

DEALERS!

New YAMAHA T-shirts now at your importer

Yes, 4 brand-new sporty-styled T-shirts in Yamaha's official team colours can now be offered to your customers. Give them the opportunity to wear the Giacomo Agostini Road Racing T-shirt or, if they are motocross fans, offer them Yamaha's official Motocross Team T-shirt. The new Mick Andrews Trial and Chappy T-shirts are also now available and perfect for summer riding.

Contact your **importer** for price, sizes and delivery information **today!** ■



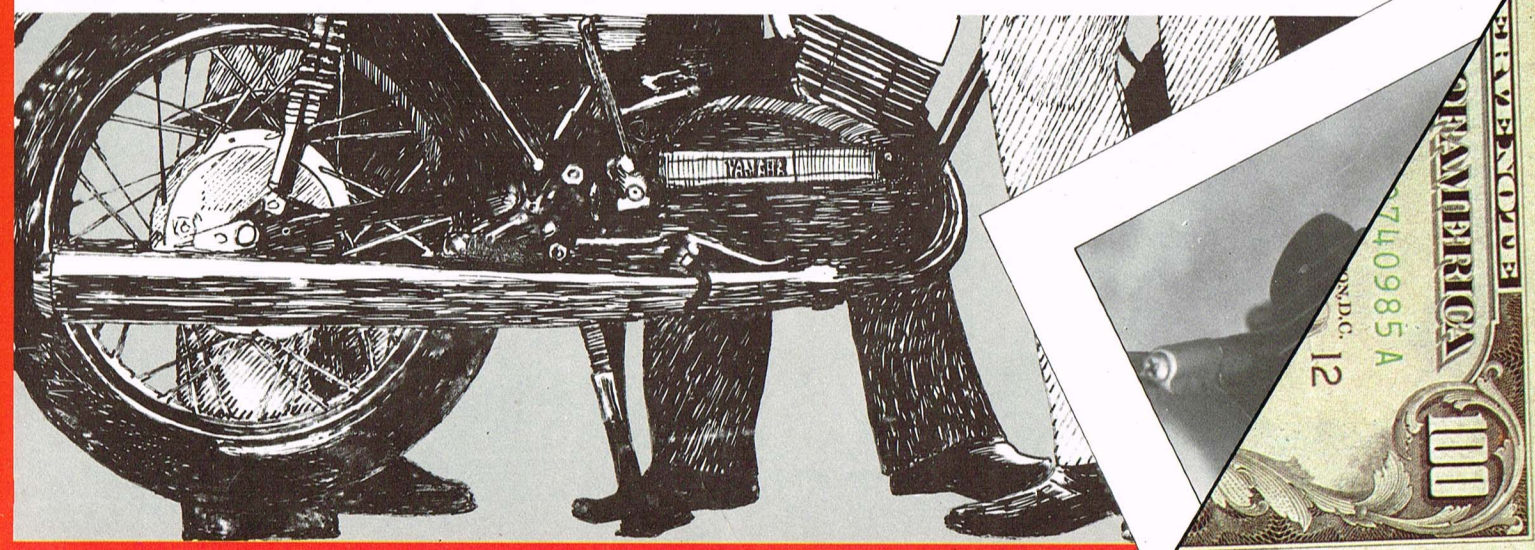
 YAMAHA

1975

CIRCUIT.7

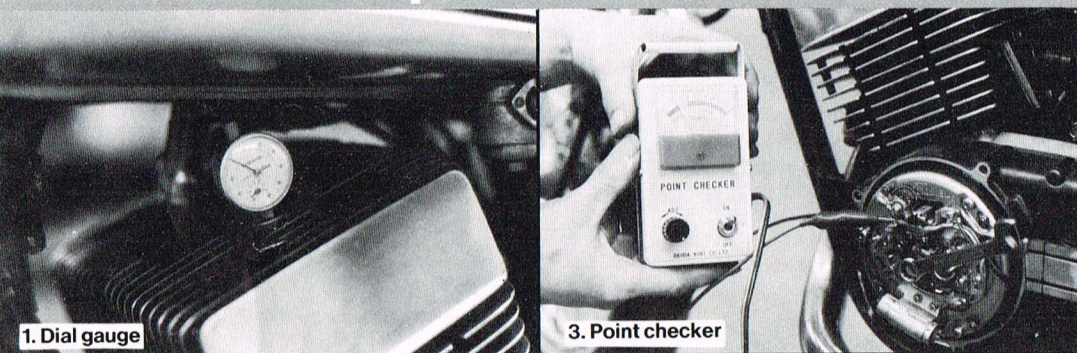


Do You Really Want to Make a LOT of MONEY?



STRICTLY TECHNICAL

Special Tools



1. Dial gauge

3. Point checker



Report from Sweden



Heavy Traffic in the Sahara

Nowadays the trail across the Sahara Desert is becoming as crowded as the Champs-Élysées at rush hour. What was once a road to nowhere for the intrepid adventurer, has become the beaten path for the everyday desert commuter.

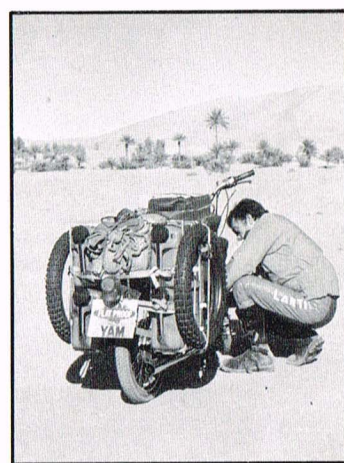
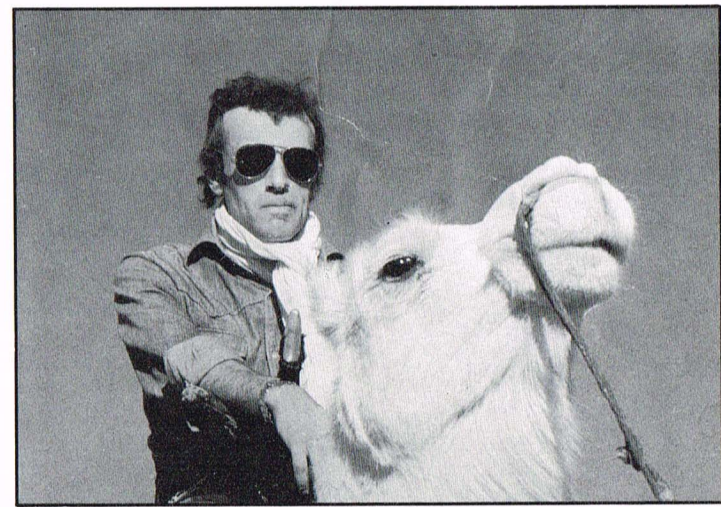
Nomads on camels, youths in landrovers and bold motorcyclists riding every conceivable type of machine are out to prove that the city of Tamanrasset in the middle of the Sahara Desert is no longer unreachable.

The most recent Sahara crossing that came to the attention of Circuit was the unbelievable tale that two French journalists had made

the run on Yamaha mopeds! We checked with our technical department to see if this was possible. They told us that Yamaha hadn't designed the 50cc moped for that purpose, but claimed the machine "can go anywhere". After receiving some photographs we did some further research and found that the two journalists, Jean-Pierre Edard and Philippe Tiercin had indeed made the trip.

We discovered that except for mounting motocross tyres and stronger spokes along with trial steering their 50FS-1 mopeds had not been altered. The adventurous pair began their "holiday" from Madrid carrying fuel and spares weighing 180 kilos. Balancing was a problem, we understand. After crossing the Atlas Mountains in Morocco, the pair encountered their first problems out of Adar. The road, they claimed, was made of corrugated iron, and, although the machines survived the jarring, we're not sure the riders did.

After that there were the usual problems. Heavy traffic on the badly marked road to Tamanrasset, few petrol stations and even fewer cafes where one can pop in for a cold beer. □



Yamaha Circuit

June 1975
The Safe Line - Paul Butler
Special Tools - Yamaha
Technical Department
Circuit Coordinator - Rodney Gould

Proper tools can save you time and money. Shown below are special ignition and carburetion tools developed for Yamaha to use with their bikes. These special tools will save you up to 50 per cent of work time when tuning your customer's Yamaha. Dealers, these tools were designed to help you, and your mechanics. They are now available through the importer in your country.

Dial gauge stand No. 2
 To adjust the ignition timing of an engine with the spark plug positioned perpendicularly to the cylinder head, dial gauge stand No. 2 is required.

1. Screw dial gauge stand No. 2 into the cylinder head spark plug hole.
2. Remove the contact point from the dial gauge and attach the 56 mm contact point to the dial gauge.
3. Insert the dial gauge into the dial gauge stand No. 2 and lock it with the screw. Then start your ignition timing adjustment.

Tools required:

1. Dial gauge . . . 90890-03002
2. Dial gauge stand No. 2 . . . 90890-01039
3. Contact point 56 mm . . . 90890-03042

Dial gauge adapter No. 1 or 2 and dial gauge stand No. 2
 On some of the Yamaha trails, motocrossers and farming models, spark plug holes are off-perpendicular to the cylinder head. To install the dial gauge, the cylinder head must be removed first and dial gauge adapter No. 1 must be installed.

Tools required:

1. Dial gauge. . . 90890-03002
2. Dial gauge stand No. 2 . . . 90890-01037
3. Adapter No. 1 90890-01038 (8 mm)
4. Adapter No.2. 90890-01169 (6 mm) (AG100, AG175)

Note: When making an ignition timing adjustment with the cylinder head removed, the needle having a length of 56 mm is not used.

Point Checker
 The point checker, together with a dial gauge, is used to observe the ignition timing of the fly-wheel magneto. (In this device, the inner resistance of the ignition coil is utilized. The principle is the same as the continuity tester).

Usage

- (a) Zero adjustment: Set meter pointer to 0 on the scale by turning the screw.
- (b) Power source: Turn on the

power switch.

(c) Tester adjustment: Set the pointer to maximum value of scale by turning the scale adjustment knob.

(d) Cord connection: Connect the red cord to the magneto's black cord and ground the black cord of the tester.

Tools required:

1. Point checker 90890-03031

Vacuum gauges

1. Remove the screws from the holes (for vacuum measurement) in both carburetors and connect the vacuum gauge to the carburetors using attachments.

Note: Be sure to tighten the serrated nuts so that the vacuum gauge dampers do not move.

2. Screw in and out the pilot screws so that the readings of both vacuum meters are about the same. Repeat this operation two or three times. Standard vacuum: 12 ∞ 13 cm Hg. at 900 ∞ 1,000 r.p.m.

Notes: If the vacuum readings are below 11 cmHg. check the ignition timing, tapet clearance, compression pressure and spark plug gap. When both vacuum readings are the same, both carburetors are considered to be well synchronized. □

In September 1974 the motorcycle industry in Sweden decided that it was time to take positive steps to promote safe and responsible riding. An association was formed with a board of management made up of representatives of all the major manufacturers and importers, the dealers' association and the accessory manufacturers. It was agreed that the association's activities and programmes would be financed by its members.

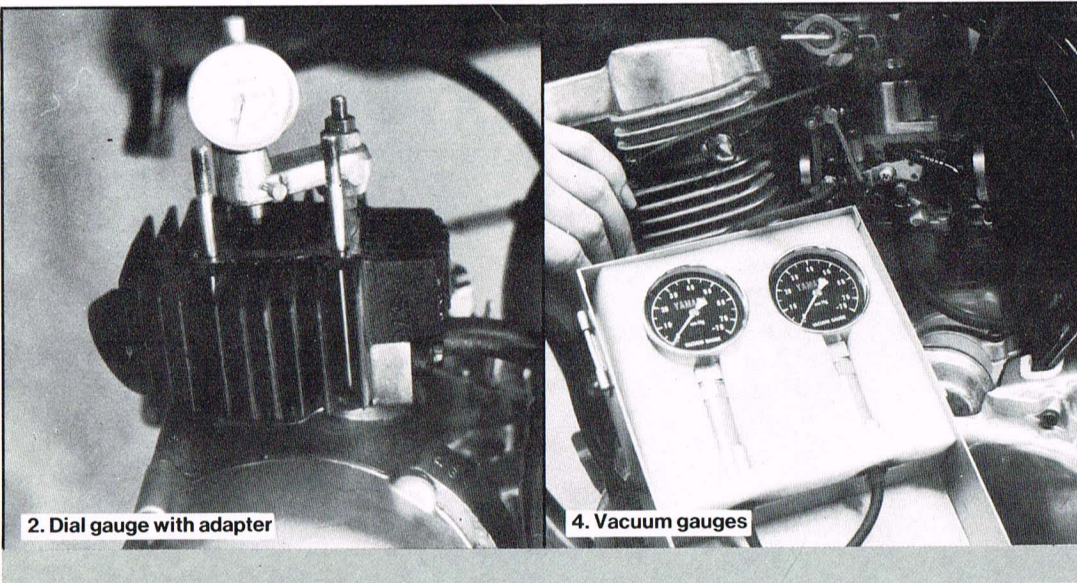
The next step was to nominate an ombudsman who would represent the view of the association to the government committee on highway safety, the insurance companies and to the media.

Hallman & Eneqvist, Yamaha's Swedish importers, are playing their part to the full in the association's safety programme. They have been instrumental in negotiating with the M.H.F., the largest Swedish motoring organization, for the establishment of rider training areas throughout the country.

M.H.F., which has 40,000 members and receives financial aid from the government has established 40 rider training areas throughout the twenty-five Swedish districts. Yamaha will supply each riding area with equipment for seven obstacles. The purpose of the obstacles will be to test the rider's balance and control at slow and fast speeds. If the rider passes these tests he will receive a certificate of riding proficiency.

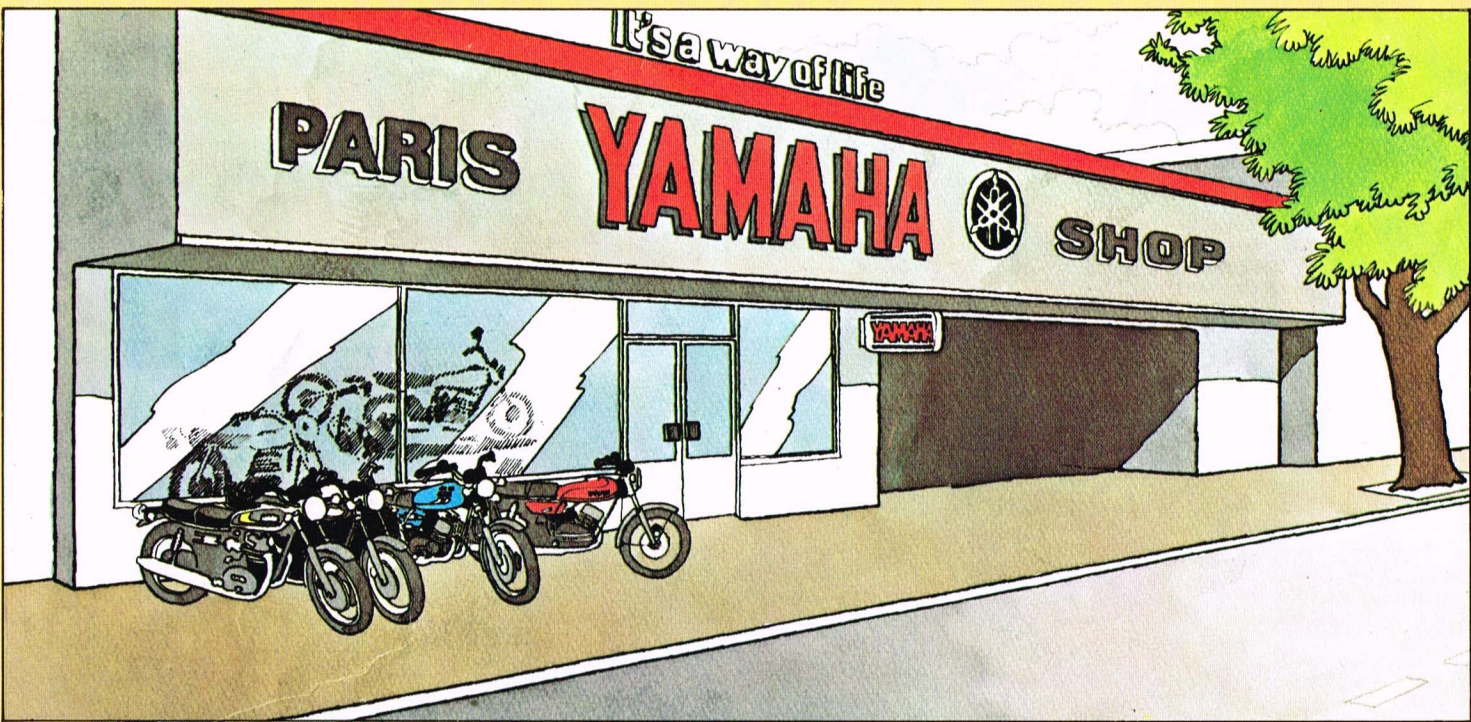
In addition to the riding area equipment, Yamaha is supplying films on theory of safe riding techniques and motorcycle maintenance. The films also encourage the use of protective and visual riding clothing.

The riding areas will be in operation Saturdays and Sundays beginning the end of April. Riders will be taught safe riding techniques on their own motorcycles by trained M.H.F. instructors. □



2. Dial gauge with adapter

4. Vacuum gauges



We at Yamaha of course would like you to sell more of our machines and that means converting our weekend rider into a daily commuter. You, a Yamaha dealer, can help make this possible by making your shop attractive to your customers. Remember, you're competing against automobile dealers with huge showrooms as well as many new up and coming motorcycle shops.

begin, your service area should be large enough to handle the maximum of business with plenty of room for your service personnel to operate. It should be clear, well-lit and include modern service installations. As shown in Shop Plan B, the service workshop is provided with a reception counter near the entrance.

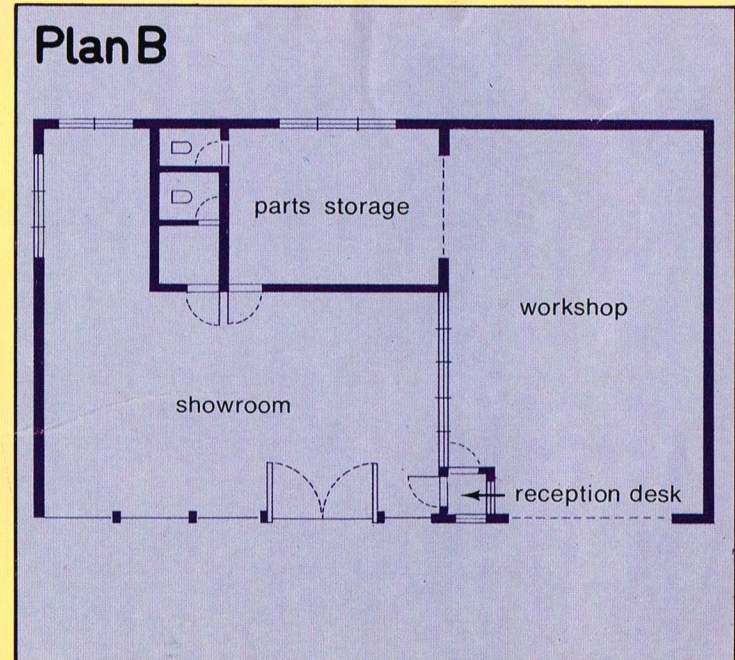
1. Suggested exterior. The outside appearance of your shop is perhaps the most important because this is what your customers will see first! Remember to avoid making the front exterior decoration too complex and oppressive, especially if the building has a wide front. You should also give consideration to its interrelation with your service workshop. Be careful not to make the exterior decoration too different from the workshop.

Try to arrange your sign letters in the best conceivable way to match your surroundings. It's always a good idea to use Yamaha posters in your showroom windows as well as having some bikes displayed on the pavement in front of your shop. The bikes and the posters help draw the attention of passers-by and bring them in to buy.

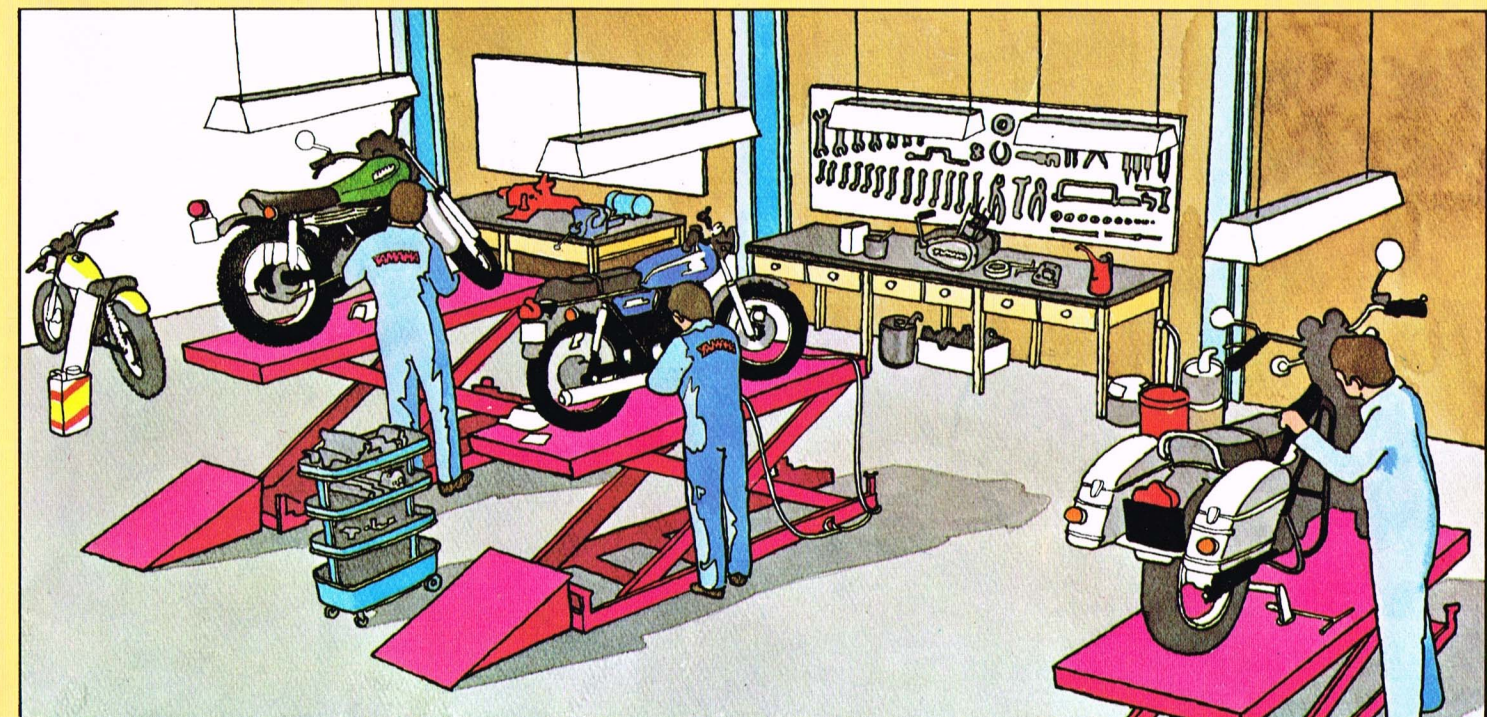
Here the serviceman can take the customer's bike without the customer entering the service area. By keeping him from the service area, you reduce the chance of injuries, tool pilferage and interruption of your mechanics. However, we suggest a glass partition be installed between your showroom and the service area to permit your customers to observe the workshop in motion. This inspires customer confidence and allows them some form of participation. Once again, research has shown that customers like to feel involved in the care of their machines. Bikes, repaired and awaiting repair, should be grouped together separately inside the workshop. When designing or remodelling your workshop, more consideration should be given to the proximity of the service area and the parts storage department. Bring them closer together for a more efficient and time-saving operation. □

2. Showroom interior. Your showroom should be arranged in such a way that the customer can at a glance view not only the machines on display but also your office and parts counter when he enters through the main entrance. Plan A features a relatively narrow showroom with a reasonable number of motorcycles arranged throughout the area. By utilizing a reception desk, spare-parts display case and your showroom together, little selling space is wasted. The spare-parts display case may be as small as it is in Plan A, but then it should be placed near your parts stock. The business talk and meeting corner should be designed to be a sort of lounge where customers, either young or old, can be comfortable. A free coffee and soft-drinks bar should be included. Often it's just these little things that make the sale.

Background music is also very important for it puts the customer at ease and in a buying mood. Your personnel should blend with your customers. For example: if you have a lot of young customers, then have a young salesman. And don't forget to hang some colourful Yamaha racing and touring posters around your showroom. Remember, you want to create an atmosphere that sells bikes.



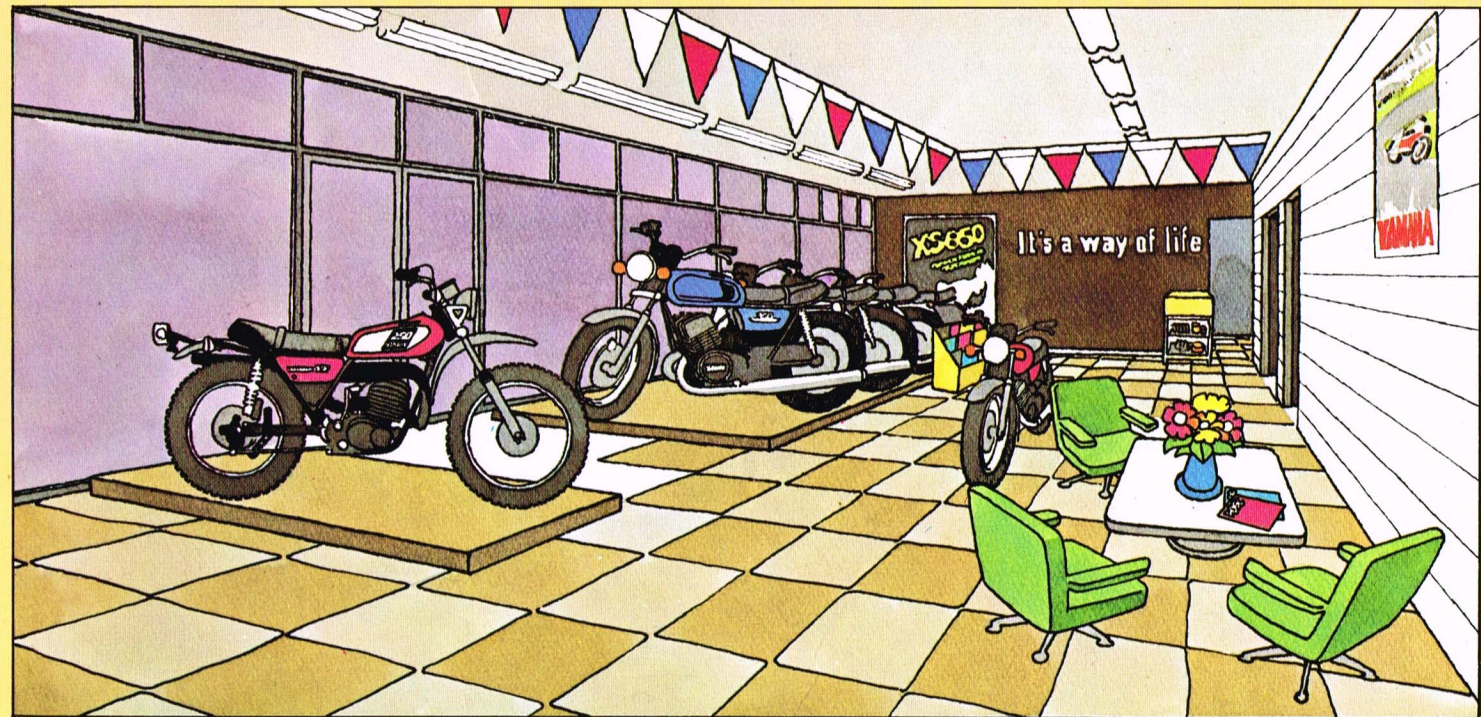
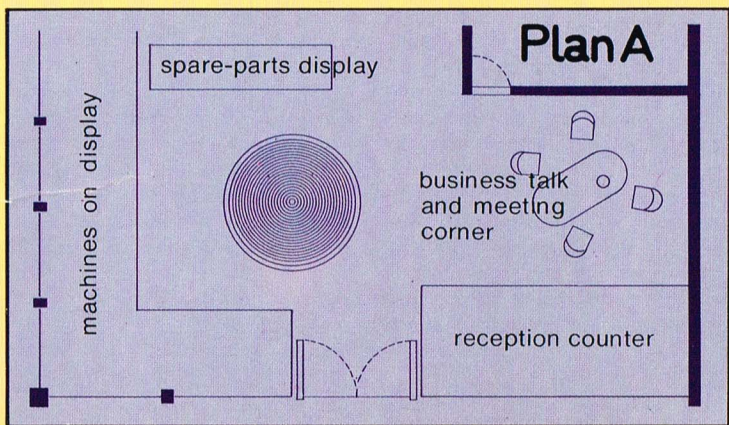
3. An efficient workshop. Next to the showroom, the workshop and service areas are second to none in importance. A good and efficient workshop can relieve you of a lot of worry and can even turn an "ok" operation into a highly profitable one. To



Do You Really Want to Make a LOT of MONEY?

Beginning a Yamaha Circuit series concerning you, the Yamaha dealer, and how you can increase your earnings through better sales and service. If you really want to make a lot of money, you have to sell bikes and a lot of them. In order to sell these bikes you must run a professional sales and service operation. Here are some important suggestions about showrooms and workshops that can increase your earnings.

Recent research has shown that modern motorcycle showrooms and service workshops increase sales while building customer confidence. Research has also pointed out that the average motorcycle customer does not consider his bike a means of daily transportation. His bike is usually his hobby or his sport.





Ago says

After all the speculation and rumours concerning which of the new machines would have the most horsepower for the 1975 Grands Prix, my Yamaha has proved tops in the season's opening races in Italy.

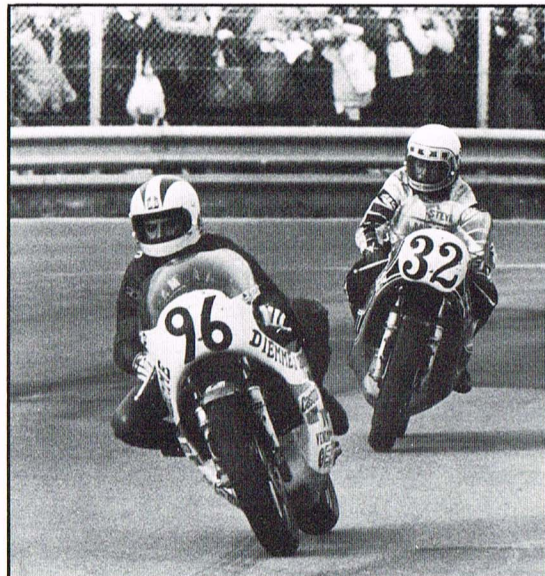
My wins in Misano and Modena, especially on my new 500, proved that Yamaha had been working hard during the off-season. With two sets of wins behind me, I was all set for the French Grand Prix.

Although I had been impressed by Johnny Cecotto in Daytona, I didn't expect that he would adapt so quickly to European circuits. The fact that Cecotto won the 350 Grand Prix in France, beating both me and Kanaya, on our works machines surprised many people.

My 350 for this year is fitted with monocross suspension and the machine has a completely different feel from last year's machine. We may find that monocross is not necessary for such a light machine.

The surprising thing about Cecotto is that he rides safe and intelligently, unlike so many new young riders. In any case, I'm glad he's riding Yamaha. I was relieved to have my teammate Kanaya finish second in the 500. Our one-two win and those early points may come in handy later on in the season. Not winning Imola made me very unhappy. I was really disappointed because on the lap previous to dropping out, I had taken the lead and broken the absolute lap record. I feel that I could have won the race but a broken cylinder stud can happen to anybody. Still, I didn't like it happening to me.

At the Spanish Grand Prix I felt it was time that the veteran should show the youngsters the way around. During the previous week the mechanics and I had been testing my 350 and had made a few small modifications to the monocross unit. Obviously this worked. □



Cecotto leads Steve Baker at Imola.



An unexpected victory for this year's sensational

Johnny Who..?

He was the unknown teenager who started last on the grid at this year's Daytona 200 mile classic and finished an amazing third. His Grand Prix debut at Paul Ricard, France resulted in an incredible double victory in the 250 and 350cc races and his unexpected win at the 200 miles of Imola has moved the name Johnny Cecotto up among today's top riders.

The 19-year-old boy wonder who created this big sensation was born January 25,

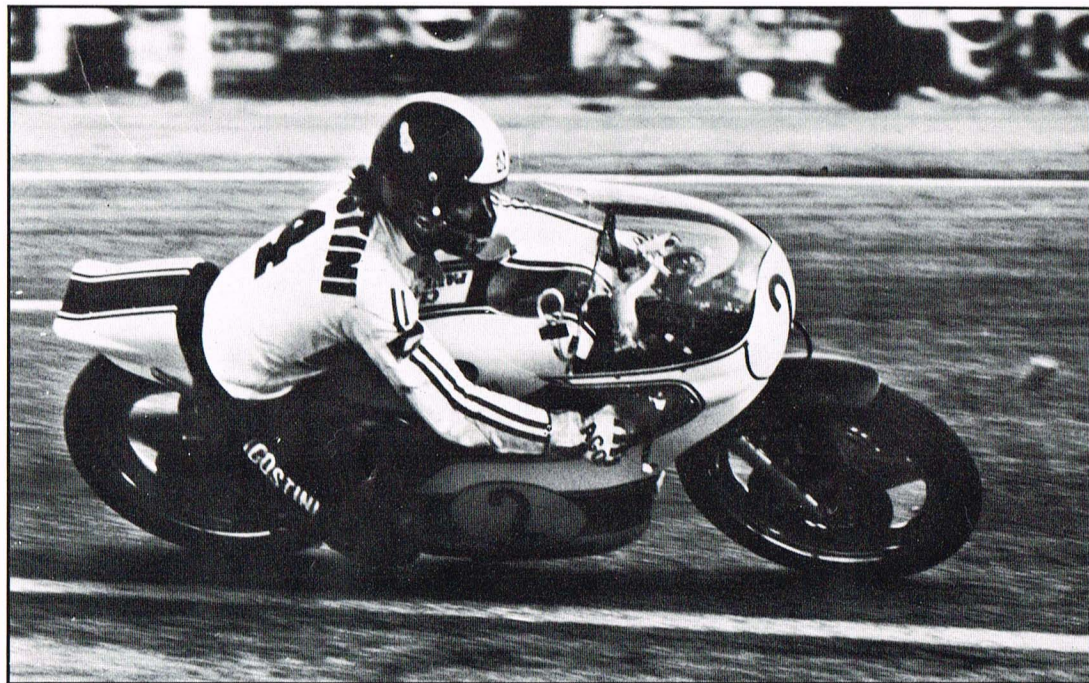
1956 in Caracas, Venezuela and started racing as a hobby three years ago on a Honda 750. He then switched to a 750 Kawasaki before being given a ride by Yamaha's Venezuelan importer. Soon after, Cecotto dropped out of school where he had been studying mechanical engineering, and went racing full time.

Cecotto gained experience and confidence riding in Venezuela where he was a regular winner. He won the Venezuelan 1000cc championship in 1973 and 1974. He rode a 350 Yamaha at Daytona in 1974 but finished an unnoticed 35th and last year he made his European debut on a Yamaha 700 at the Imola 200 but went out after five laps. 1975 was another story for Johnny. His third place finish at Daytona and first at Imola have put him number one on the Formula 750 leader board.

Cecotto's father Giovanni encouraged Johnny to go racing and was himself Venezuelan champion in 1956 on a 500cc Manx Norton. Giovanni now runs a car-repair shop in Caracas and is watching over Johnny's older brother Giuseppe who has started racing a Yamaha 250.

He and his manager-sponsor Andres Ippolito plan to contest all the Grands Prix and some international races. Cecotto's team, called Diemme, have provided him with a standard racing 350, on which he won last year's Venezuelan championship. His 250 is Ago's ex-works 350 converted and he also has a spare 250 along with two new Yamaha 750s.

If his winning trend holds true, there just may be a new name engraved on the championship trophy by the end of the year and it could be Johnny Cecotto. □



Ago in winning form on his 500 at Paul Ricard.

Race results 1975

Road Race - FIM 750

Imola, Italy - April 6

J. Cecotto	Yamaha
P. Pons	Yamaha
S. Baker	Yamaha

Road Race - Grand Prix

Paul Ricard, France -

March 30

125cc	
K. Andersson	Yamaha
L. Gustafsson	Yamaha
P. Pileri	Morbidelli

250cc	
J. Cecotto	Yamaha
I. Takai	Yamaha
M. Rougerie	Harley-Davidson

350cc	
J. Cecotto	Yamaha
G. Agostini	Yamaha
G. Choukroun	Yamaha

500cc	
G. Agostini	Yamaha
H. Kanaya	Yamaha
P. Read	MV Agusta

Madrid, Spain - April 20

125cc	
P. Pileri	Morbidelli
K. Andersson	Yamaha
B. Kneubuhler	Yamaha

250cc	
W. Villa	Harley-Davidson
P. Pons	Yamaha
B. Grau	Derbi

350cc	
G. Agostini	Yamaha
J. Cecotto	Yamaha
H. Kanaya	Yamaha

Salzburg, Austria -

May 4

125cc	
P. Pileri	Morbidelli
P. Bianchi	Morbidelli
H. van Kessel	Condor

350cc	
H. Kanaya	Yamaha
J. Ekerold	Yamaha
A. Santos	Yamaha

500cc	
H. Kanaya	Yamaha
T. Lämsivuori	Suzuki
P. Read	MV Agusta

Motocross - 250cc

Sabadell, Spain - April 6

H. Everts	Puch
W. Bauer	Suzuki
H. Andersson	Yamaha

Sittendorf, Austria -

April 20

J. Falta	CZ
J. Robert	Suzuki
W. Bauer	Suzuki

Retinne, Belgium -

April 27

J. Pomeroy	Bultaco
W. Bauer	Suzuki
A. Weil	Maico

Czechoslovakia - May 3

W. Bauer	Suzuki
U. Palm	CZ
H. Maisch	Maico

Motocross - 500cc

Payerne, Switzerland -

April 13

R. de Coster	Suzuki
H. Mikkola	Husqvarna
G. Wolsink	Suzuki

Trial Championship

Ireland - February 15

D. Thorpe	Bultaco
B. Sellman	Montesa
M. Lampkin	Bultaco

Belgium - February 23

M. Rathmell	Montesa
C. Coutard	Bultaco
M. Lampkin	Bultaco

Spain - March 2

M. Lampkin	Bultaco
Y. Vesterinen	Bultaco
M. Rathmell	Montesa

England - March 16

D. Thorpe	Bultaco
M. Rathmell	Montesa
A. Lampkin	Bultaco

France - April 13

M. Andrews	Yamaha
M. Rathmell	Montesa
U. Karlsson	Montesa



Ton van Heugten



Ton and sidecar take a flying leap.

Motocross News

Powered by Yamaha

Last year, Ton van Heugten, a daring motocross sidecar racer from Amersfoort, Holland took a giant step in the direction of the European Championship. He laid aside his unreliable Norton engine and installed a bored-out Yamaha XS-650.

Ton's successes with the Yamaha in 1974 included second overall in the American Moto-AMA series and fourth place in the European Championship.

"But last year we were just

working the bugs out of the new engine," Ton explained. "We're aiming for number one this year."

So far Ton means what he says. He won his first time out this year at St. Antonis, Holland and repeated that feat with a victory in Frauenfeld, Switzerland. Ton and his Yamaha handily won the season's opening Grand Prix in Holland and Ton's modified XS2 750cc engine is mounted in an English Wasp frame which uses Bilstein gas-and-oil units all around. It rides on Morris magnesium wheels that carry hydraulically-operated disc brakes.

Ferry Brouwer, an ex-Yamaha works mechanic, prepares Ton's machine. Ferry said he chose the Yamaha engine because of its reliability and strength.

"The crankcase is so strong, almost nothing can go wrong," Ferry explained.

The other member and perhaps the most important of Ton van Heugten's sidecar team is passenger Dick Steenberg. Dick has been with Ton for the past two years and has been riding sidecars for six years. Ton, at 29, is an old-timer in motocross racing. Before he rode sidecar, he was four times Dutch champion in the 250 and 500 cc classes. He comes from a family of nine brothers of whom seven are motocross riders.

In addition to racing, Ton is also the proud owner of a motorcycle shop, Ton van Heugten Motors in Amersfoort, Holland. It sells a variety of machines including Yamahas. It was officially opened a year ago by Giacomo Agostini.

Ton's shop specializes in road racing parts and service, and his best sellers are Yamaha 250 and 350 road racing machines. □



A combination of Yamaha power, timing and skill make a winner.