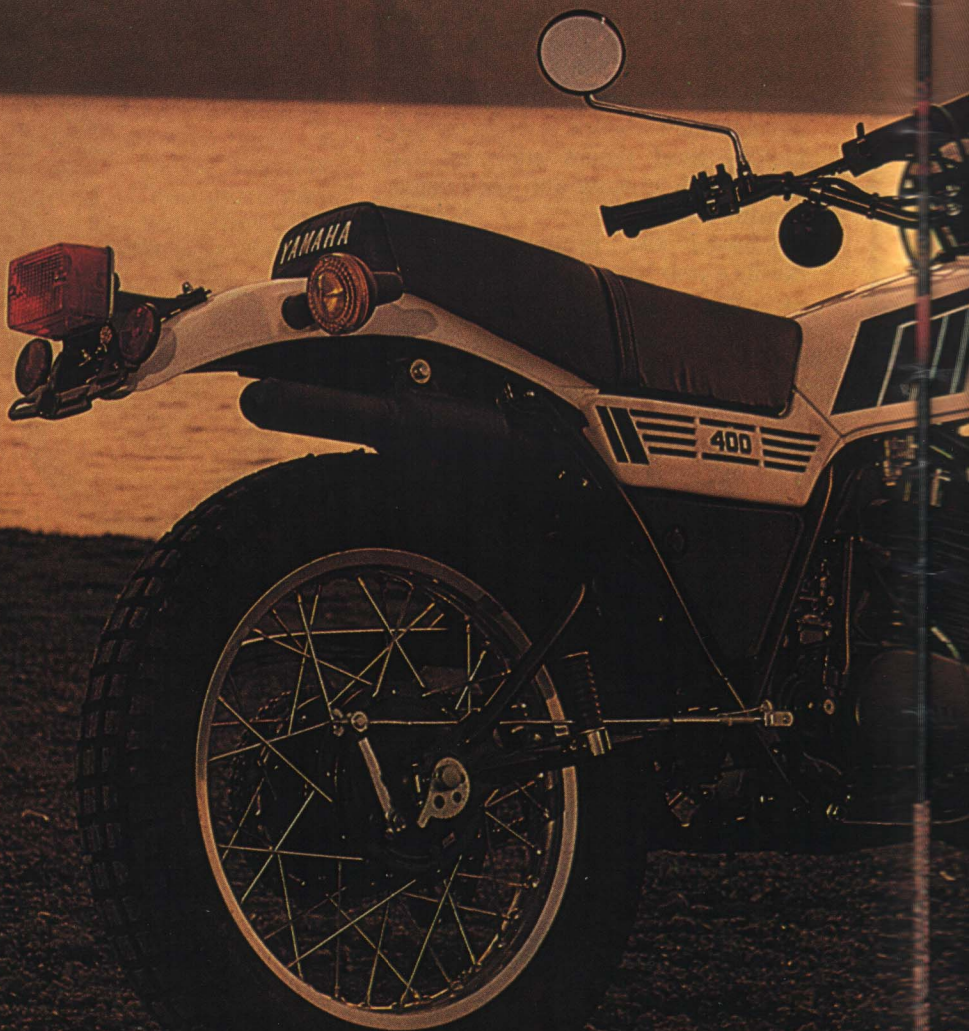


Yamaha Enduro 125MX

# Yamaha's most po of all!

For Enduro enthusiasts in 1979, Yamaha are once again offering the most comprehensive available range of dual-purpose machines suitable for use either on the road or out in the wilds.

Capacities range from an easy-to-handle 50cc right up to the Enduro 400MX ... a big two-stroke sharing its basic engine unit and monoshock chassis with the World Championship-winning motocrosser of Heikki Mikkola! And the Yamaha range doesn't consist entirely of two-strokes. Yamaha were the first factory to re-introduce the





# a's Enduro machines... popular

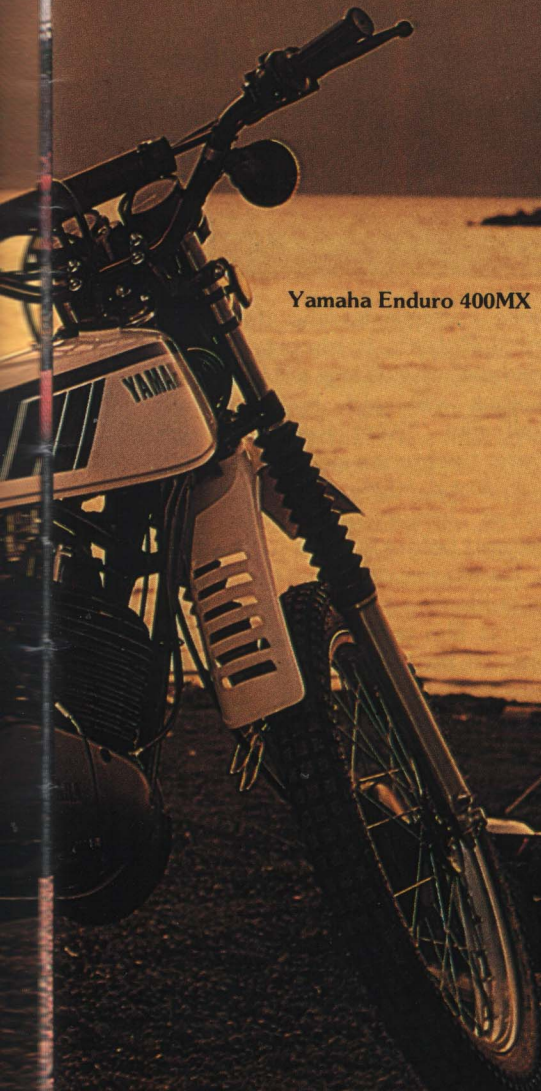
500cc four-stroke "thumper" to the Enduro world and their XT500 has since become one of the world's most popular motorcycles.

In fact, the XT500 and its road-going cousin, the Yamaha SR500, are sold in more European countries than any other model in the range!

More evidence of the popularity of Yamaha's Enduro machines in general is that the Enduro 50M and the Enduro 125MX are Yamaha's two biggest sellers!



Yamaha XT500



Yamaha Enduro 400MX

Five wins from the DS400 Cup Series in Germany were more than enough to clinch the title for Munich student, Martin Wimmer, this year.

Martin, a 21 year old whose hobby is windsurfing, struck trouble in the first event of the year at Kassel-Calden, took only 33rd place ... and scored no points.

But then the story changed dramatically. He won at Wunstorf, struck trouble again at the Schottenring and then climaxed his Championship season by taking four wins and a second place from the remaining five races. Martin won the Rund u.d. Bayerkreuz event, was second on the hillclimb at Freiburg and finally took a hat-trick of wins at Nurburgring, Augsburg and Dahlemer Binz.

Wimmer's total of 87 points was enough to give him a comfortable win in the series over 23 year old Reinhard Scheurlein, a motorcycle mechanic from Bad Windsheim.

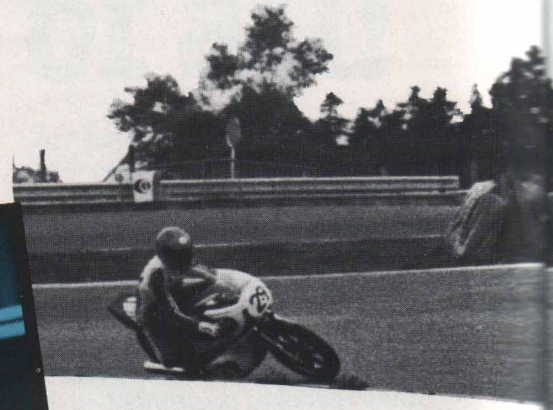
Reinhard gained his second place without winning a race (second at Wunstorf and Augsburg were his best places) but his XS400 Cup season was a model of consistency, with solid points scoring in every race.

Winner of the opening event at Kassel-Calden was Wolfgang Mockel, an electrical mechanic and technical school student from Erzhausen. This was to be the first and last win for the 21 year old Mockel, however. Second at Schottenring and third at the Nurburgring were other good placings but a couple of retirements dropped him to third position behind Scheurlein by a four point margin.

XS400 Cup winner, Martin Wimmer.



# Five wins Windsurfe



Wimmer leads T.Hiller, Scheurlein and F.Stampfmeier.

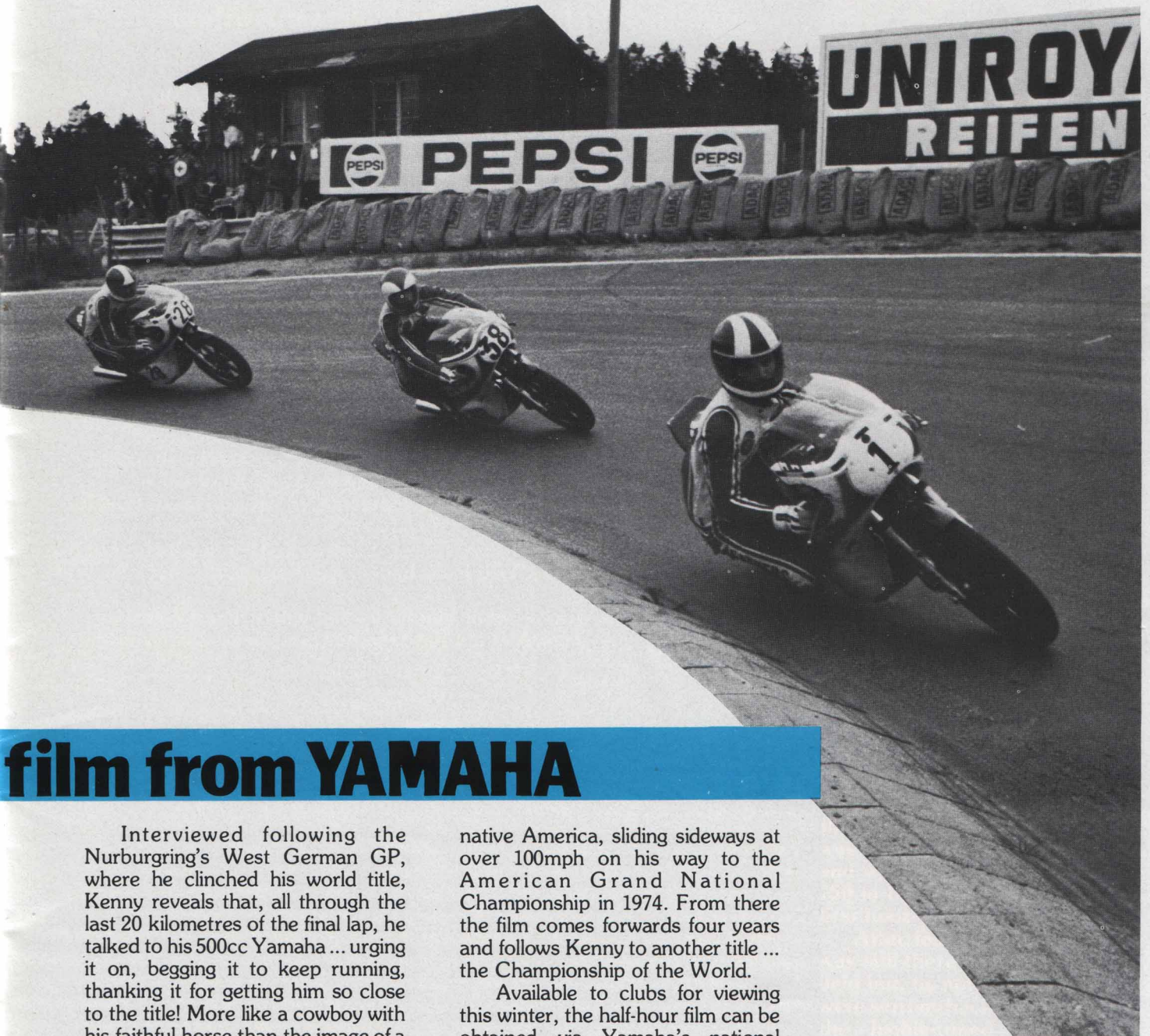
## “KING KENNY”-a new

Those enthusiasts who think that Kenny Roberts is almost a racing “machine” on two legs will have their opinions changed by Yamaha’s latest film, “King Kenny”, which reveals the human side of Yamaha’s 1978 World 500cc Champion in a manner which has never been captured before.

Kenny may look like the original “ice-cold, nerves of steel” racing hero but this film proves that he suffers from just the same nervous tension as lesser humans!



# clinich XS400 Cup for r Wimmer



## film from YAMAHA

Interviewed following the Nurburgring's West German GP, where he clinched his world title, Kenny reveals that, all through the last 20 kilometres of the final lap, he talked to his 500cc Yamaha ... urging it on, begging it to keep running, thanking it for getting him so close to the title! More like a cowboy with his faithful horse than the image of a cold, calculating racer with just a machine beneath him.

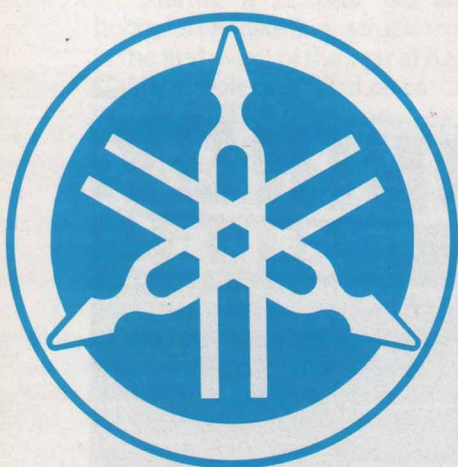
And, obviously, the talking worked - for the Yamaha kept running until the chequered flag, bringing Kenny motorcycling's most important prize, in his European debut year.

"King Kenny" opens up with some dramatic shots of Roberts mixing it up on the dirt-tracks of his

native America, sliding sideways at over 100mph on his way to the American Grand National Championship in 1974. From there the film comes forwards four years and follows Kenny to another title ... the Championship of the World.

Available to clubs for viewing this winter, the half-hour film can be obtained via Yamaha's national importers.

Kenny unbuckles his helmet after a quick trip with another American World Champion - Mario Andretti!



# YAMAHA TZ75 SENSATION....

and the XS1100 wins Australian marathon.

Endurance racing is not a branch of motorcycle sport in which the Yamaha factory have ever shown a great interest. For Yamaha, winning World Championships on the Grand Prix scene is all-important and lesser Championships, such as the Coupe d'Endurance, must inevitably take second place.

However, of all the endurance races on the calendar, there is just one event that has become a classic in its own time ... the fabulous 24 hour Bol d'Or. 'Le Bol' has been a part of French motorcycle racing for over twenty years and is now, without any shadow of doubt, the most important motorcycle event in France. It receives more press and TV coverage than even Formula One car races ... which is why Yamaha's French importer, Sonauto, decided that Yamaha should be represented at this year's event on the Paul Ricar circuit near Marseilles.

Most endurance racers are specially-built machines based on big-capacity four-stroke machines like the 1000cc Hondas and Kawasakis. Honda, in particular, spend literally a fortune on endurance racing. They have built special endurance machines, taking advantage of the complete absence of other factory support to win the Coupe d'Endurance title for the past couple of years.

Sonauto's choice of Yamaha was unusual, to say the least. Simply a TZ750 fitted with lights!

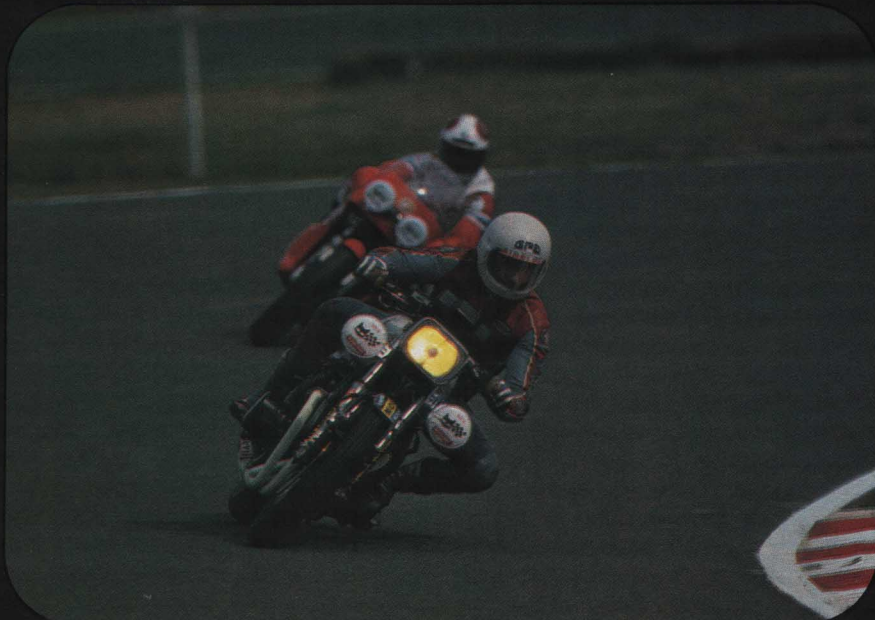
"It will never last" said the critics, "it will go fast for maybe four or five hours and then explode. You must have a machine built especially for endurance racing".

In fact, this is exactly what had happened with other TZ entries in previous years. They had led the race but disappeared early in the day.

# 0 THE BOL D'OR



The Yamaha TZ750 at the Bol d'Or.



The Guy/Fior XS1100 at Le Mans.

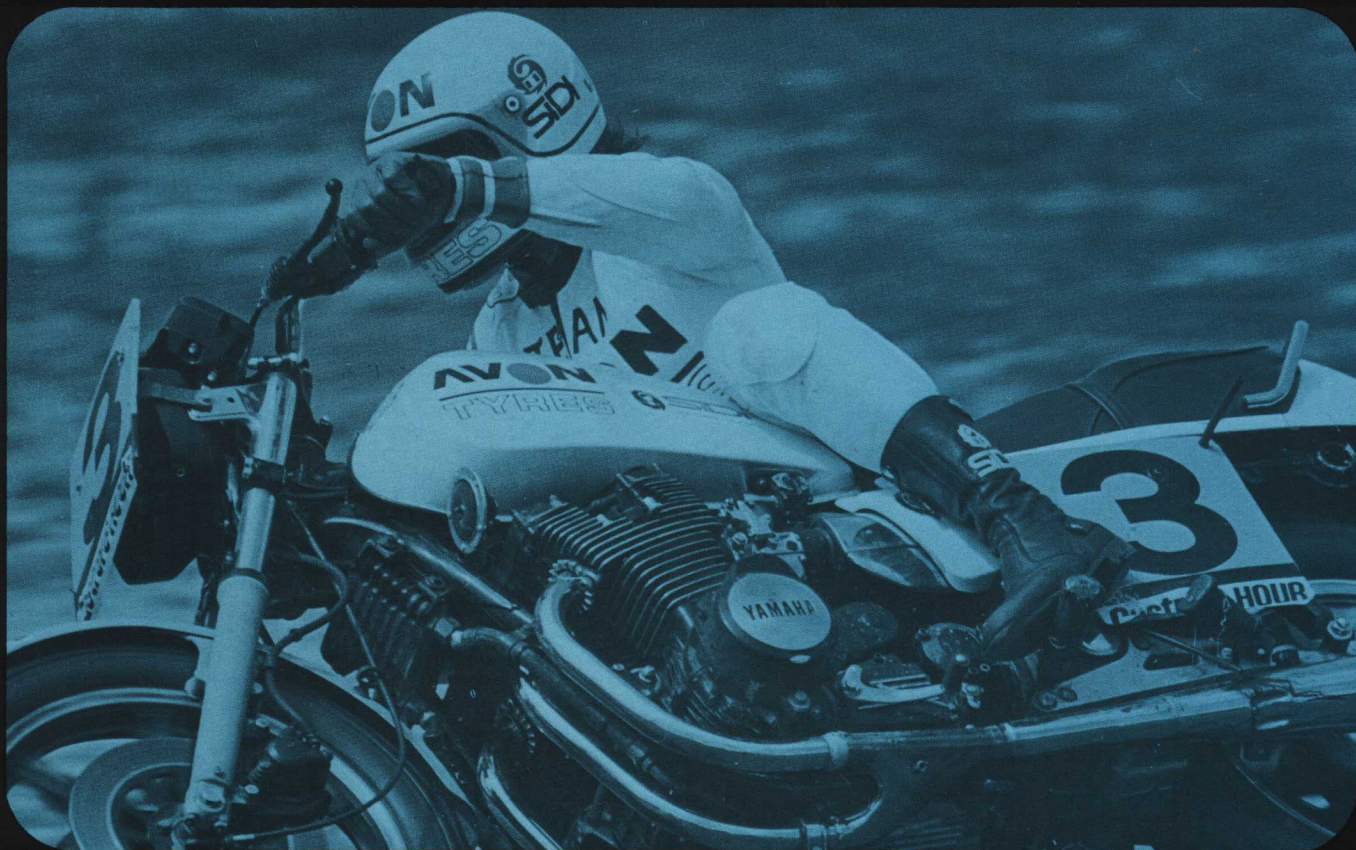
This year was different ... a lot different! Sonauto had star French riders, Patrick Pons and Christian Sarron taking turns in the saddle of the Yamaha so it was no surprise to see the blue and white, Gauloises-sponsored 750 in the lead at the end of the first hour.

After five hours the Yamaha was still there at the head of the field but, by now, the rival teams were settling back and waiting for the highly-tuned Grand Prix racer to crack under the rigours of endurance racing.

But, with ten hours gone Pons, Sarron and the TZ750 were still there in front ... there they remained five hours later.

At 16 hours, with almost three-quarters of the race gone, the Yamaha was still in the lead ... three laps ahead of Honda's leading pair, in fact! By this time the Honda team manager was seen picking his way through the rulebook to see whether he might find any reason to have the racing Yamaha disqualified. The way the TZ750 was performing, this

The Budd/Heyes  
XS1100 winning the  
Castrol Six Hour  
marathon in Australia.



would be the only way that Honda could hope to win!

But, less than two hours later, the Honda prayers were answered. The TZ750 coasted to a halt, amidst the thunderous applause of a hundred thousand Frenchmen, with a broken crankshaft.

No matter. A supposedly "fragile", highly-stressed Grand Prix racer had led "Le Bol" for almost 18 solid hours against the million dollar efforts of Honda.

Without a doubt, the sensation of the Bol d'Or was the Yamaha 750 ... winner or not.

And next year ...? "We'll be back" says Sonauto chief, Jean-Claude Olivier. "We'll be back with a new design of crankshaft and I hope that this time we will win. Yamaha has already proved that you don't really need a super-special 'endurance' racer to win the Bol d'Or ... just a good machine like the TZ750 and a little more luck".

Actually, the Bol d'Or effort came as the climax to a good year for Yamaha in French endurance

events.

Earlier in the season, at the Le Mans 24 Hour race, a standard XS1100 in the hands of Pierre Guy and Claude Fior finished seventh overall in a field of over 50 machines. Not only that, the pair were second in the "silhouette" class for road-going machines as distinct from the special endurance racers. The XS1100 averaged over 124km/h for the full 24 hours, including all pit stops!

Confirming that the XS1100 is a full-blooded sports machine as well as one of the best touring bikes on the road was the news that, in October 1978, one of the big Yamahas won the Castrol Six Hour Race at Amaroo Park, Australia.

Forty crews started the event, which is one of the most important races on the whole Australian calendar, and only 23 made it to the finish. Jim Budd and Roger Heyes, sponsored by Avon Tyres, won the event for Yamaha, beating one of the six-cylinder CBX Hondas into

second spot.

Finally, to prove the high-speed capabilities of the XS1100, test rider, David Bean, put in a staggering lap of the banked Fiat test track in Nardo, Italy ... a lap around the 12 kilometre circular track at an average of no less than 148mph (247km/h)!

Colour photographs by  
Moto Journal, France.  
Black and White by  
Revs Magazine,  
Australia.



# SUPERTRACKERS



The sand tracks and grass tracks of Europe will reverberate to a new sound this year. Instead of the staccato crackle of the usual Jawa and Weslake speedway engines there will be the mighty rumble of half-a-dozen highly-tuned Yamaha 750 twins ... "Supertrackers" straight from the American dirt-track arenas.

During 1978 the Yamahas performed in England - competing in a five-race Supertracker Series that included such prime events as the European Grass Track Championships and the British Championships.

At the British Championship Finals, the big twin-cylinder racers demonstrated their power by running on a longer track than the 500cc single-cylinder speedway lightweights (it ran around the outside of the normal grass track) and still posting faster lap times!

During the five race series, some notable names performed on the Supertrackers. Even World Speedway Champion, Peter Collins, rode at the European Championship Finals, won the race and pronounced himself ready to ride the big beasts anytime that his regular speedway programme permitted.

The series was a battle between Richard "Chippy" Moore and Les Collins (younger brother of Peter and a speedway star in his own right). There were nine individual races in the five-event series. Peter Collins won at the European finals while Chippy and Les shared the eight remaining race wins equally between them.

Other riders in the Supertracker Series included the 1978 British Grass Track Champion, Brian Webb, former British Champ, Davy



Peter Collins testing Supertracker power on the Belle Vue speedway track.

Baybutt, well-known English performer on the European sand-tracks, Joe Hughes and other top-line British grass men like Tom Leadbitter, Graham Hurry, Simon Wigg and Rob Smith.

But at the end of the series, it was Richard "Chippy" Moore and Les Collins head and shoulders above the opposition. Points in each race were awarded on the basis of six for a win down to a single point for sixth place. In the final reckoning, Chippy just beat Les out of the title by a scant four points - 54 points to 50 - to win a series that had established the supertrackers as a big attraction on the British grass track scene.

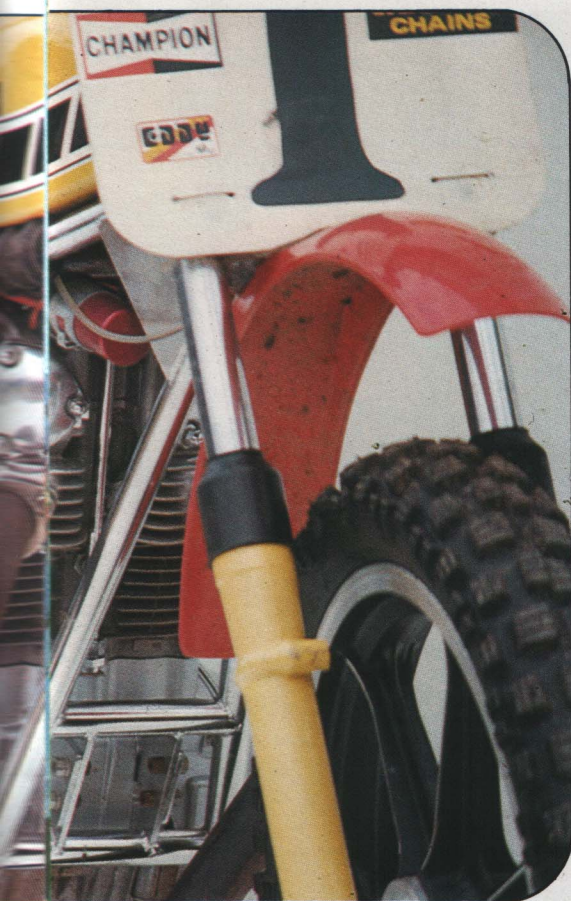
Just about all of the riders involved really enjoyed handling the big seven-fifties and next season it is planned to offer the machines to Continental promoters for use on either the sand-tracks or grass tracks.

Peter Collins, Les Collins and Chippy Moore have already agreed to form the nucleus of the team and other members will be selected from the British stars who rode this year and other big names in speedway and grass track from various European countries.

Many Continental sand-track riders watched the supertrackers run at Hereford and felt that they would provide an incredible spectacle on the European long-tracks. This was borne out by both Peter Collins and Barry Briggs who







feel that tracks such as Muhldorf in Germany would be perfect for the big beasts.

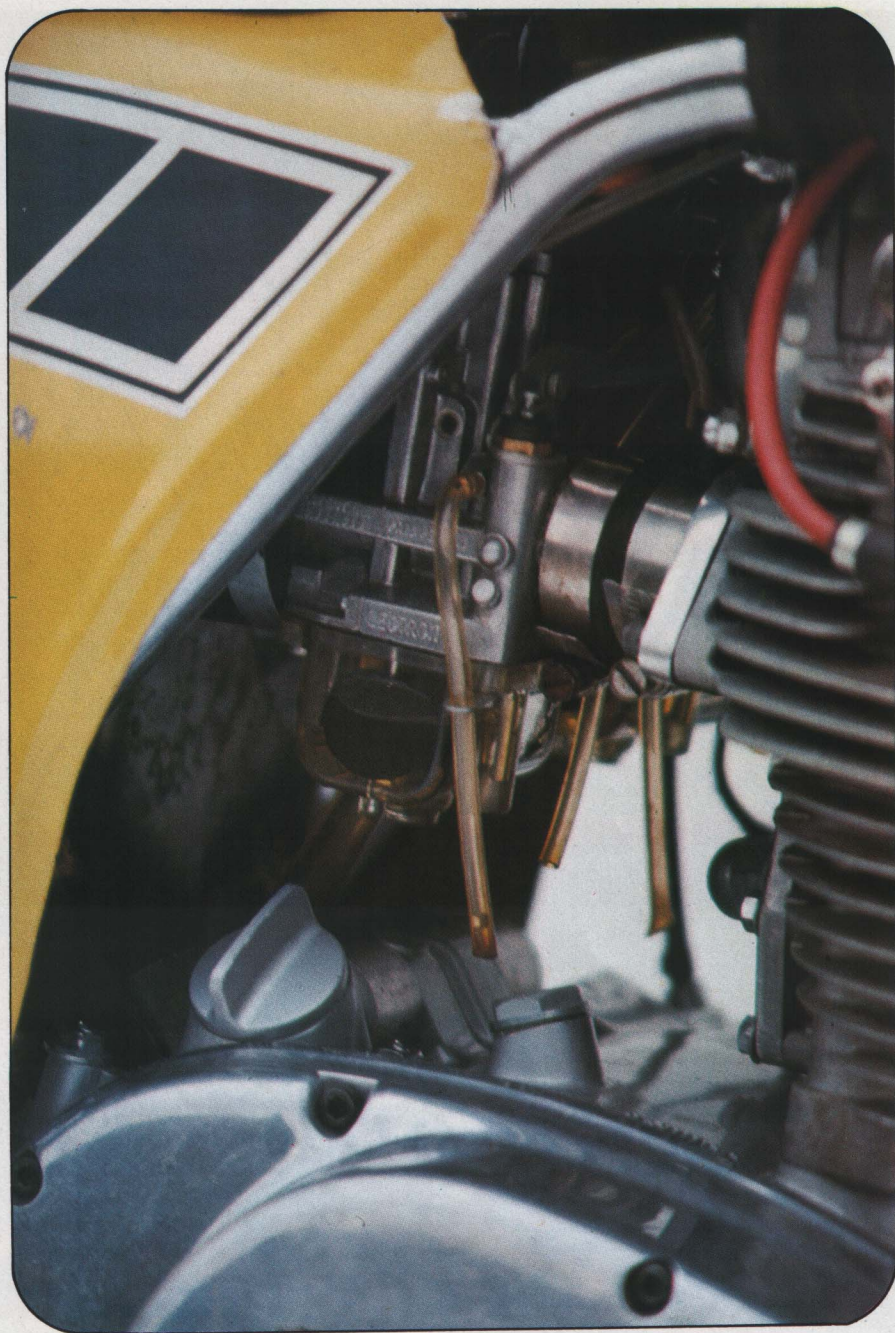
These long tracks are very similar to the American dirt-tracks and tests with Peter and Les Collins and Chippy Moore at the Belle Vue speedway track also proved the ability of the machines to cope with a short, 400 yard, course.

"Now that the bikes have been tested on sand-tracks, grass tracks and speedway, we know that they are capable of providing a great spectacle on any track surface".

"Next year, with the co-operation of regular long-track and grass track promoters, we aim to take them across the Channel and give fans all over Europe a chance to see a type of racing that they have previously only been able to read about or see on film".

#### ANATOMY OF A SUPERTRACKER

The Yamaha Supertrackers utilise what is basically a Yamaha XS650 twin cylinder engine, bored and stroked to 750cc. Special camshafts, pistons and cylinder head modifications give a power output of over 70BHP at the crankshaft, some 65BHP at the rear wheel. They run on standard high-octane petrol. The



750cc race kits are produced by noted American Yamaha tuner, Shell Thuett, and are identical to the engine that helped Kenny Roberts to his last American Grand National Championship. Lectron carburetors are used while Champion supply the spark plugs.

The monoshock chassis is a replica of that used by Kenny Roberts in his last season on the American Championship trail (1977) and is one of the most sophisticated dirt-track frames in the business. Front forks are by Boge and wheels are by the American, Morris Mags company. Braking systems are by another American company, Advanced Design Engineering.

On mile-track dirt ovals in the USA, these machines average

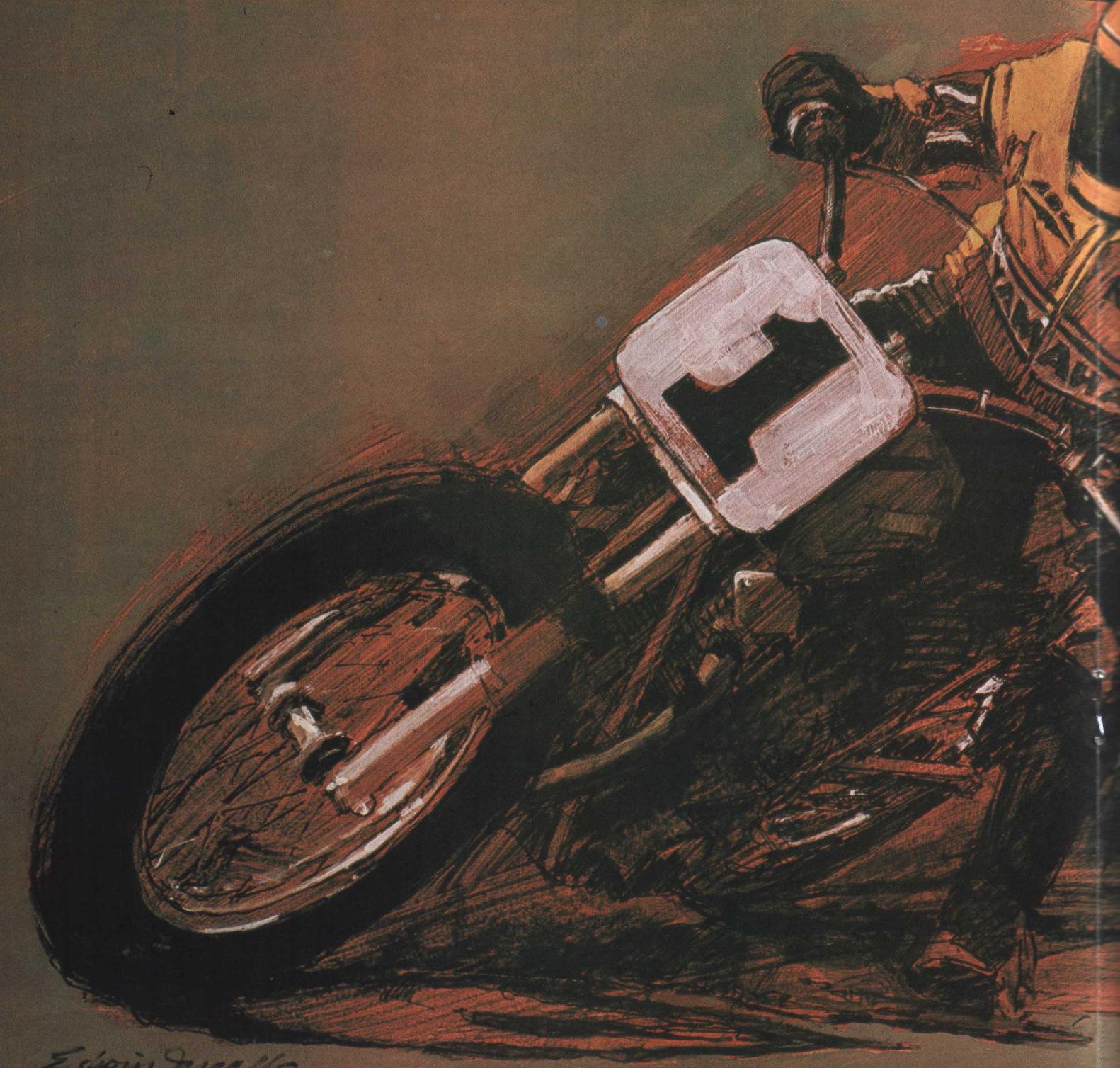
between 90 and 100mph (150 to 166km/h) for the lap and hit speeds of up to 130mph (216km/h) on the straights!

**SUPERTRACKERS**

# SUPERTRACKING

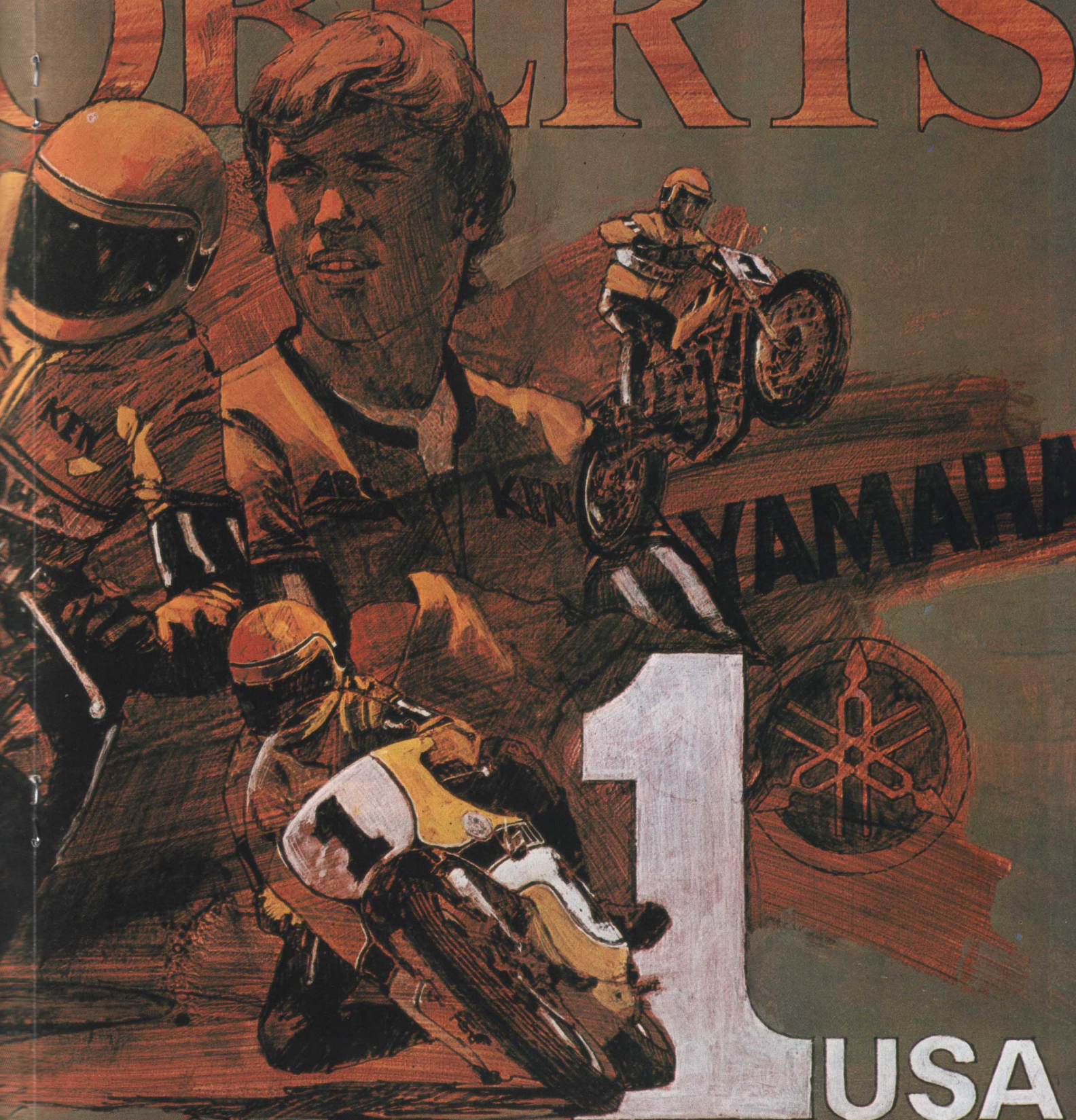
Supertracking with Kenny Roberts - a poster memento of Kenny's days as American Champion, riding the big dirt-trackers as well as road racing.

# KEN RO



*Edwin J. ...*

# ROBERTS



1 USA  
GRAND NATIONAL CHAMPION

Racing enthusiasts are well used by now to seeing Yamaha machines win motorcycle races but probably not many motorcycle fans realise that there's another form of racing in which the Yamaha engine reigns supreme.

This is the 250cc International class of kart racing ... for superkarts that top 130mph! These tiny projectiles post lap times on full road racing circuits that better Formula Ford and Formula Vee car race speeds and, in many cases, are faster than Grand Prix motorcycles!

Particularly popular in Germany, Britain and Scandinavia the 250cc Superkarts are restricted to air-cooled engines with no more than six gearbox speeds. Yamaha TD3 twins are the most popular motors or, for the wealthier racers, the six-speed TZ350 bottom end with air-cooled TD3 cylinders replacing the normal water-cooled ones.

At this year's British Kart Grand Prix, held on the wide-open Silverstone GP circuit, European Champion, Martin Hines, lapped at a staggering 107.52mph (179.2km/h) ... a speed right on a par with the 250cc motorcycle lap record and less than 4mph (6.6km/h) under the outright motorcycle lap record held by the big 500cc Grand Prix bikes!

Hines is one of the superstars of superkarting - along with guys like his team-mate on the Hermetite Zipkart squad, Paul Elmore, Paul's younger brother Steve, Britons, Dave Buttigieg, Malcolm Turner and Steve Styrin, plus "Superswede", Lennart Bohlin, winner of the World Cup.

The Hermetite-sponsored Zipkarts of Paul Elmore and Martin Hines finished 1-2 in the wet Silverstone Grand Prix, their clean condition at the finish being testimony to the efficiency of the sponsor's sealing compound and gaskets.

Hines manufactures the Zip Karts which, in common with their rivals, look like tiny Formula One Grand Prix cars, with wedge-type noses and rear wings to help keep them on the ground.

Actually you don't get much closer to the ground than on a racing kart. You're perched just two inches above the tarmac with nothing more than a thin layer of fibreglass between the road and your racing leathers ... at 130mph!

Several top-line British motorcyclists, including eight-time road racing World Champion, Phil Read, British road racing champion, Roger Marshall and hard-charger, Ron Haslam, recently took part in a kart event during the Superbike Six contest at Donington Park. All of them pronounced it one of the most exciting forms of racing that they had ever experienced.

The same goes for spectating. The bike fans at Donington loved the kart events and, despite bad weather, the Silverstone race was such a success that another British Grand Prix is planned next year.

If you are a bike racing fan looking for something a little different, we strongly recommend a trip to one of these superkart events. A motorcyclist can identify with the sport, as bike engines are used and the drivers wear full racing leathers ... and the sight of a string of karts slipstreaming one another at 130mph is a definite nerve-tingler!



# YAMAHA SUPERKART

KODAK SAFETY FILM 307



# SPORTS



# THE YAMAHA MOTORCROSS RACERS-1979

Lessons learned on the World Championship trail mean even better machines for "Mr Average".

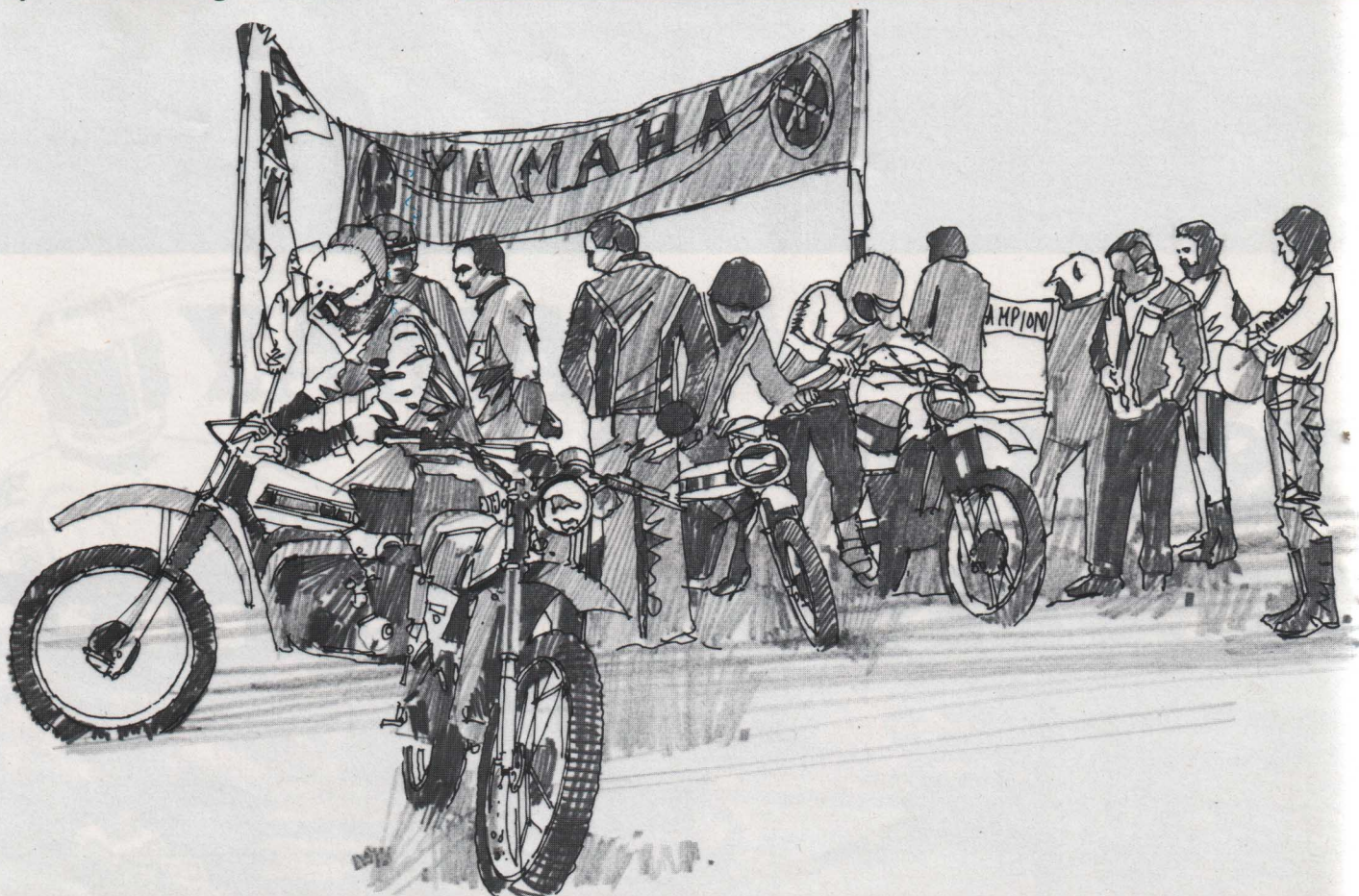


As in any competitive sport, top class equipment can often turn an average rider into a winner. That's why Yamaha are always ready to incorporate lessons learned by their factory Grand Prix teams into the following year's production racers. They feel that the better machine a "privateer" racer can buy, the better he will perform.

Late in 1978, on a cold, wintry moto-cross circuit in Belgium, Yamaha announced their 1979 production moto-cross range to the European press ... bikes that ranged from the highly-popular YZ80 Junior racer up to the YZ400 and HL500 big class machines.

Watched by Yamaha's 1977 and 1978 World 500cc Champion, Heikki Mikkola, and new Yamaha signing, three-time World 125cc Champ, Gaston Rahier, the pressmen put the new moto-crossers through their paces with unanimous approval.

The entire range has benefited from the continual development that has kept Yamaha winning both world



and various National Championships ever since Hakan Andersson of Sweden took the marque's first world title in 1973.

#### **YZ400:**

Top of the range is the YZ400, which is nearly identical to the bike with which Heikki Mikkola has totally dominated the World 500cc Championship for the past two years.

This year's YZ400 has a completely new engine unit, based on the YZ250 motor introduced last year. This is lighter and more compact than the previous one and gives 45BHP. Mid-range torque has been improved by utilizing a 5mm longer stroke. A Mikuni 38mm carburettor replaces last year's 36mm component and incorporates a re-designed, more efficient air filter.

Overall power characteristics have been improved by a new exhaust system of different shape and dimension from the 1978 specification.

Lessons learned on Mikkola's Grand Prix racer have also been

incorporated in the new YZ chassis. Front fork caster angle has been changed from 59° 30' to 60° 30' to "slow down" steering reaction while front wheel travel is increased from 250mm to 270mm. The length of the alloy rear sub-frame controlled by the monoshock goes up by 40mm to 500mm and rear wheel travel is increased from 250mm to 265mm.

The monoshock shock absorber unit itself has been re-designed, employing a greater use of light alloy (for both weight saving and better cooling) plus longitudinal finning for improved heat dissipation.

A floating rear brake plate eliminates rear wheel hop under braking and rear wheel rim size has been widened to take the massive new 5.10 x 18 moto-cross rubber!

The chain tensioner has been eliminated and replaced by a fixed, nylon-lined chain guide.

the chassis alterations and new engine mean a change in weight bias for the YZ400. Now 49kgs are over the front wheel and 55kgs over the rear.



- In Belgium to meet the press were Yamaha's double World 500cc Motocross Champion, Heikki Mikkola (1977 & 1978) and former three-time World 125cc Champion, Gaston Rahier (left) who this year switched to Yamaha from Suzuki.

#### **YZ250:**

All of the chassis alterations made to the YZ400 have now been included in the specification of its smaller brother, the YZ250.

The two-fifty got its new engine last year, but development still continues. The 1979 version features a new expansion chamber.

Weight bias of the YZ250 is 44.5kg at the front to 50kg at the rear.

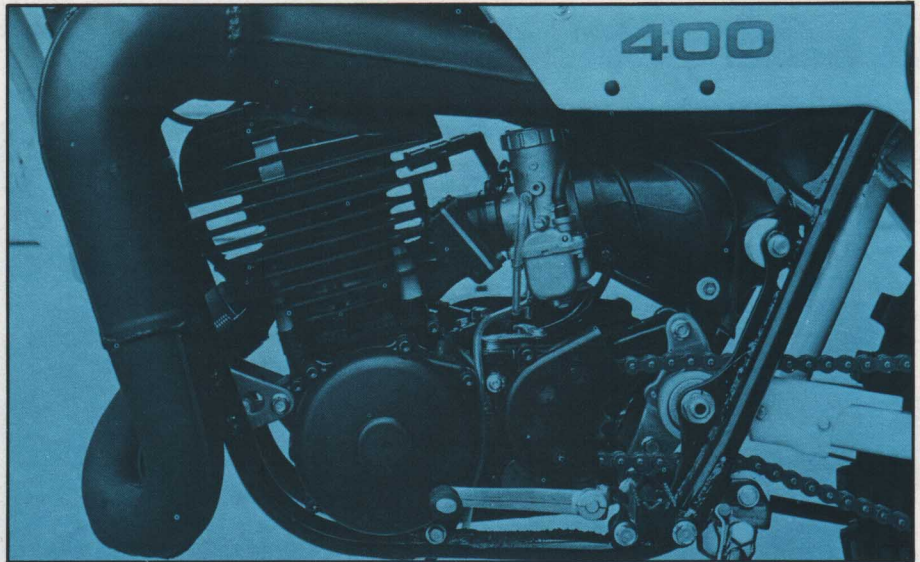
### HL500:

The other "big bike" in the Yamaha motocross range is the HL500 ... a "thumper" based on the XT500 four-stroke enduro bike and virtually a replica of the machine with which Bengt Aberg won the 1977 Luxembourg Grand Prix - the first moto-cross win for a four-stroke in a whole decade!

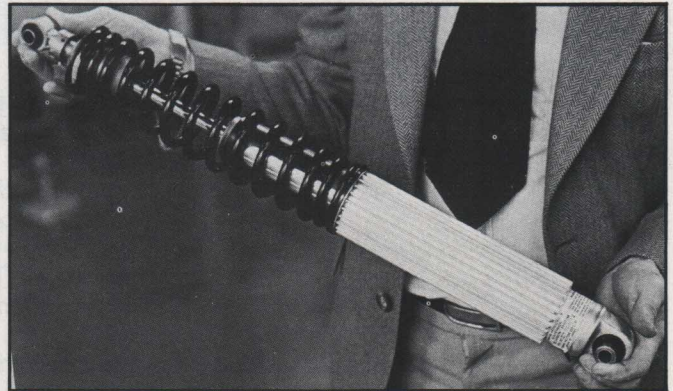
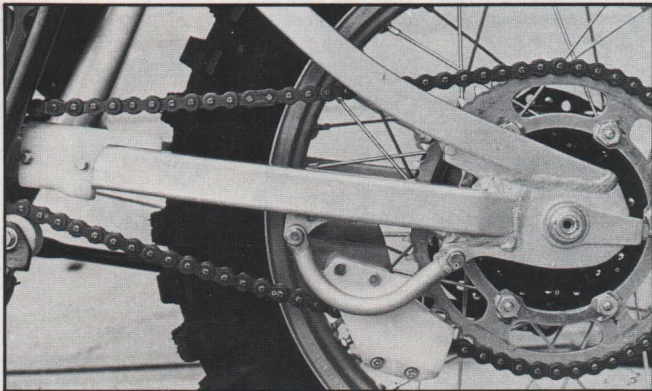
The bike was developed by Yamaha's Swedish importers, former four-time world Motocross Champion, Torsten Hallman, and his partner, Steffan Eneqvist. A great deal of the development program was carried out by another ex-World Champ from Sweden, Sten Lundin, while rider Abert was himself a



The new monoshock unit is lighter and features long, heat-dissipating fins.



For 1979 the chain tensioner has been replaced by this fixed, nylon-lined chain guide.





former World title holder. Small wonder that the result was the finest four-stroke moto-cross machine in ten years!

Now it is in limited production and has also received an update in specification. Overall performance has been improved by cylinder head modifications, a new camshaft grind and a re-designed exhaust pipe. Carburettor size has gone up from 36mm to 38mm.

The chassis, too, has received development attention. Front wheel travel is increased by 20mm to 270mm while there is 265mm of rear wheel movement.

The HL500 is the only Yamaha motocrosser that is not a monoshock. For 1979 the alloy swinging arm has been strengthened and is controlled by forward mounted, gas shock absorbers. The same floating rear brake plate and

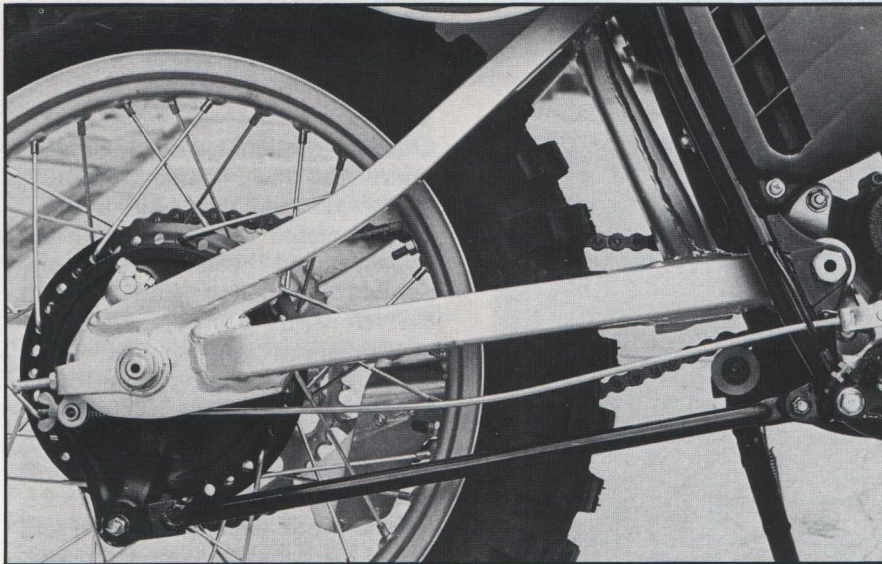
fixed, nylon-lined chain guide as featured on the big two-strokes are fitted to the HL500, as is the new wide rear rim.

**YZ125:**

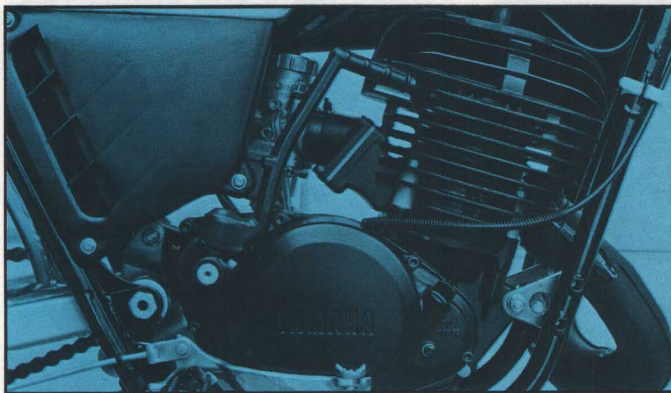
The 1979 YZ125 is fitted with a re-designed, chrome-plated alloy cylinder with radial cooling fins on the head. These modifications, together with a re-designed exhaust system, have meant increases in both power and torque as well as a wider power band for the little 11,000rpm screamer.

The six speed transmission has received minor modifications to improve strength and ease of shifting. The radius of the bottom of the gear teeth has been increased and the angle of the transmission gear dogs reduced by over half. The gearshift cam is now supported by a roller bearing and has re-designed shifting forks.

The new monoshock unit is fitted and so are the floating rear brake plate and fixed chain guide of the bigger bikes of the range. Suspension travel has been increased from 230mm to 250mm at the front and to 240mm at the rear. Weight bias is 43.1kg front and 50.4kg rear.



This year's motocrossers feature a floating rear brake plate.



Side views of the new YZ400 engine.



The HL500 is also based on a Grand Prix winner, the most successful four-stroke motocross bike in ten years.

#### **YZ100:**

One of the favourites of Junior class riders is the Yamaha YZ100, improved this year by a new, chrome-plated alloy cylinder and radially-finned head. These mods result in better mid-range performance. Strength of transmission gears has been improved by increasing the radius on the base of the gear teeth to 0.09mm.

Other minor, but still significant, alterations are the increase in front tyre size from 2.75 x 2" to 3.00 x 21, a bigger front fender and a lower seat height to help the younger riders. Weight bias is 39kg front to 44kg rear.



### YZ80

The dream bike of most of today's mini-motocrossers is the Yamaha YZ80 and this year it has undergone some quite radical changes.

Engine horsepower and torque are increased by alterations to both intake and exhaust systems, the gear box has gained a speed (now having six instead of five) and the CDI ignition unit has been replaced by an inner rotor type in the interests of better throttle response.

Rear wheel travel has been increased from 120mm to 155mm while the front forks have been strengthened by the use of 30mm diameter tubing instead of 27mm and front wheel travel increased from 140mm to 165mm.

The forks can be adjusted for varying pre-load settings to compensate for different rider weights and the weight bias is set at 31.5kg front and 38kg rear.



- Double 500cc Champ, Heikki Mikkola, leads new Yamaha man (and former three-time 125cc champion) Gaston Rahier, in a demonstration run for the press.

**W**ith seven crossings of the Sahara Desert already behind him (including trips with both Yamaha DT400 and SR500 machines), the French journalist, Fenouil, can lay a solid claim to being the motorcyclist with more trans-Sahara kilometres under his wheels than any other.

For his eighth crossing of the fearsome North African wastelands, Fenouil chose what, to many people, was rather a strange machine to use in the desert ... the big four-cylinder Yamaha XS1100! But Fenouil had his reasons for choosing one of the big sports/tourers for his attempt during the scorching hot, high summer of 1978. His aim was to blast the 2000 kilometres between Tamanrasset and Algiers "quicker than the sun" ... a dawn to dusk dash from the very heart of the Sahara to the southern coast of the Mediterranean. For that Fenouil needed a big, fast bike, capable of high speeds even when loaded down with extra fuel tanks and an emergency water supply. The big, smoothly-swift Yamaha XS1100 with its shaft-drive was, felt Fenouil, perfect for the task.

Just how perfect it was, he was to prove by completing the 2000 kilometres in a staggering 12 hours 34 minutes, despite having to contend with temperatures that soared to 50 degrees centigrade in the shade (except that there never was any shade!) as well as roads obliterated by shifting sand dunes!

The standard XS1100 was prepared for the trip by Messieurs Soler and Hosotte, technicians employed by Sonauto, the French Yamaha importers. A Sonauto head fairing was fitted to save Fenouil from being buffeted by the wind and three special aerodynamic jerry-cans were bolted to the rear of the machine, giving a total petrol capacity of 48 litres. In addition, there was a special 5 litre jerry-can of water in case Fenouil struck trouble out there in the desert.

For the first 350 kilometres, from Tamanrasset to the oasis of Arak, Fenouil averaged 175km/h (105mph) but more was to come! Over no less than 700 kilometres of the road after Arak, Fenouil pushed the average speed to a staggering 201km/h (120mph)!

After the halfway point at El Golea, sandstorms had blown the Sahara dunes across the road and curbed the progress of the XS1100. But Fenouil was not about to be beaten in his attempt to reach the Mediterranean before the sun had set. He arrived in Algiers with the sun still above the horizon, having seen it rise 12 hours and 34 minutes earlier, 2000 kilometres away in the desert oasis city of Tamanrasset.

Following a road that has been one of the trans-Sahara trade routes for centuries, Fenouil completed the trip 40 times faster than the camel trains of long ago. It was the birth of a new era!

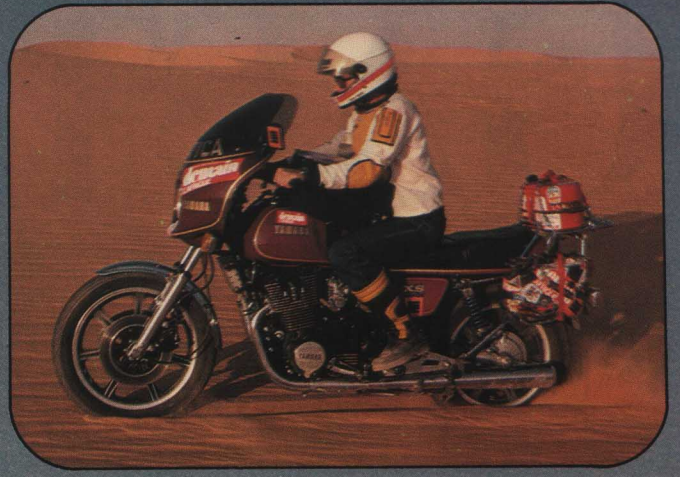
And, as Fenouil said on arrival in Algiers, "I was able to establish the record thanks to the extraordinary capabilities of the Yamaha XS1100 at high speeds and to the fact that, in the whole 2000 kilometres, I had to do nothing to the machine other than put petrol in the tank. It arrived in Algiers looking like new".



# QUICKER

A dawn to dusk dash across the Sahara ... by Yamaha XS1100





**ER THAN THE SUN!**



# GASTON GO YAMAHA!

Three-time World 125cc Motocross Champion, Gaston Rahier, will be chasing his fourth World title next year. But, in a move that surprised the world of moto-cross, the 31 year old Belgian has decided that he has a better chance of Championship win Number four aboard a water-cooled Yamaha rather than his familiar Suzuki.

The small, muscular Rahier will ride factory Yamahas under the banner of D'Ieteren Sport, Yamaha importers for Belgium and the Grand Duchy of Luxembourg, and will contest both the World 125cc Championship and the Belgian 250cc National title.

Gaston was born on the first day of February, 1948 and has packed a lot of winning into those 31 years. By the time he was ten years old, he had mastered his first moto-cross machine, riding 50cc two-strokes in company with a couple of other famous Belgian dirt riders, Joel Robert (destined to be a six-time World Champion in the 250cc class) and Marcel Wiertz, himself a Belgian champion in later years.

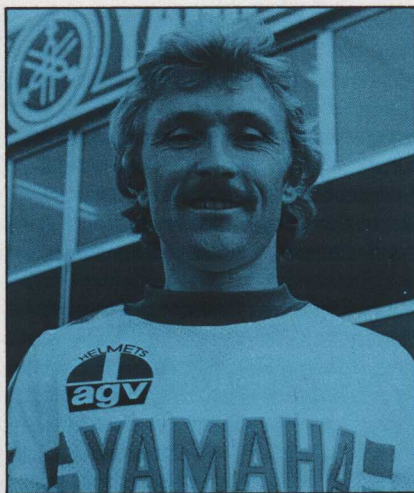
Six years later, Rahier competed in his first moto-cross (again on a 50cc machine) alongside another Belgian destined for super-stardom ... five time World 500cc Champion, Roger De Coster.

Now, 15 years later, Rahier's own moto-cross success record is that of the "superstar" ...

In 1963, in his very first full season of moto-cross, Gaston took the Belgian 50cc Championship ... some start to what was to prove an equally glittering career that is still at its peak.

During the following season Rahier moved up to the 250cc National (or Junior) class and soon proved that, despite being only 5ft 6ins tall, he could handle the bigger bikes with as much ease as the little 50cc flyweights. He won no less than 22 races on his way to becoming Champion of Belgium!

The 1965 season saw him move



into the "International" category, Belgium's premier echelon of moto cross. Contesting the 250cc class he finished fourth in his first season of "big league" Championship racing.

From that point on, he spent three seasons battling with Marcel Wiertz and Joel Robert for the Belgian 250cc title but in 1966/67 and 1968 had to be content with second place behind one or other of these tough rivals.

1969, however, saw another big step up the ladder of success when, after four years of knocking on the door, Gaston became Champion of Belgium in the 250cc International class. Next season he was back in second place again but, already, his sights were set higher than his own country's Championship. In 1971 he signed for CZ to contest the World 250cc Moto Cross Championships and, at his first attempt on the Grand



Prix scene, finished the season in ninth place.

1972 saw a lot of changes for the tough little Belgian. Dissatisfied with CZ, he first switched to the Swedish Husqvarna factory. This brought an improvement in his fortunes, with second places in both the Spanish and Italian 250cc Grands Prix. But this was still not enough. Gaston knew that he had the talent to win GP events and, before the season was over, had quit Husqvarna and headed east ... to Japan and Suzuki. He rewarded his new employers with end-of-season victories in the Japanese 125 and 250cc Championships and repeated the feat in 1973.

In 1974, now a full-fledged Suzuki works rider, he contested the full World 250cc series and with some consistent riding, improved his position to fourth. On the way to this, he won his first Grand Prix ... the German GP.

The following season saw Gaston and Suzuki come to a decision that was to take him to the top of the tree. Even though he is stocky and muscular, it was felt that Gaston's small build would make him an ideal rider for the new World 125cc Championship class. He won no less than eight 125cc World Championship Grands Prix and, as an inevitable result of this, his first World title. Rahier had made it to the very peak of success.

Proving that he was not just a 125cc rider, Gaston also captured the Belgian 250cc Championship and shared the Championship of Australia ... open to riders on any capacity machine.

The 1976 season followed much the same pattern. Eight more Grand Prix wins on the way to his second World 125cc title, another Belgian 250cc Championship and 23 race wins during a winter tour of Australia!

Next year was a year of mixed fortunes with Gaston's luck varying from the very highest, down to the absolute depths.

# DIES

He won seven Grands Prix in 1977 and again took the World 125cc Championship. But, towards the end of the season, he crashed heavily and suffered severe internal injuries. Prompt hospital attention saved his life but for many months his racing future was in jeopardy.

Always in superb physical condition, Rahier recovered quickly from his surgery. Even so, he was still feeling the effects of the crash when the 1978 season began. Despite this he still managed to race to second place in the World 125cc Championship (remaining in contention for the win until the very end of the season) and, as a consolation, took yet another 250cc Championship of Belgium.

After all this, is Rahier ready to rest on his laurels? Certainly not! He wants a fifth World Title and, having watched the meteoric progress of Dutchman, Gerard Rond, on the factory water-cooled Yamaha 125, during 1978, has decided that Yamaha machinery is what he needs both to regain his World 125cc Championship and score yet another victory in the 250cc class of his own National title chase. That's why, for 1979, Gaston Rahier goes Yamaha!

## Horsepower out-Kilowatts in!

For most of the history of the internal combustion engine, its power has been measured in "horsepower" but, despite the fact that people have become used to this unit of measurement, it has never really been a logical basis for comparison. And when one considers that various countries have slightly differing ways of calculating their own particular version of "horsepower", then the issue becomes even more clouded.

Since most countries in the world have been turning over to the metric system of measurement the International Standards Organisation has been trying to rationalise the situation and suggesting that people use kilowatts as a means of referring to engine power rather than "horsepower".

Governments, especially within the European Common Market block, have taken up this cause and now insist, that the kilowatt be used as a means of comparing and measuring petrol and diesel power outputs. Now it is common to see brochures on cars and motorcycles referring to both "horsepower" and kilowatt figures and the aim is that, eventually, the old "horsepower" measurement will disappear altogether.

This will mean that the greater part of the populace of most countries in Europe (and eventually the world) will have to push the thought of "horsepower" comparisons out of their heads and think kilowatts instead.

One big problem in this respect is that, to many people, the kilowatt is thought to be an "electrical" measurement. That is the first misconception that must be dispelled. As I shall explain later in this article, the kilowatt is simply another means of measuring energy, or power ... whether it is generated electrically or by any other means, such as the internal combustion engine.

To clarify the relationship between the old "horsepower" measurements and the kilowatts which we shall all eventually be using, I think it is best for me to first explain how the "horsepower" rating ever came to be used at all, and then

### The new method of defining engine power is more logical says John Hartley.

compare that with the "proper" metric measurement, the kilowatt.

Various countries have their own ways of referring to "horsepower". In England, the common term is "Bhp" or "Brake horsepower", which means the engine's power output as measured on a "brake" or dynamometer. In France, the term is "CV" or "cheval vapeur", whereas Germany abbreviates "pferdestärke" to "PS". Until the advent of the changeover to kilowatts as a term of reference, the German "PS" had been adopted as the official metric measurement of "horsepower".

The actual term "horsepower" was, however, a British-inspired measurement. The idea, back in those early days of artificially-generated power, was to establish a scale of comparison based on the work that could be done by a single horse. It is generally reckoned that whoever set the basic workrate of a single horse was a little optimistic about his particular animal, calculating that the rate was equal to 550 foot/pounds (ft/lb) per second. That meant that they assumed the average horse to be capable of lifting 550lbs through a height of one foot, in one second ... which seems to have very little to do with the power output of engines!

What this did do, however, was establish a starting point so that the power capabilities of engines could be measured against this basic "one horsepower" figure, or multiples of it.

In practice, "horsepower" is calculated by measuring the crankshaft speed of the engine (in revolutions per minute) and also the torque, or twisting effect applied by the motor. Torque is measured in pounds/feet (lb/ft), NOT to be confused with the basic foot/pounds measure of calculating work rate that we have previously referred to.



Two new big bikes are added to the Yamaha range for 1979 in Europe. They are the re-styled "Special" versions of the 650 twin and 750 shaft-drive triple that were introduced to the American market last year and, ever since, have aroused the curiosity of riders on this side of the Atlantic.

Titled the XS650S and XS750S, the machines retain the basic specification of the normal European versions but are styled on American lines with a casual "laid-back" riding position.

A "teardrop" shaped fuel tank, low and narrow at the rear is the most obvious styling difference, along with a stepped dualseat that reduces the seat height for the rider. Short megaphone exhausts add to the trimmed-down look while the high handlebars sweep back towards the rider.

Engine of the XS750S is in polished alloy, rather than the matt-black of the normal triple and the 750 Special also features longer front forks, with a leading axle position.

This makes the overall length of the XS750S just 15mm longer than the normal European version, at 2175mm. The "high, wide and handsome" swept-back handlebars increase overall height from 1130 to 1185mm while the width expands from 725mm to 855mm. Similarly, the wheelbase lengthens by 35mm, to 1505mm.

Weight, however, drops from 236 to 230 kilogrammes.

On the XS650 Special, the most obvious differences are again the fuel tank styling, the short megaphone exhausts and the "easy rider" seat and handlebars. Many riders could miss, at first glance, the 16inch rear wheel that further drops the seat height of the XS650S.

Comparative dimensions of the XS650S and the normal model are an overall length of 2120mm (shorter than the 2190 of the regular European machine), 925mm overall width compared to 835mm, overall height of 1220mm (1135 normally) and an identical 1435mm wheelbase. Weight goes down from 217 to 210 kilogrammes.

These "special" versions of the XS650 and XS750 will be generally available throughout Europe in 1979. Check with your local Yamaha dealer to confirm whether they are available in your particular country.



## HORSEPOWER OUT - KILOWATTS IN

continued from previous page

To calculate "horsepower" from the torque and engine speed, the following formula is used:

$$\text{Bhp (Brake horsepower)} = \frac{\text{Torque} \times \text{Engine Speed (rpm)}}{5252}$$

Obviously, this is the sort of basic unit of measurement that you need. One that takes into account the engine's performance characteristics rather than using the imaginary working rate of a horse. In fact, when horsepower was metricated, it was decided to define a single horsepower (1PS) as 75 kilogrammes/metre per second.

Even so, the "horsepower", even in this form, is still not a proper metric unit, so the International Standards Organisation decided that things should be rationalised and the Kilowatt adopted as **the**

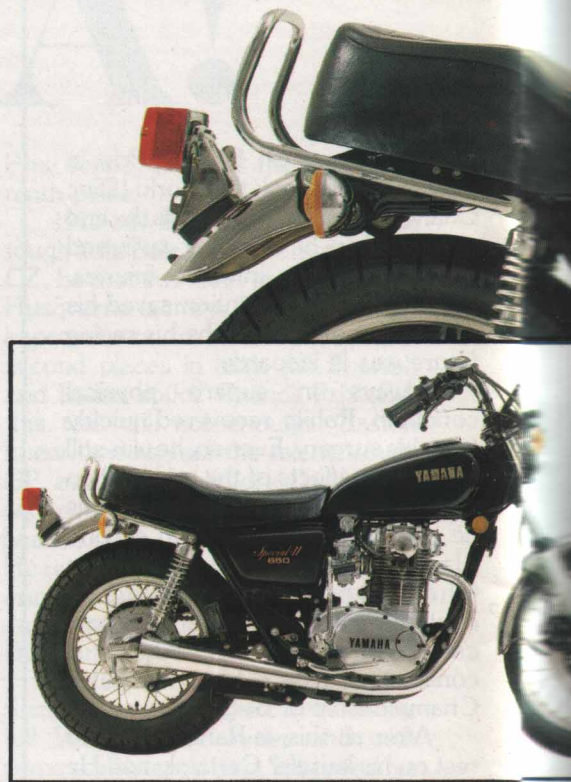
definitive unit of measurement where engine power output is concerned.

So ... now to kilowatts. What exactly is a kilowatt? Firstly, it is 1000 Watts, which is the fundamental metric unit of power named after famous 18th century British engineer and scientist, James Watt. A single watt is equivalent to 1 Joule/second (the joule in this case being another fundamental measurement ... for the mechanical equivalent of heat ... named after another famous British scientist from the 19th century, James Prescott Joule).

In turn, a joule is equal to 1 Newton-metre, which is a basic measure of torque. And yes, the Newton referred to is none other than the famous Sir Isaac of that name, who realised the effects of gravity one day in the 17th century when an apple fell from a tree and struck him on the head!

Let's re-cap from the other direction. One Newton-metre (written Nm) is a basic measurement of the twisting power of the engine ... at the crankshaft, of course. Turn that into twisting power at speed,

# AMERICAN—S YAMAHA "SPE COME TO EUROPE FOR 19



such as the torque amount per second, and we have what the combination of force and energy that we have come to regard as an engine's power output. The watt is the basic measurement that represents the result of that twisting power and speed. One watt equals one Newton-metre. Multiply that by one thousand so that you don't have to refer to power output by means of figures with long strings of noughts on the end and there you arrive at ... the Kilowatt.

Having established how both the kilowatt and the old "horsepower" figures are arrived at, the next question is "how do they compare?"

In metric terms, a single "horsepower" is equal to 0.735499 Kw ... so a kilowatt is a rather larger unit of measurement.

One simple way for the average person to make the comparison between the two, so that he will soon begin to think in Kilowatts rather than horsepower, is to think of 1Bhp (or 1PS, 1CV, etc.) as equalling  $\frac{3}{4}$ Kw (0.75Kw).

To convert BHP to Kw, multiply the horsepower figure by  $\frac{3}{4}$  or 0.75.



# STYLE SPECIALS"

R1979



The following equation will explain this:

$$16 \text{ BHP} \times \frac{3}{4} = 4 \times 3 = 12 \text{ Kw}$$

Basically, it means getting used to thinking of power output in rather lower figures than in the past. For example, you can think of your 250cc roadster as developing about 20Kw, a 400cc to produce about 30Kw and a sports 500 to develop in the region of some 35Kw. And if you hear anyone talking about engines developing over 150 kilowatts per litre, then you can be sure that they are referring to one of Yamaha's 500 or 750cc Grand Prix racing "fours" or some such beast.

The table accompanying this feature will give you an idea of the kilowatts produced by machines in the current Yamaha range.

Should you not know the old horsepower figure of a machine, but do know its maximum torque and engine speed, then the following formula will give you the power output in kilowatts:

$$\text{Kw} = \frac{\text{Torque (Nm)} \times \text{Engine Speed (rpm)}}{9549}$$

For example, if an engine pro-

duces a torque figure of 55Nm at 7000rpm the power output is calculated as follows:

$$\text{Kw} = \frac{55 \times 7000}{9549} = \frac{385,000}{9549} = 40.3\text{Kw}$$

Some of you readers, after wading through all of this, might well mutter "what's in a name" and go back to thinking of the old faithful "horsepower", leaving kilowatts to the scientists, engineers ... and electricians.

But you can't. Standardisation of measurements is in everyone's best interests and everyone will eventually have to come to accept it. So remember, from now on ... **Kilowatts IN ... Horsepower OUT!**

NOTE: Certain machines on the German market, notably the XS400, XT500 and SR500, are produced in special 27PS versions for favourable insurance rates. These versions produce 20Kw.

## KILOWATT TO HORSEPOWER COMPARISON FOR YAMAHA (1978) MACHINES (Kw figures to nearest whole unit)

Model	Horsepower	Kilowatts (PS)
FS1	2.8	2
RD50 (M)	3.0	2
TY50 (M)	2.75	2
LB2 (M)	2.84	2
LB3 (M)	2.76	2
DT50 (M)	2.89	2
RD50	6.26	4
LB3	5.0	4
RS100	10.0	7
RD200	17.0	13
RD250	27.0	20
RD400	43.0	32
XS250	27.0	20
XS400	38.0	28
XS500	49.0	36
XS650	50.0	37
XS750	74.0	54
XS1100	95.0	70
SR500	32.0	24
DT125E	10.0	7
DT175MX	15.0	11
DT250MX	16.0	12
DT400MX	21.0	15
XT500	32.0	24
TY125	10.0	7
TY250	12.0	9

# AGGRESSIVE PROMOTIONS AID YAMAHA PUSH FOR BRITISH NUMBER ONE SPOT

When the British branch of the Japanese trading giant, Mitsui, began sales of Yamaha motorcycles in the United Kingdom during 1963/64, they started with a mere 15 dealers. Within five years that figure had grown to 300, a further five years saw the 500 dealer mark passed and now, 15 years later there are no less than 580 Yamaha dealers in the British Isles, 150 of whom are "solus" dealers selling nothing but Yamaha machinery!

Now marketed by a separate division of Mitsui known as Mitsui Machinery Sales (UK) Ltd., Yamaha motorcycles have captured a 20% share of the British market, double the market share that they enjoyed only five years ago.

Solid, proven selling techniques, plus aggressive promotions over the past couple of years have been responsible for the boom in Yamaha output to Britain and it is a boom that the men at Mitsui (UK) want to keep exploding.

Heading up Mitsui Machinery Sales (UK) Ltd, is the new Managing Director, Mr A.Joh, who arrived from Japan at the end of 1978. Brand Manager is Mr A.Sekino while Cedric Airey, a personality of long-standing in the British motorcycle industry, handles sales. Technical aspects are covered by Brian Hamilton-Fairey (Service) and Mr M.McHale (Parts).

Forceful marketing man, Robert Jackson, is Advertising, Promotions and Racing Manager, and he was joined at the end of 1978 by Steve Hackett, who comes from Yamaha's previous public relations agency to fulfil the PR function "in house".

Yamaha promotions really got into gear under Robert Jackson's

direction in 1978 and, coupled with the expertise of the sales staff building on these publicity-gaining ideas, this has launched Yamaha off the springboard of climbing sales.

New support for racing came with support of Britain's World Sidecar Road Racing Champion, George O'Dell and leading British F750 exponent, Dave Potter, as well as the memorable Isle of Man comeback of Mike Hailwood that paid such huge publicity dividends and was linked with an up-market campaign by the Martini aperitif company.

Still on the racing front, an entire race meeting at Caldwell Park in August was totally-sponsored by Yamaha, proving their interest in the clubman road racer as well as his professional counterparts.

Close liaison with the press was another feature of Yamaha's new British promotional approach. The Mitsui UK personnel linked with Yamaha Motor NV to send British journalists to the immensely successful press launch of 1978 models in Senegal, West Africa during January last year as well as to the Belgian launch of the 1979 motocross models late in 1978.

Coupled with this, Robert Jackson staged his own imaginative launch of the 1979 Enduro range by taking a number of British journalists specialising in off-road riding up to the wild Yorkshire moors in the North of England. There they were able to pit themselves and the Yamahas against some of the toughest trail riding in Britain ... and the Yamaha's fared well from the publicity point of view.

A new Yamaha Owners Club has been formed and now has over

1000 members from its first few months of existence and Yamaha have linked with Motor Cycle News, Britain's (and the world's) largest motorcycle newspaper, to promote a series of wintertime film shows touring 80 cities all over Britain from October 1978 until March 1979.

Filmgoers will be able to see features on Kenny Robert's World Championship-winning 1978 season, Mike Hailwood's Isle of Man comeback, Heikki Mikkola 1978 World Championship year, Formula 750 and 1977 Superstars Trial.

Over the course of the winter, some 40,000 people will visit this Yamaha film feast and, in March, the BP oil company are flying the projection team out to the Shetland Isles in the wintry North Sea to entertain crews working on the offshore oil rigs!

As well as reaching out to the general public, Mitsui Machinery Sales (UK) are also aiming promotions at their own dealers in 1979.

There will be local seminars all over Britain, instructing in effective selling techniques at dealer level, an incentive scheme for salesmen and a new point-of-sale display campaign, entitled Image 1979, aimed at establishing a more positive corporate identity in the dealer's showrooms.

Yamaha's support of English racing events will also continue. Last season promotional help was given to promoters of six British Championship moto-cross events as well as bonuses to winning Yamaha riders in both Championship and support classes. This type of support will continue. For example, Mitsui recently linked with the British Independent Television Network for a Yamaha-sponsored moto-cross, beamed live to British fans this winter.

It is this kind of promotion plus proven selling techniques which Mitsui feel will keep Yamaha's share of the British market rising steadily over the years to come.

A.Joh



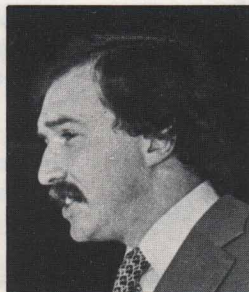
Y.Ishizaka.



Cedric Airey



Robert Jackson



Brian Hamilton-Fairey



# DEBBIE EVANS - TRICK TRIALIST

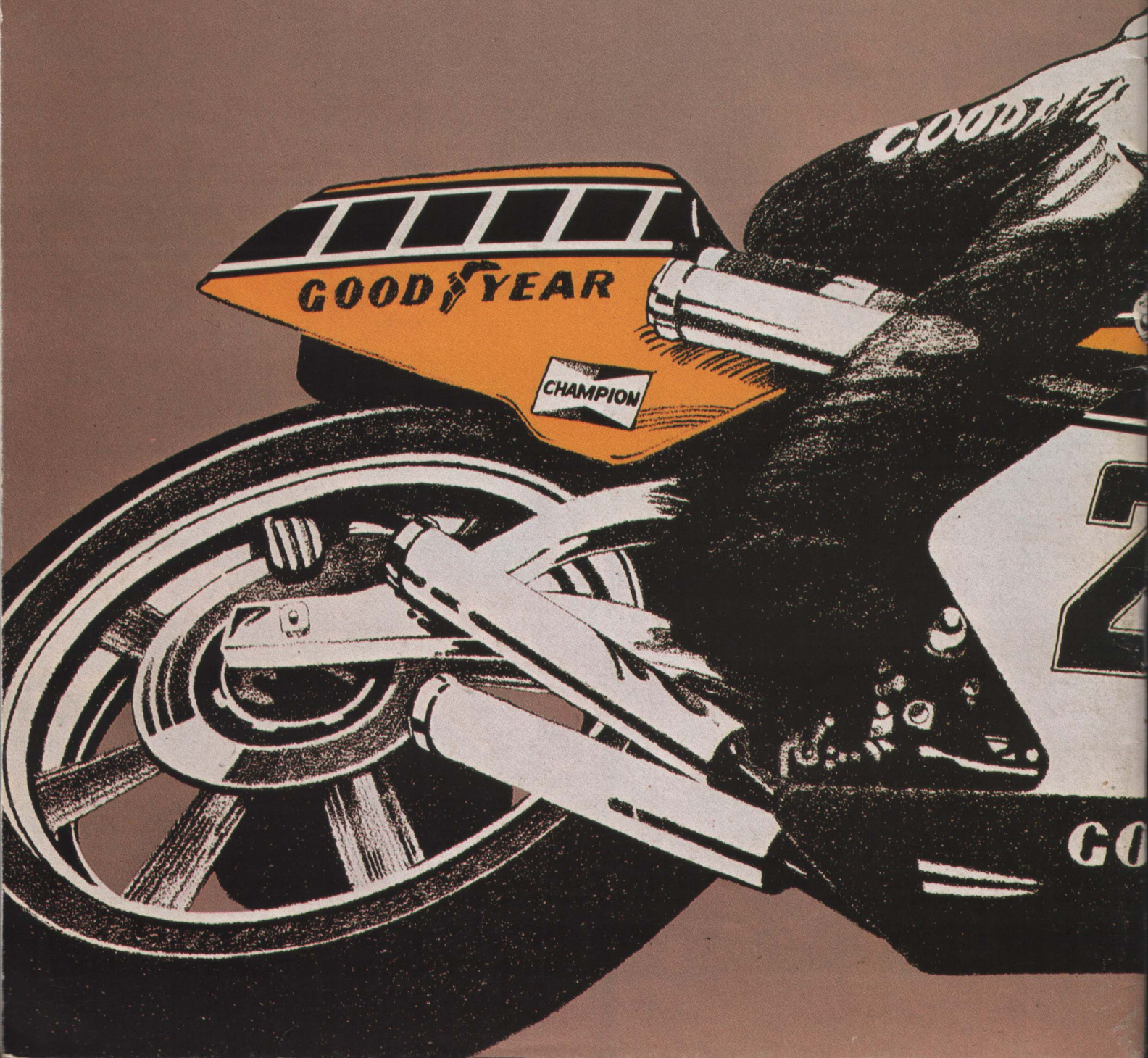
Debbie Evans, the teenage California girl who rides on the Yamaha American trials team, was recently in Europe and took the opportunity to visit French dealers in the mountain region of Haut Savoie where she was able to practise her other favourite sport, skiing.

Debbie's sense of balance is so acute that she can even do a headstand on the seat of her trials bike as she balances it upright ... without a stand or any means of support.

The accompanying shots show Debbie performing her party piece with Mont Blanc in the background, and also proving that she can handle a motorcycle from other than the upside-down position!

Earlier this year, she proved to trials enthusiasts all over Europe that she is equally as good a trials rider as she is a balance artist by making her debut in the toughest trial of them all, the Scottish Six Days. Her performance impressed both spectators and fellow riders alike ... Debbie completed the six days and placed better than any other female rider has ever done.





GOODYEAR

CHAMPION

GOODYEAR

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