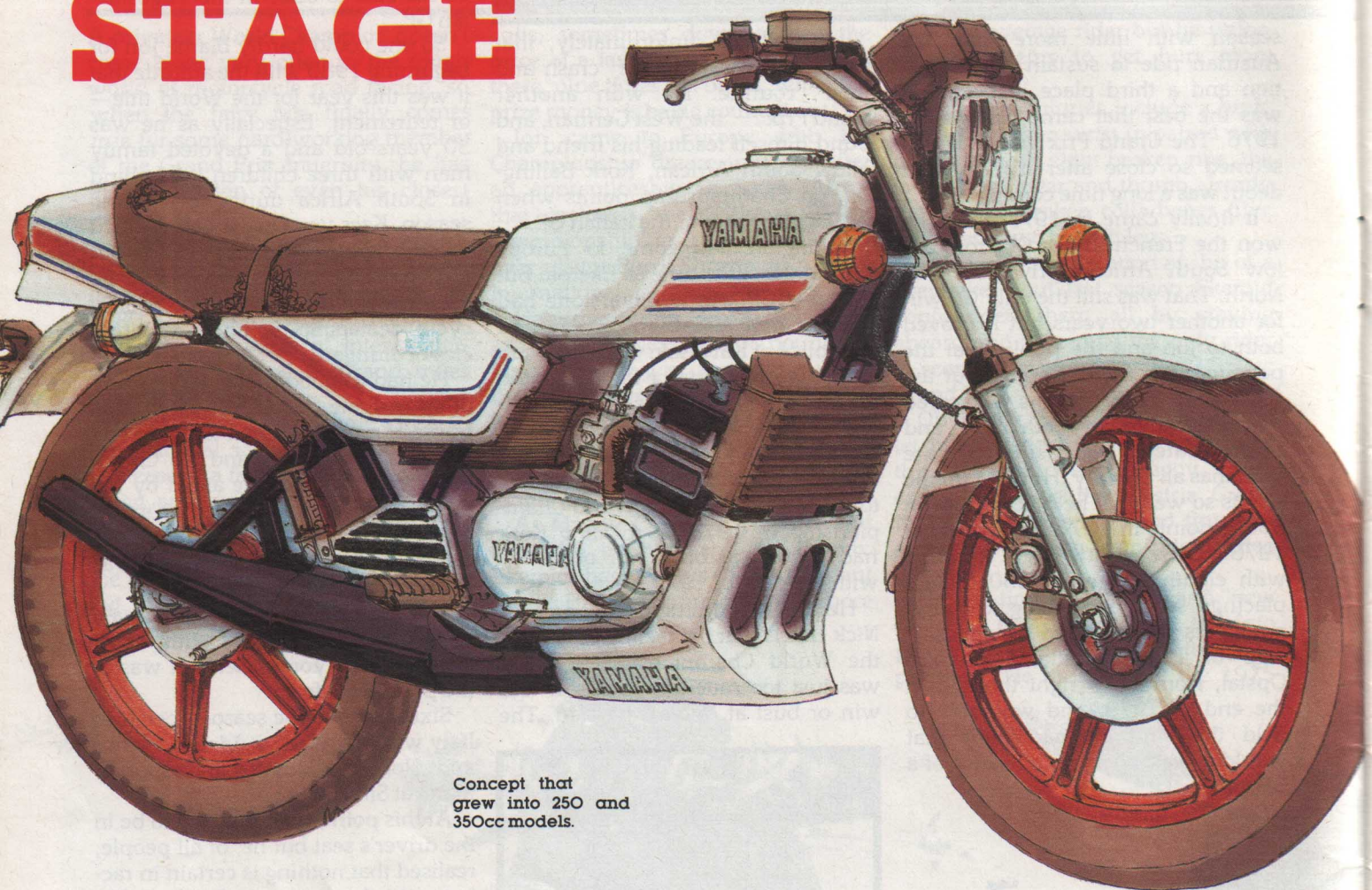
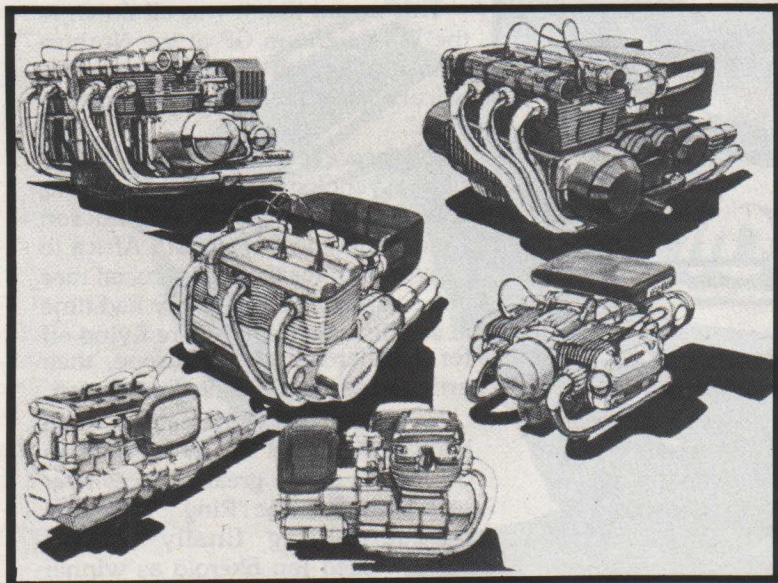


# CONCEPT STAGE



Concept that grew into 250 and 350cc models.

Sketchbook engine options (clockwise from top left). Twin-cam four with central camshaft drive. Three-cylinder with camshaft drive at right end of crankshaft. A flat four. Horizontally-opposed vee-twin. Automotive-style in-line four. (Centre) Twin-cam triple with camshaft drive between the two right-hand cylinders.



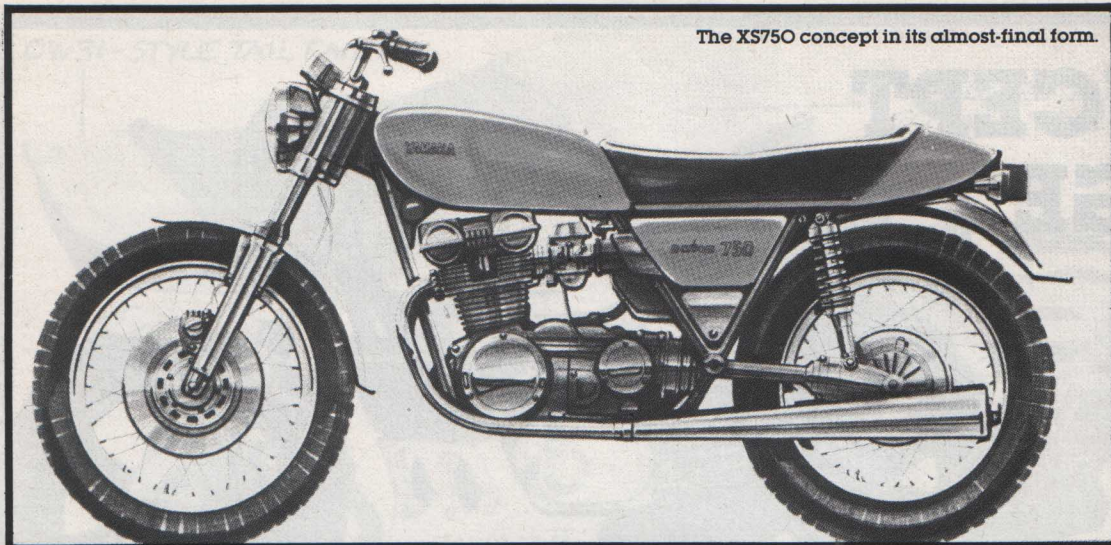
The evolution of a motorcycle is a complicated business. Far more involved than the popular idea of a designer coming up with a model for the factory to translate into reality and for the marketing men to sell to the public.

Indeed, the most complicated and important stage of all comes before the designer makes even his first stroke of the pencil. It's the stage when the "product development" staff go through the throes of deciding just what style of motorcycle the public will be buying in the years ahead. Masses of statistics are assimilated, market research conducted and, not least, the intuition that comes with years of involvement with the motorcycle industry is followed.

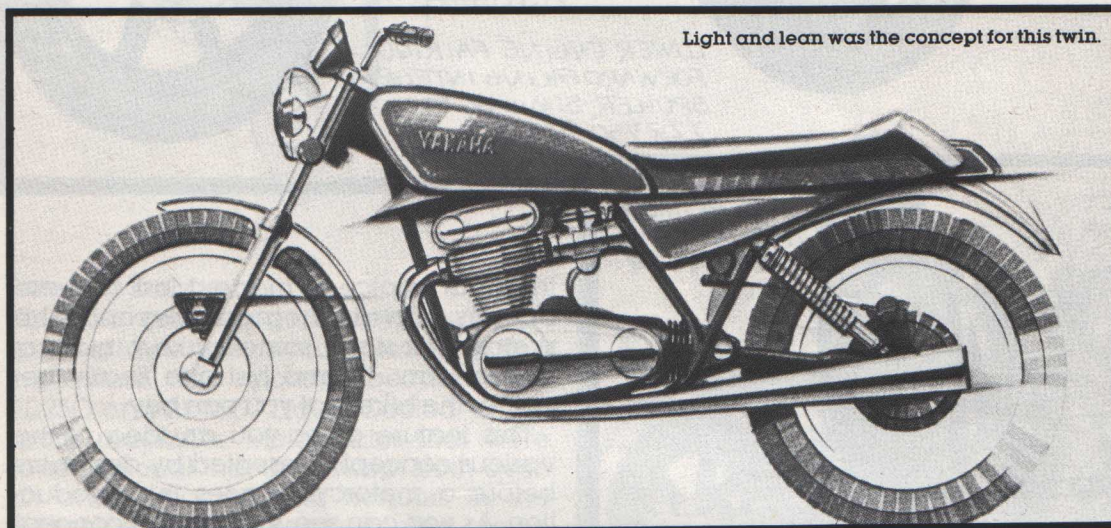
Wrong interpretation of research or a wrongly-inspired decision at this stage translates into financial catastrophe in the long run, despite the best efforts of manufacturing or marketing staff.

Yamaha has Product Development

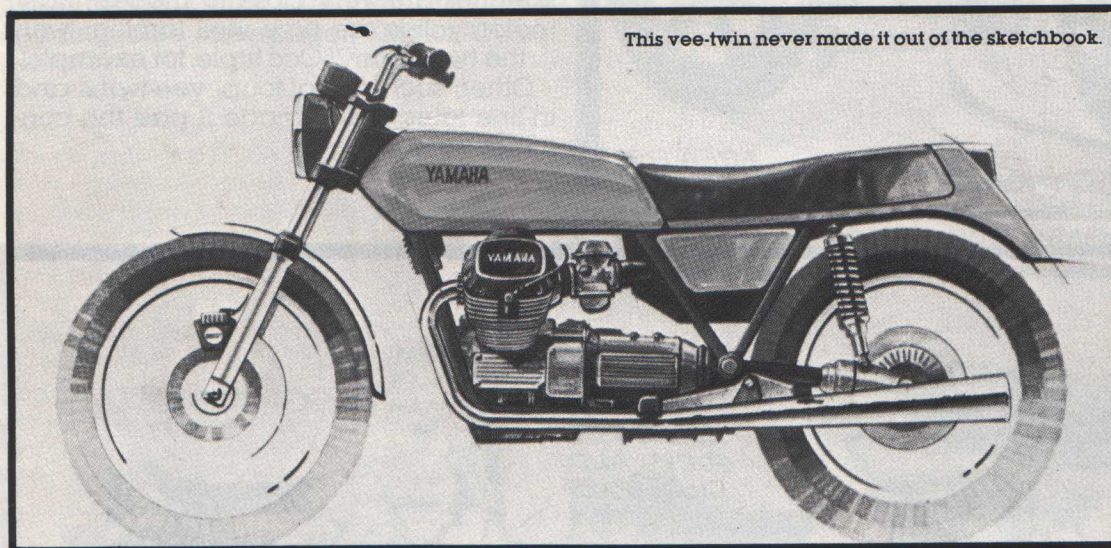
The XS750 concept in its almost-final form.



Light and lean was the concept for this twin.



This vee-twin never made it out of the sketchbook.

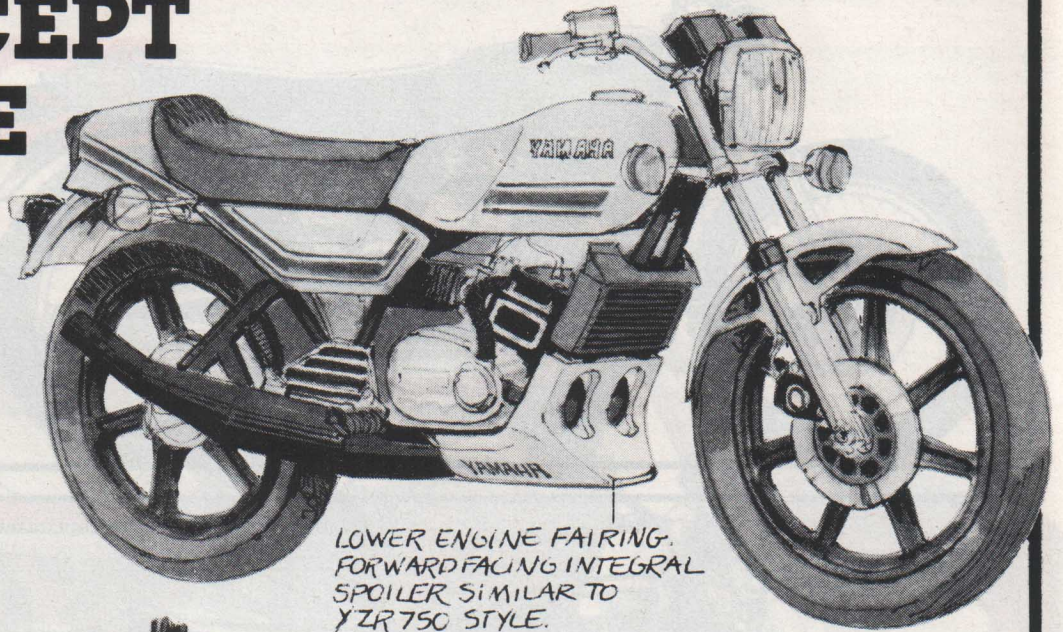


Managers in Europe, Japan, the U.S.A. and other major markets so that customers in individual countries get the best possible motorcycle for their particular needs. This is why, for example, the liquid-cooled RD two-strokes are made primarily for the more sporting European riders and not sold in the U.S.A. why the American XJ650 is a laid-back cruiser instead of the sportster sold on this side of

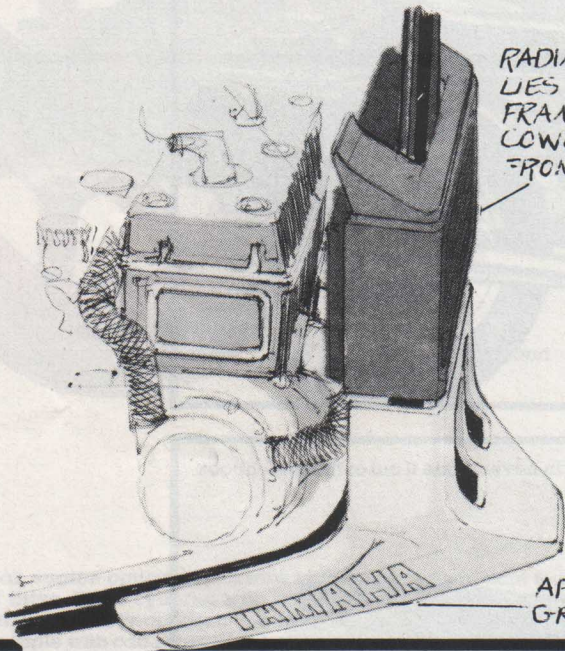
the Atlantic, and so on. After the Product Development Managers have consulted their oracles, then consultations with design staff begin. Various engine and chassis options are suggested, sketches made, potential specifications drafted. The designer now has a concept to work with.

From this point onwards, the designer presents numerous options from which

# CONCEPT STAGE



LOWER ENGINE FAIRING.  
FORWARD FACING INTEGRAL  
SPOILER SIMILAR TO  
YZR750 STYLE.



RADIATOR  
LIES BEHIND  
FRAME TUBES  
COWLING IN  
FRONT.

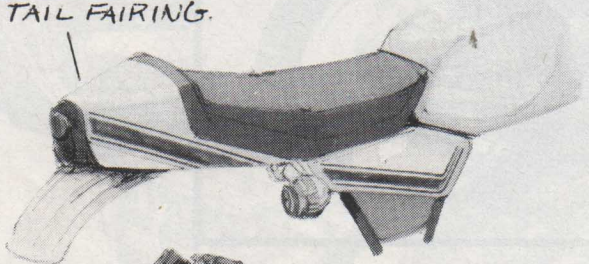
AREA FOR  
GRAPHICS.

the final choice is made. Most of these options never progress beyond the sketchbook stage, some make it into prototype form . . . and just one finally becomes the bike that you can buy.

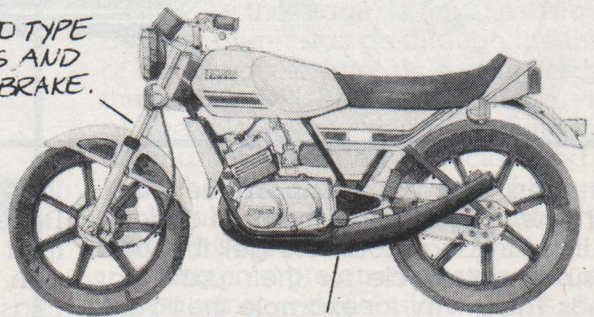
This feature gives you an idea of the various concepts presented by designers before a motorcycle goes into production. As you can see, some of the concept sketches are very close to models that motorcyclists are now well familiar with . . . the twin-cam 750cc triple, for example.

Other, such as flat-fours, vee-twins and in-line fours, never made it past the concept stage.

YZR750 STYLE  
TAIL FAIRING.



RD250 TYPE  
FORKS AND  
DISC BRAKE.



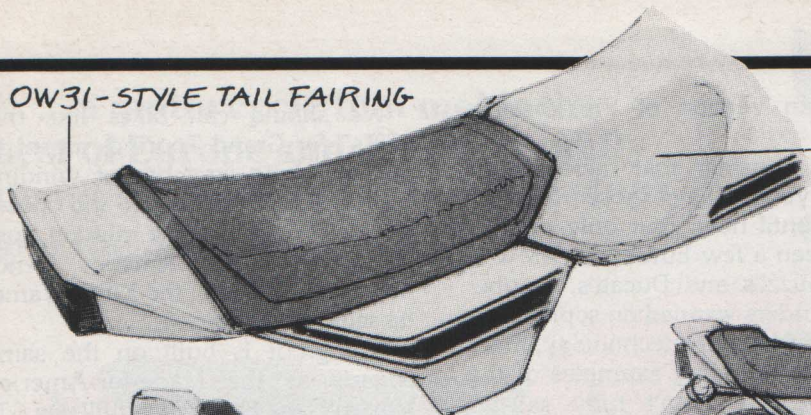
MATTE BLACK RACING-  
STYLE EXHAUST  
SYSTEM.



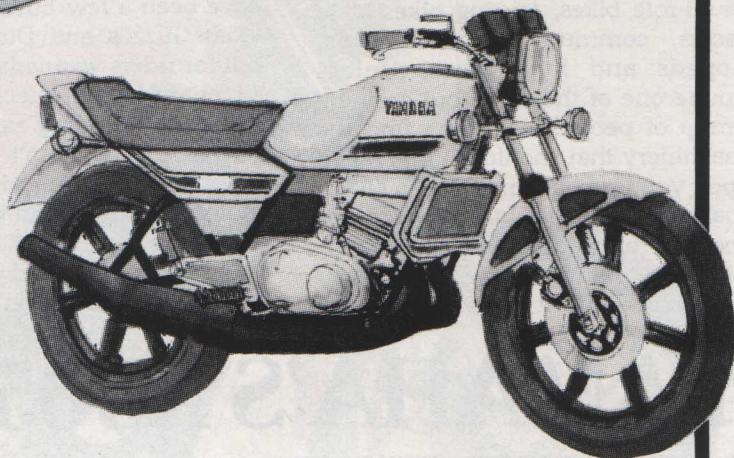
CHROMED "EXPAN-  
SION CHAMBER"  
EXHAUST SYSTEM.

OW31-STYLE TAIL FAIRING

SCALLOPED TANK SIDES, ECHOING TA125 STYLING.

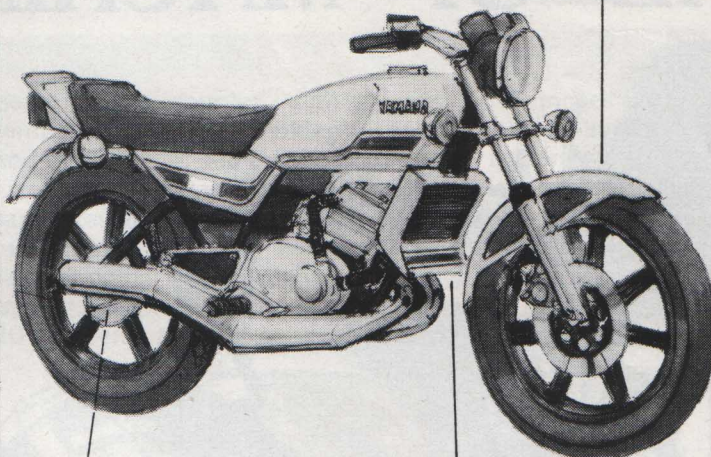


RADIATOR COWLING.



Yamaha Europe commissioned concept sketches for a sporting machine which form the bulk of this feature. The sportster became the RD250 and RD350 "Liquid-Cooled" super sports machines. Motorcycles that were so sensational that they swept both overall and capacity class honours in the "Machine of the Year" contest voted upon by the 200,000 readers of Britain's leading bike newspaper, "Motor Cycle News"!

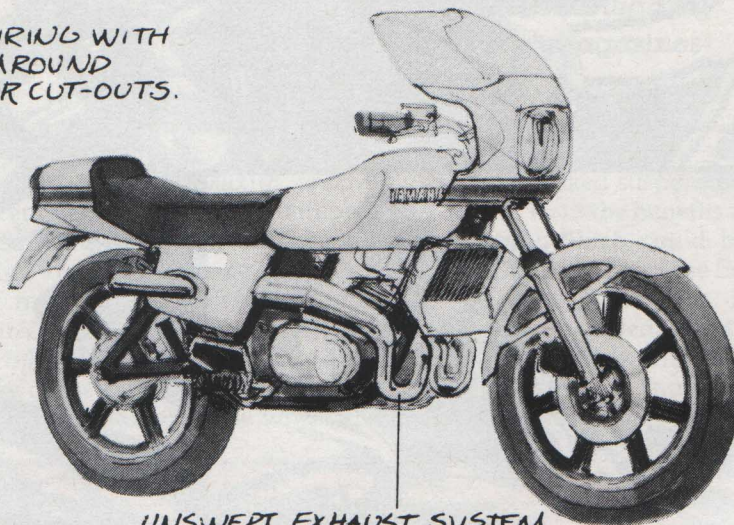
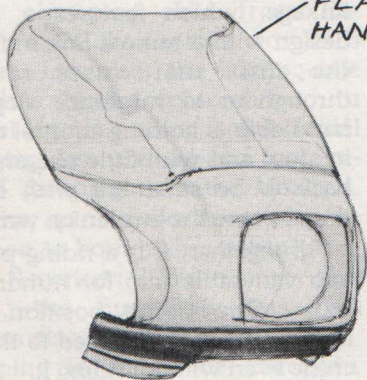
TZ250-STYLE FRONT FENDER.



DRUM REAR BRAKE

DOWNSWEPT LIP ON RADIATOR COWLING, WITH GRAPHIC.

HEAD FAIRING WITH FLARES AROUND HANDLEBAR CUT-OUTS.



UNSWEPT EXHAUST SYSTEM ROUTED THROUGH SIDE PANELS