



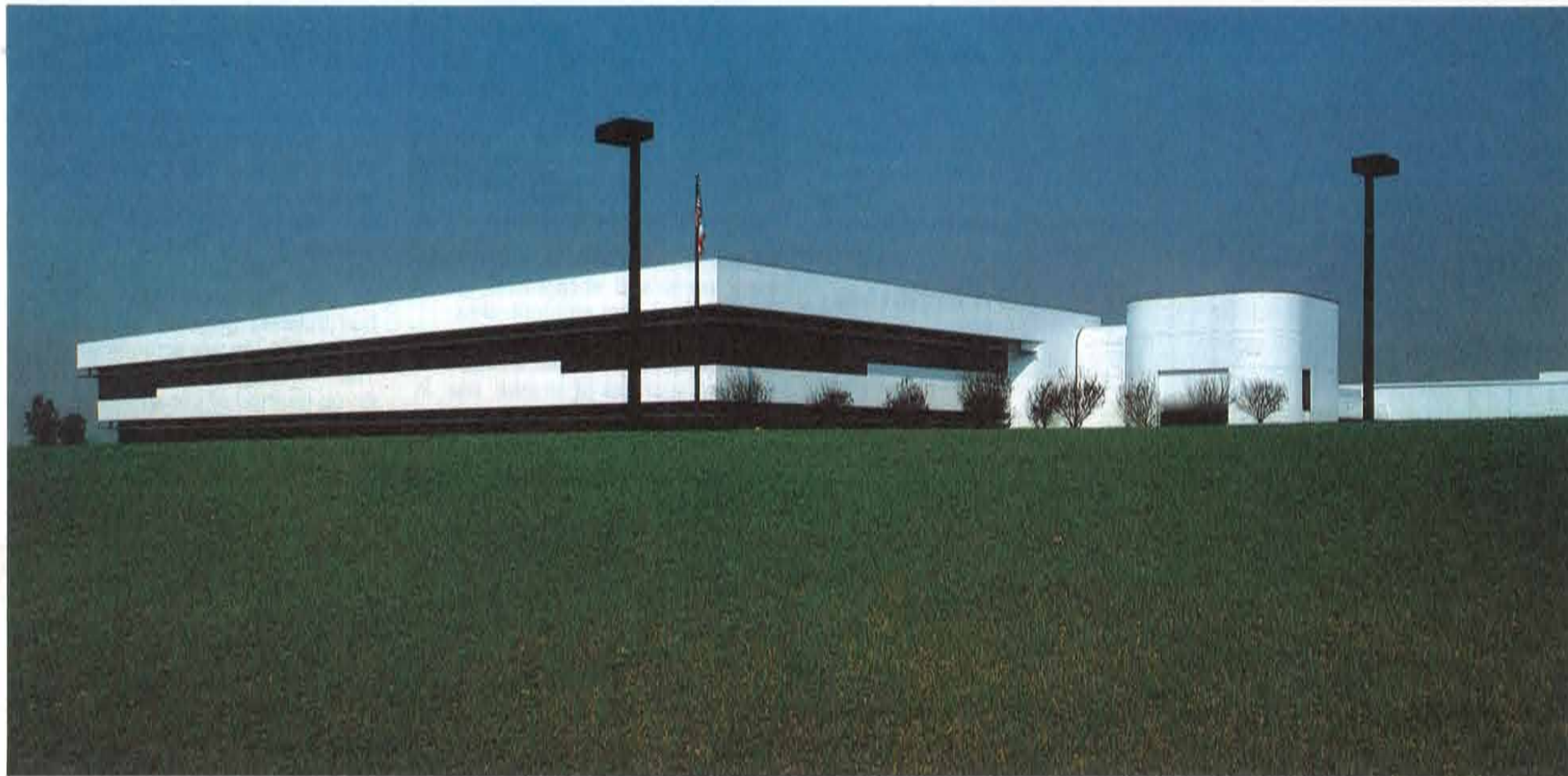
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The opening of a new head- quarters marks a milestone in corporate activities

— Yamaha Motor Corporation, U.S.A. —



Yamaha Motor Corporation, U.S.A. has taken a very important part in the development of Yamaha's extensive corporate activities in the United States since it was founded with Mr. Seisuke Ueshima as president in

January 1977.

The successful cultivation of this giant market, which makes up the largest share of Yamaha's export sales, has contributed greatly to the overall growth of Yamaha. With its ever changing market trends, the potential of this market is considered still immense. The Corporation will use all its resources to push forward with the promotion of its activities in ever more efficient ways. At this time, the opening of the new corporate headquarters is a milestone that declares Yamaha's firm determination to make another leap forward in the United States.

A grand opening ceremony

The new headquarters, which is

located Cypress, California, was completed late in 1979 and a grand ceremony was held in celebration of its opening on January 25 of this year. The number of guests was in excess of 250 including Mr. Howard Rowan, Mayor of Cypress, local press and bank personnel, industry representatives and many other persons concerned. Mr. Hisao Koike, President of Yamaha Motor, accompanied by Mrs. Koike attended the ceremony, together with Mr. and Mrs. Ueshima.

At 13:30 a tape was cut to open the ceremony. Mr. Koike gave an address thanking all guests present for their consistently positive cooperation on behalf of the Company. He also emphasized the importance of promoting friendly relations on the way toward mutual prosperity. The Mayor of Cypress gave return thanks for Yamaha's continued contributions to the local community, presenting a honorary citizen key to Mr. Koike.





The Yamaha Way leading to the new headquarters

Yamaha Motor Corporation, U.S.A.

Address of the new headquarters:
6555 Katella Ave., Cypress, California, 90630
About 28 miles from the Los Angeles International Airport and some 18 miles from the center of Los Angeles.

A 25-acre site

Back in January 1978, a large-scale project started to construct the new corporate headquarters on a 25-acre site in Cypress, California about 4 miles from Buena Park, with the intention of improving the ability of the overall business system to meet the always-growing sales of Yamaha motorcycles in the United States.

Upon settlement of all necessary arrangements, groundbreaking ceremonies took place in June 1978 to give a full go-ahead to the project.

Ultra modern facilities

The project included a two-story 50,160-square-foot main office building, a 55,984-square-foot research laboratory, a 155,878-



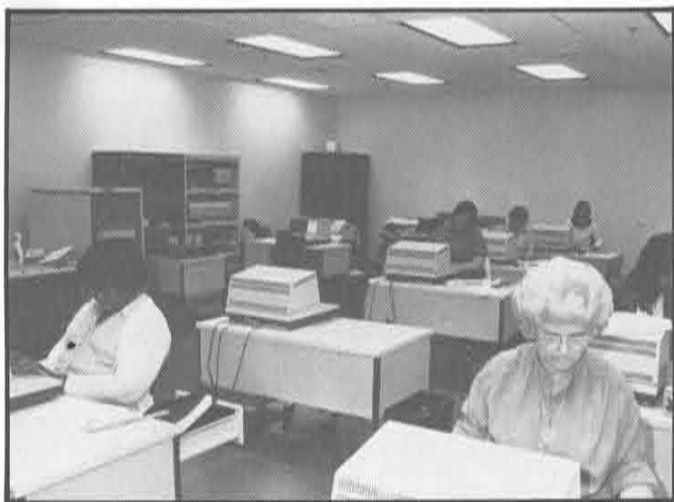
Mr. Seisuke Ueshima,
President of Yamaha Motor Corp., U.S.A.

square-foot warehouse for replacement parts and accessories and a 8,600-square-foot common area. Construction work made good progress despite a number of adverse factors, such as a drastic rise in commodity prices, especially those

of construction materials and an increase in interest rates, etc. Facilities were completed as follows:

- December '78 Warehouse
- April '79 Research laboratory
- October '79 Main office building
- November '79 Other facilities

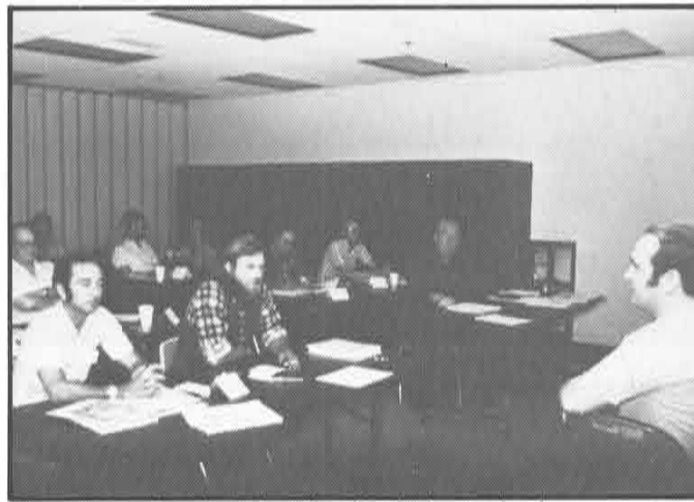
All facilities are of an ultra-modern design and the two-story cylindrical sky-lit entrance structure is truly the focal point of the new headquarters. This links the office and research laboratory buildings. The master plan has been laid out to allow for addition to any part of the facility without disturbing the overall design. The second floor of the office building projects out over the first to provide sun screening. The warehouse building features a tilt-up method of construction.



A computer room



A carrier quickly moves through parts racks.



A technical seminar for dealer mechanics



The new warehouse has increased the efficiency of replacement parts business.



The office features a very functional layout.

Anticipating another big step forward

Venemotos celebrates its 25th anniversary—Venezuela

Distribuidora Venemotos, C.A., Yamaha importer in Venezuela, held a grand ceremony in celebration of its 25th anniversary of the company's founding at the Caracas Hilton Hotel on January 28.

The ceremony was honored by the attendance of 700 guests including a number of government officials and industry representatives. Mr. Hisao Koike, President of Yamaha Motor and Mr. Seisuke Ueshima, President of Yamaha Motor Corporation, U.S.A., accompanied by several staff members, attended the ceremony celebrating the remarkable growth of Venemotos and the successful 15-year business relationship between Yamaha and Venemotos.

"We are looking forward to another big step forward for our company in the eighties", said Mr. Andres Ippolito, Director General, in his greeting, "To this end, we will further our cooperative relations with Yamaha".

Tighten the helmet strings after a victory!

Yamaha has already become the leading motorcycle brand in Venezuela. Venemotos attained its original sales target last year despite various adverse factors, increasing their market share to over 60%. But even greater efforts will be needed to maintain the leading position this year.

An old Japanese proverb says—"We must not neglect to tighten our

helmet strings after a victory."

This means that one must not be too proud of one's success or prosperity.

Citing this proverb in his congratulatory address, President Koike made a promise to develop cooperative relations with Venemotos as far as possible in the eighties. He presented a Japanese antique helmet to Mr. Guido Petricca, President, Venemotos.

Mr. Ueshima also offered his hearty congratulations on behalf of Yamaha Motor Corporation, U.S.A.

Venezuelan road race star Johnny Cecotto was also present, together with British star Barry Sheene who were to take part in the Interlagos 500. Their presence helped to enhance the festive mood.

Top position is consolidated!

Northern Service & Spare Parts Depot Starts its full-scale operation

Siam Yamaha

Siam Yamaha Motor Co., Ltd. headed by Dr. Thaworn Phornprapha, with the main office located in Bangkok, is making steady progress toward attaining a sales target of 100,000 this year. The staff are joining all their efforts to develop their corporate activities in a successful manner so as to consolidate their top position in the motorcycle industry.

They have achieved great success in a large-scale sales promotion campaign called the "Yamaha No. 1 Limited Sale" launched recently in close cooperation with all dealers concerned. Due to this success, the established yearly sales target is now within easier reach.

Increased production capacity & strengthened after-sale service system

Production capacity has been increased by leaps and bounds since the second plant was completed and started its full-scale operation early in 1979, in order to meet a surge of demand for Yamaha bikes. Along with the increasing number of Yamaha bikes on the road, Siam Yamaha is putting greater efforts in

the improvement of their nationwide after-sale service network so that every purchaser can keep his bike in the best working condition at all times.

As the nucleus of this program, the Northern Service & Spare Parts Depot was constructed in Chiangmai, the second largest city in Thailand, and started its part-operation in October of last year.

The new depot was ready for full-scale operation in January and has begun to serve as the center of Siam Yamaha's after-sale service and parts supply activities for the whole northern area of Thailand.

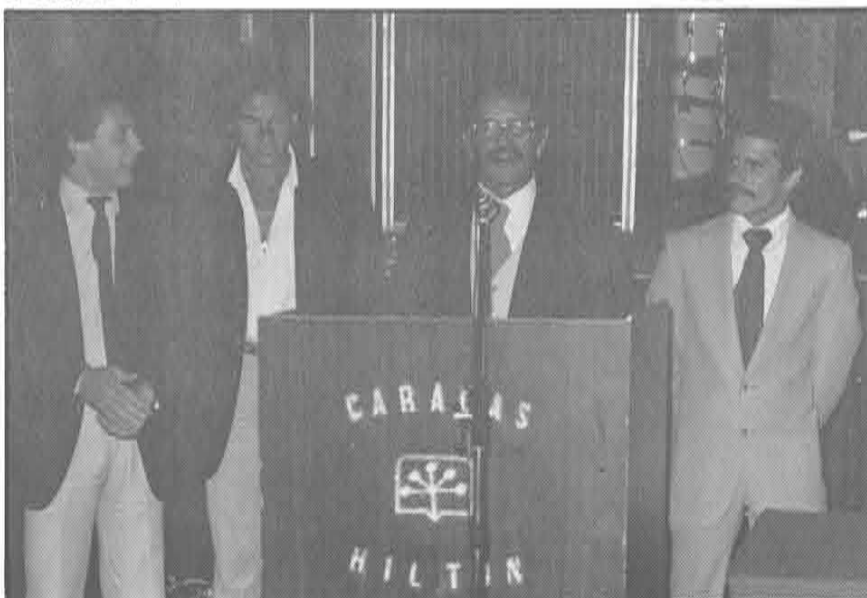
A grand opening ceremony, which took place on January 4, was attended by a number of government officials and industry representatives celebrating Siam Yamaha's successful step forward into the eighties.



A Japanese antique helmet is presented to Mr. Petricca.



A delightful party



Mr. Ippolito introducing Cecotto (left) and Sheene (right)



Dr. Thaworn Phornprapha (third from the right) cutting a tape.

AROUND THE YAMAHA

Dawn of a 6-wheel age



- * Unobstructed visibility
- * Fresh air
- * Freedom of exit
- * Quicker reaction
- * Lower maintenance cost and fuel consumption

The construction of a motorcycle is of great advantage while negotiating traffic jams which have

already become a chronic problem in all major Japanese cities.

Fuel economy has become another strong point for owning a bike at a time when fuel economy is a matter of serious public concern.

For shopping, commuting or hopping about from one place to another on business — a large number of

people male and female in all age brackets, including an increasing number of car drivers, cite their bikes as the best obtainable means of daily transportation.

This sets an entirely-new market trend, marking the dawn of a 6-wheel age in Japan.

From Iwata: "Bikes are finding a good market even among car drivers in Japan", said Mr. Isao Komiya, Director of Yamaha Motor, in his speech to selected Yamaha dealers present at the annual Dealers Convention held recently in Tokyo, "More and more car drivers are coming to find new merits in the use of bikes while the market of 4-wheelers remains stable. This indicates that an age of 6-wheels has begun. Greater efforts should be directed towards this sort of market in the eighties."

Mr. Komiya's speech was convincing enough to gain the support of all the dealers.

The motorcycle has the following exclusive advantages:

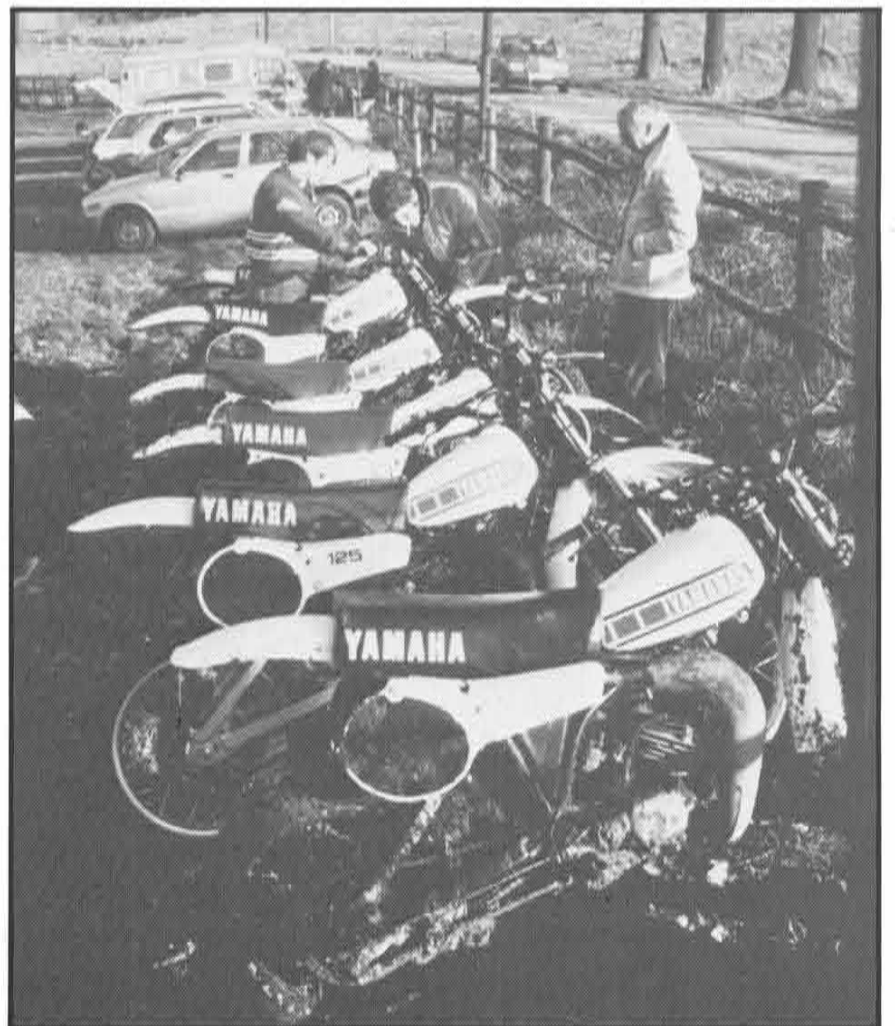


News from Germany

Effective AD & PR Activities

The sales of Yamaha motorcycles are still maintaining an upward curve in Germany, one of the largest markets in Europe. This owes much to Mitsui Germany developing their diversified AD & PR activities in a very effective manner. These activities include an entirely-new type of ad campaign, timely presentation of new models, sponsoring junior Yamaha riders, safe riding promotion, etc. each of which aimed at enhancing the image of Yamaha brand overall.

Press riders test-ride the new YZ range



New advertising campaign

In general, motorcycle sales go down in Germany in autumn every year. Therefore all makers and importers cut down their advertising activities.

But Mitsui has an advertising concept, that the brand YAMAHA should be present during the whole year in all the important motorcycle magazines. In order to realise this concept and considering, that the presentation of old models in the advertisement is not useful and the presentation of the new models is not yet possible, Mitsui has decided to run a totally new advertising campaign. This is rather a PR campaign than a strong selling campaign. Under the headline "Rad und Tat"

YAMAHA/Mitsui is answering questions concerning motorcycles & mopeds; giving advice on general subjects (for example, preparation of a motorcycle for holiday trip; advantages of disc brakes compared with drum brakes; comparison between four stroke and two stroke engines; motorcycles suitable for women;). All questions and answers are using YAMAHA models as demonstration examples. This campaign is well received by motorcycle riders and press as a new way of advertising. Market research shows, that this campaign improved the already good image of YAMAHA in Germany.



Yamaha football team is upgraded

From Iwata: Yamaha Motor, like many other companies in Japan, is developing various sport activities, especially the football team has been having spectacular success. Back in 1971, the team was founded as a member of a local football league. Later on the team succeeded in engaging an excellent leader — Mr. Ryuichi Sugiyama who in the past was one of the best Japanese wings, playing an important part in the Tokyo and Mexico Olympics. He was once invited to join an Argentine professional team. Team members joined together to fight

their way on under this great leader, aiming at the national major league. They set a ten-year plan to reach this target and continued their triumphant march in local and national minor league events. The final barrier was a selection match for promotion to the national major league. To be a member of the national major league, the team had to win the said match for several years in a row. Showing excellent teamwork, they won a decisive match held on Jan. 20, 1980 to be upgraded from national minor to national major. The

team is expected to make a playing tour to other nations in the near future.

Playing with major local teams will help them polish their skills.

Active Yamaha football team

From Tahiti: Pictured here are the members of A.S. JUVENTUS, a football team sponsored by Tahiti Automoto. The team won the 2nd division of the Tahitian football championship. The 2nd division is mainly composed of district clubs which are usually playing in the various districts

around Tahiti island. Tahiti Automoto has sponsored two teams of 2nd division and the other is called A.S. MAHAENA. A.S. JUVENTUS's success has helped promote the reputation of Yamaha outboard motors especially among a number of fishermen living in remote districts.



Sunny, but cold, ideal weather conditions for the presentation of the YZ125, 250, 465 to the German motorcycle press. The first 3 models, for time reason sent by air-freight to Germany, were tested extremely hard by the German press riders. Remarkable improvements, compared with the 1979 model range were the results of the tests to be published early in 1980, when the moto cross riders decide "their" machines for the 1980 racing season.



Special presents to young riders!

Based on the successful XS400, Mitsui Germany developed & offered a racing version to 50 young riders to compete in the "YAMAHA

XS400 CUP". For a reasonable price (just 10% more than the street version) Mitsui offered this version plus a racing fairing, monocoque,



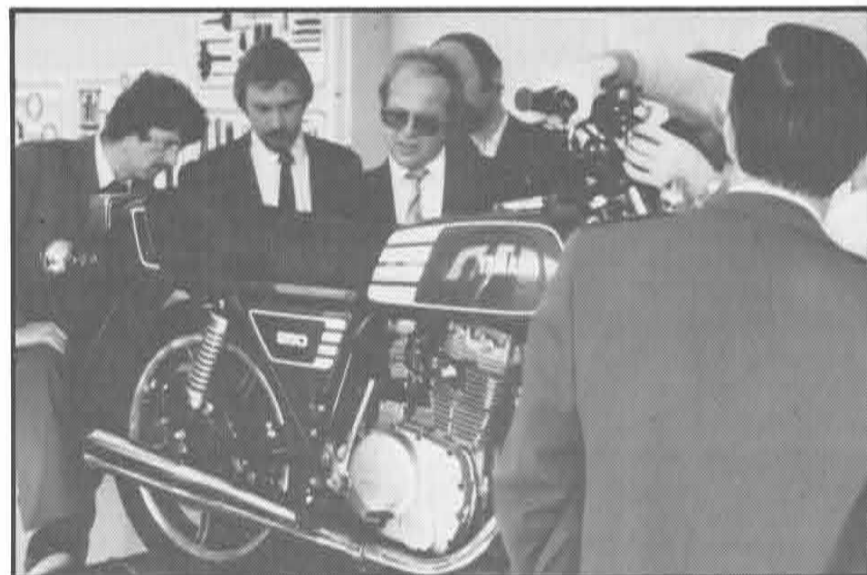
leather combi, BELL helmet, gloves, etc. During 10 races on Nürburgring and Hockenheimring the youngsters could win honour as well as money.

At the end of the 1979 season, the winner, Reinhard Scheuerlein, got besides his prize money of DM 5,670, --, a new YAMAHA-TZ250 to

be used free of charge during the 1980 season. We wish him good luck!

"Because of the convincing PR results of our Cup activities we have decided to continue in 1980" Mr. Gesche, Marketing Manager of Mitsui, said, when asked about the Mitsui intentions for 1980.

Cooperation between Mitsui and ADAC



End 1979 the ADAC, the German car-and-motorcycle drivers club with more than 6 million members started the training program for the ADAC street guards. Purpose of this program is to enable more than 1,000 ADAC guards to give assistance to motorcycle drivers when they happen to have technical

problems, especially on the highway.

The concept for this training was done by the Mitsui technical to come staff, who will realise about 70 1-day seminars during the years. These seminars will take place in the workshops of YAMAHA dealers all over Germany.

AROUND THE YAMAHA

Safe riding rally



A training course for police instructors

From Singapore: The Singapore Traffic Police, in close cooperation with the Motorcycle Trade Association, recently organized the first large-scale safe riding rally for beginners as part of its 8-month safe riding campaign. This campaign consists of 3 preliminary rallies and 1 Grand Rally in the first part and then another 3 rallies, again followed by a Grand Rally.

In December, January and February the preliminary rallies will be held and in March hold the first Grand Rally. Similarly, April, May and June will hold the second series of preliminary rallies with the final Grand Rally in July.

Each preliminary rally will have 250 participants, the best 25 of whom are to be eligible for the Grand Rally.

The first rally is a great success

The first rally took place in Kallang Park on December 2 and it was certainly a happy affair for all participants. They received free lessons on safe, correct riding for the first time. The 8-hour course began at 9 a.m. and was conducted by qualified police instructors in cooperation with VITB personnel and Mr. Kazutoshi Iwao, Yamaha's special instructor.

*VITB: Vocational and Industrial Training Board
Mr. Iwao started off the lessons by demonstrating the finer points of safe, correct riding. Using a Yamaha XS1100 police bike, he displayed excellent control of the machine as he effortlessly negotiated the very difficult



Using an XS650 police bike Mr. Iwao displays his wonderful skill.

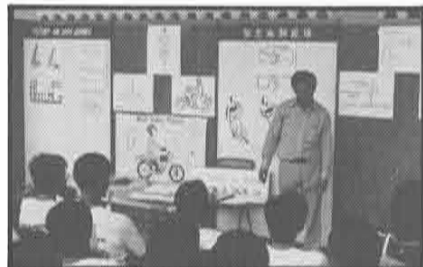
obstacle course. All participants took to the course with ardor. Although some slips occurred during the session, nobody was injured seriously enough to spoil the enthusiasm. Their spirits were not dampened even by a heavy downpour midway through the lessons in the afternoon. One of the six woman participants, Miss Ruby Lee, 33, a house cleaner whose job requires her to hop about from one home to another was keen about the course. She said it would definitely help polish up her riding skills seeing as she had begun using a bike in the last six months.

Policemen are also trained

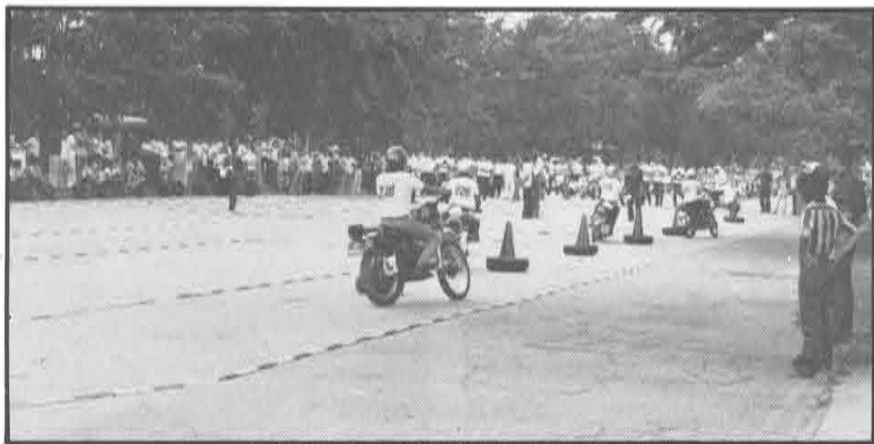
Prior to organization of the first safe riding rally, Mr. Iwao gave a short lesson on advanced techniques for all police motorcycle instructors when he visited the Police Driver Training School. He also visited the

Traffic Police Headquarters to meet the Traffic Chief and to coach the Special Squad in finer techniques of motorcycle handling. The Special Squad was set up specially to catch "hell riders".

In addition, Mr. Iwao gave a practical lesson on braking, cornering and other advanced techniques of motorcycle riding for all available traffic police personnel. He impressed all present with his wonderful skill in safe, correct riding.



Safety lectures for participants at the first safe riding rally.



Participants are practicing slalom riding.

Motocross riders brush up their skills!

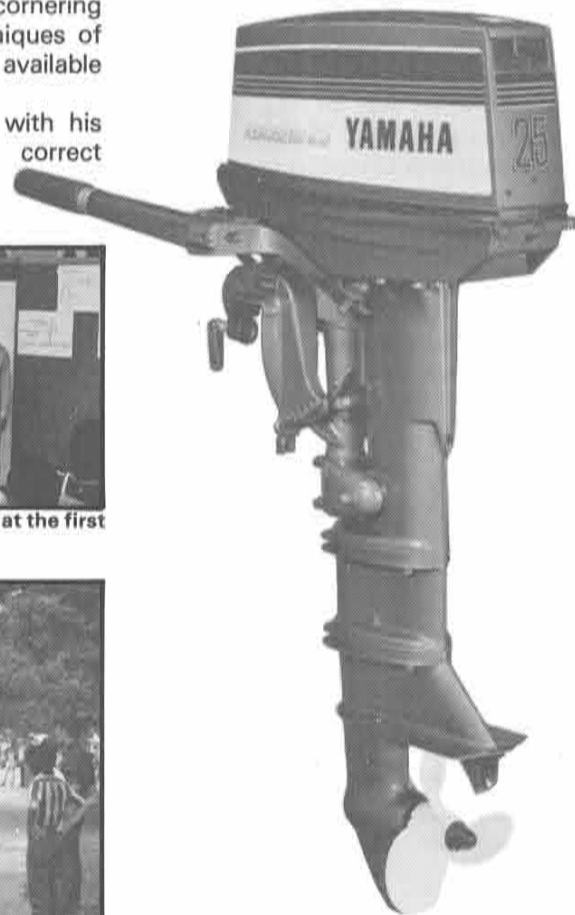
From Malaysia: The Yamaha Motocross School program, which kicked off in Malaysia on January 19, is now well under way. Mr.

Kazutoshi Iwao, Yamaha's special instructor, is conducting each session in close collaboration with the staff of Hong Leong Yamaha

Distributors Sdn. Bhd. and all dealers concerned. Back in December '79, Mr. Iwao had conducted a special training course for Yamaha motocross riders active in the first line of motocross racing in Malaysia in order to help them brush up their skills. Malaysia is a relatively new market for Yamaha off-road bikes and the above special training was a great success and resulted in a strong impact on the market. The participants who were trained in correct, advanced motocross techniques, are proving themselves much more successful in actual racing, helping enhance the reputation of Yamaha motorcycles. This is also making great contributions to the smooth furtherance of the Yamaha Motocross School program.



Outboard Motor



New Kerosene Model 25CMK

Now a powerful new model joins the Yamaha kerosene range in order to meet a remarkable surge of demand for this type of motor among fishermen and other commercial users in those nations where gasoline is relatively expensive. The new model, which is designated "25CMK", has been developed from the reliable and durable 25CM (Enduro 25).



XJ650G

 **YAMAHA**



MAXIM 1



MOTOR SPORTS NEWS

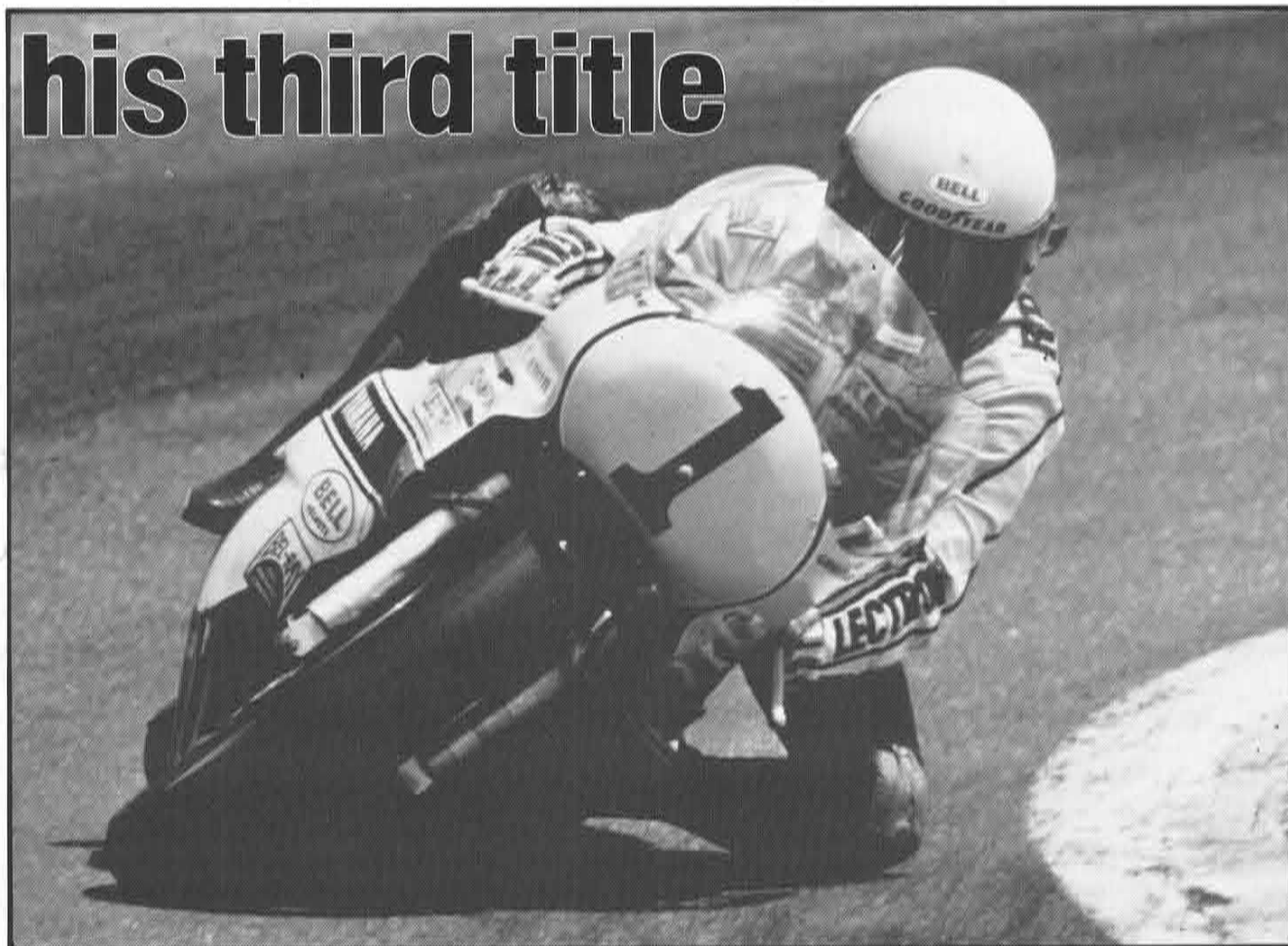
Yamaha's 1980 program of race activities, part of which was already introduced in our last issue, has now been introduced in its entire aspect. The program covers both road racing and motocross world championships as well as AMA motocross championships in an even larger scale. It is Yamaha's firm belief that the ultimate test of motorcycle technology should be conducted on the race track and brisk, continued race activities are essential to popularize motorcycling as a sport and to help development engineers build safer, better-performing and longer-lasting production bikes for the buying public. In world championship road racing, Kenny Roberts, Yamaha's sole works rider who clinched the prestigious 500cc title for the second consecutive year, will race a newly developed machine to make a strong bid for the third title this year under the Yamaha banner.

"King" Kenny's strong bid for

World Championship Road Racing

his third title

Kenny is unflagging!



In 1978 Kenny astounded the racing world by dominating the 500cc world championship in his first attempt. Kenny was seriously injured before the start of the 1979 season. He was in the hospital for three months and missed the Venezuelan GP, the opening round of the series.

A second championship seemed almost hopeless. Kenny, however, was unflagging!

He left his hospital bed to put on his racing helmet again, taking part in

the Austrian GP held at Salzburg on April 29. He won this race brilliantly. This success led to his second consecutive world championship victory.

Brief career

Nationality: USA
Date of birth/Age: October 31, 1951, 28 yrs
Residence: Woodside, California
Height: 168 cm
Weight: 53 kg

Marital Status: Married, 3 children
Hobbies: Trail riding, fishing, horse-back riding, etc.

Race career:

- 1965: Made a debut in a local race.
- 1969: Won Oregon 100cc Road Race Championship.
- 1970: Won AMA Novice-Class Championship
- 1971: Won AMA Junior Championship.
- 1972: Ranked 4th in Expert Class. Placed 1st in 5 of 8 races entered.
- 1973: Won AMA Grand National Championship.
- 1974: Won AMA Grand National Championship. Placed 2nd at Daytona 200.
- 1975: Placed 2nd in AMA Grand National Championship.
- 1976: Placed 3rd in AMA Grand National Championship.
- 1977: Placed 4th in AMA Grand National Championship
- 1978: Won 500cc Road Race World Championship
- 1979: Won 500cc Road Race World Championship

New YZR500

Kenny will ride the new version of Yamaha's GP-winning works racer the YZR500. Main technical features are as follows:

1. ENGINE

- * Technical improvements have been made to the Yamaha Power Valve System (Y.P.V.S.) and intake/exhaust system so that power delivery is smooth over the entire range of speeds.
- * The cooling system is also improved for better heat dissipation.
- * Compact and lightweight engine components are well arranged with higher durability and smoother power delivery in mind.

FRAME

- * The newly designed front forks and rear Mono-cross suspension system have greatly increased handling reliability and cushion efficiency. Adjustment requires much less time.
- * Frame construction has been further improved in both reliability and rigidity.
- * The newly designed front

Kanaya and Takai to make up the strongest team.

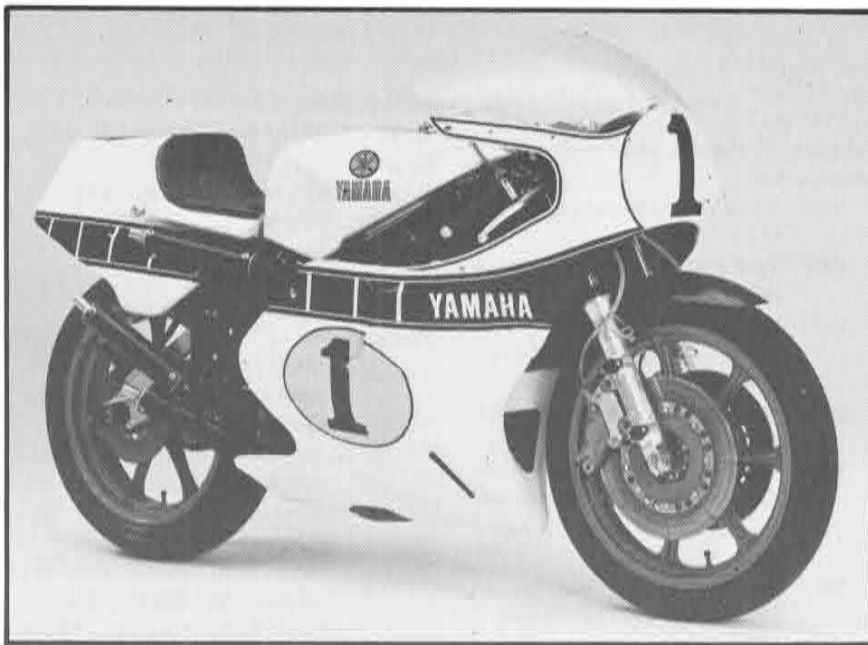
— National championships —

Hideo Kanaya and Ikujiro Takai, both Yamaha aces who have already attained an international reputation, will make up the strongest team in national championships this year.

They will ride new Yamaha works machines in all major road race events including the Japanese GP

(Sept. 14 — Suzuka) and Sugo Big Road Races (May 3 and Oct. 19.). In addition, much to Japanese road race fans' joy, they will take part in the 8-hour endurance race, the fifth round of this year's world championship series, which will take place at Suzuka on July 26 — 27.

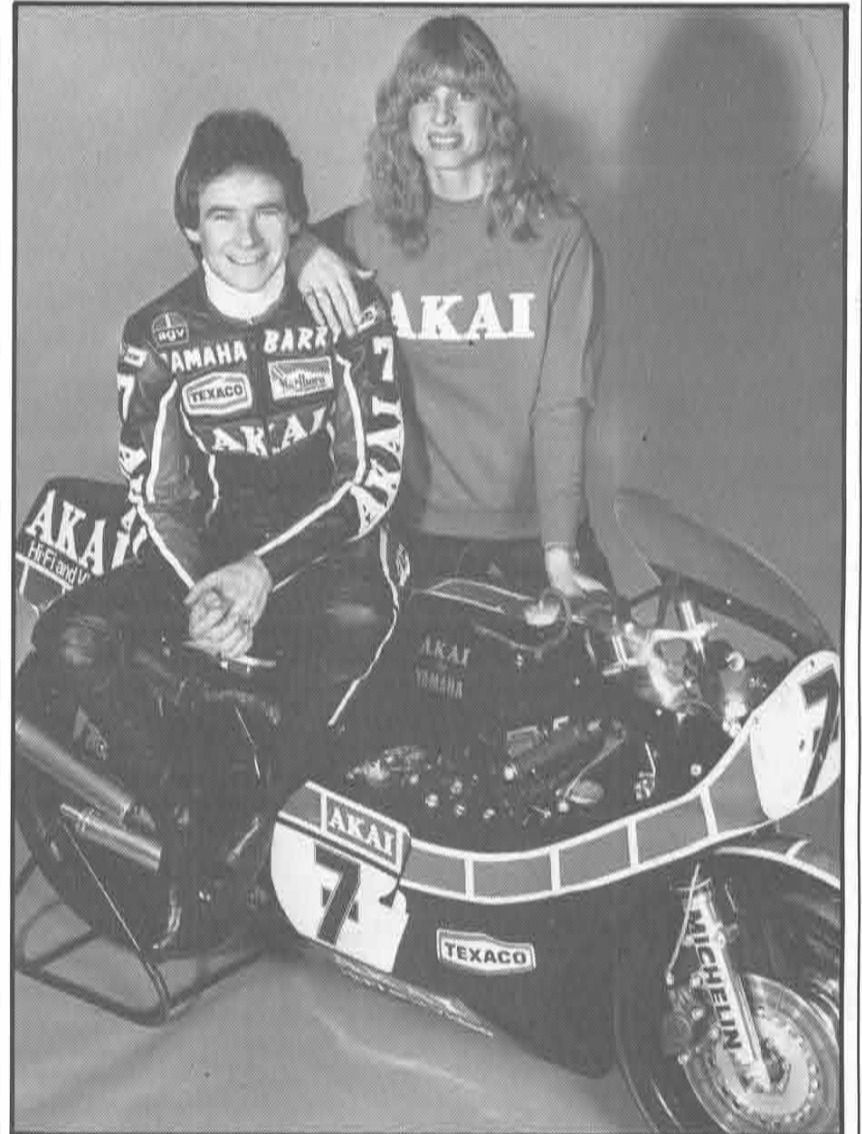
YAMAHA 1980 RACE PROGRAM



Barry Sheene to ride Yamaha machines

Former Suzuki works rider Barry Sheene, who has shared the 500cc title with Kenny for the past four years, will ride Yamaha 500cc and 750cc machines supplied by British Yamaha importer Mitsui in London.

Akai, one of the leading Japanese manufacturers of hi-fi and video equipment will be Sheene's main sponsor this year. Texaco and Marlboro will also be involved in his race program.



aluminum brake caliper is light yet rugged. It brings this high performance machine to a sure stop in combination with the improved performance of the newly developed rear brake system.

* All components are compact and lightweight so that the total machine weight is considerably reduced.

output: 110PS plus / 10,500rpm. ***Top speed:** 265km plus/h ***Ignition:** C.D.I. ***Lubrication:** Pre-mix (30 : 1) ***Clutch:** dry multi-plate ***Transmission:** 6-speed gearbox ***Tire size:** front 3.25/4.00-18, rear 4.30/6.30 - 18 ***Suspension:** front telescopic fork, rear swing arm (incorporating Mono-cross unit) ***Brake:** front double disc, rear single disc ***Fuel tank capacity:** 32 lit. ***Machine weight:** under 138kg.

YZR500 technical data

***Engine:** 2-stroke water-cooled in-line 4-cylinder, YPVS, 499cc ***Max. power**

AMA Championship Motocross

The Yamaha Motor Corporation, U.S.A. will enter a powerful team in all the classes of the AMA Championship Motocross as follows:

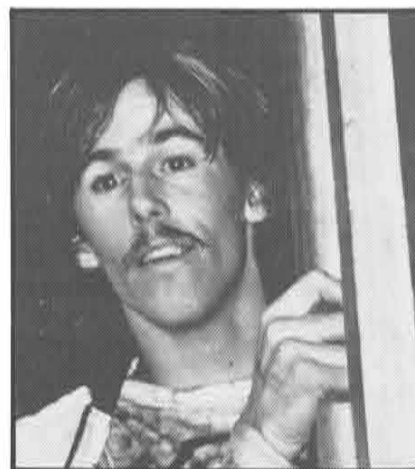
Broc Glover	AMA Series	125cc
Donnie Cantaloupi	AMA Series	125cc
Bob Hannah	AMA Series	250cc
Marty Tripes	AMA Series	250cc
Rex Staten	AMA Series	500cc
Rick Burgett	AMA Series	500cc
Mike Bell	AMA Series	500cc

Powerful jump for '80

In addition, Bob "Hurricane" Hannah will take part in all the rounds of the 250 Supercross Series to try to clinch the crown for the 4th consecutive year.

Bob Hannah

Nationality: USA
Date of birth/Age: September 26, 1956, 23 yrs.
Residence: Palmdale, California
Height: 178 cm
Weight: 63 kg
Marital Status: Single
Hobbies: Hunting, trail riding
Race career:



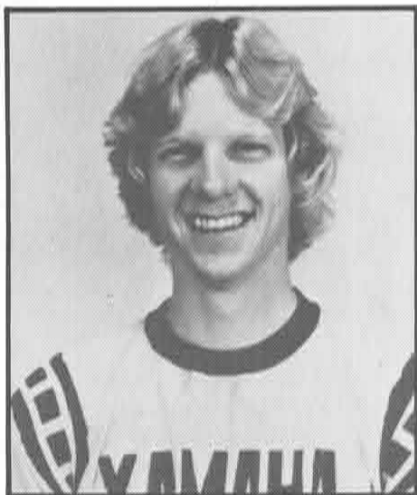
1974: Won Junior 250 title in California for promotion to expert class.

- 1975: Took part in 10 club events in California, winning 18 races.
- 1976: Won 125 class National Championship.
- 1977: Won AMA Supercross 250cc Championship. Placed 2nd in Trans-AMA 500cc Class. Placed 2nd in 500cc Class National Championship.
- 1978: Won Supercross 250 Championship. Won AMA National 250 Championship. Won Trans-AMA Championship.
- 1979: Won AMA National 250 Championship. Won Supercross 250 Championship.

MOTOR SPORTS NEWS



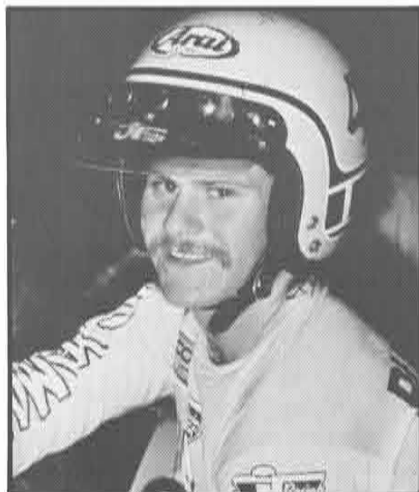
Broc Glover



Nationality: USA
Date of birth/Age: May 16, 1960, 19 yrs.
Residence: El Cajon, California
Height: 176 cm
Weight: 75 kg
Marital Status: Single
Hobbies: Racketball, running
Race Career:
 1974: Made his debut in AMA racing.
 1975: Placed 3rd in Los Angeles High School Motocross. Won the State Championship contest at Anaheim Coliseum.

1976: Placed 5th overall for National Championship with 222 points. Placed 2nd. in Houston. Won both races of Hangtown Sportmen Class.
 1977: Won AMA National 125cc Championship
 1978: Won AMA National 125cc Championship
 1979: Won AMA National 125cc Championship

Rick Burgett



Nationality: USA
Date of birth/Age: May 31, 1956, 23

yrs.
Height: 178 cm
Weight: 78 kg
Marital Status: Single
Hobbies: Snow and water skiing
Race career:
 1970: Made racing debut at the age of 14
 1971: Won local 125 and 250 titles in Portland.
 1973: Won 3 class titles at local races riding Yamaha YZ machines.
 1974: Ranked 8th in California AMA Open Class.
 1975: Participated in Trans-AMA Autumn Circuit, 250 class, ranked 9th nationally at year's end.
 1977: Finished in the top ten in Florida AMA Winter Series.
 1978: Won AMA National 500cc Championship.
 1979: Placed 12th in AMA 500cc Championship.

Rex Staten



Nationality: USA
Date of birth/Age: January 22, 1955, 25 yrs
Residence: Fontana, California
Height: 185 cm
Weight: 93 kg
Marital Status: Married
Hobbies: Boxing, trail riding, etc.
Race career:
 1969: Made racing debut at the age of 14.
 1971-
 1973: Participated in local CMC and AMA national events. Set a circuit record for the number of consecutive wins (29). Won the Corona Raceway Championship in '72 and '73.
 1974: Won the Open Class support race at the Los Angeles Supercross.
 1975: Won the S.C.O.R.E. off-road competition at Riverside. Placed 7th in the Carlsbad Grand Prix.
 1977: Placed 8th overall in the National Open Class 500cc Standings.
 1978: Won the 250cc and 500cc classes of the Golden State Series. Ranked 2nd overall in Trans-AMA series. Placed 2nd overall in the Supercross Open Class 500cc.
 1979: Placed 5th in the AMA 500cc class.

Mike Bell

Nationality: USA
Date of birth/Age: August 8, 1957, 22 yrs.
Residence: Lakewood, California
Height: 189 cm
Weight: 78 kg
Marital Status: Single
Hobbies: Tennis, Snow skiing
Race career:
 1972: Made racing debut at age 15. Won first race in 250cc Junior Class
 1974: Earned the CMC No. 1 plate. Set a circuit record for the number of consecutive night race wins (13).
 1975: Won both 250cc and 500 classes at Saddleback or Carlsbad nearly every weekend.
 1976: Won Open pro CMC Night Nationals.
 1979: Placed 2nd in AMA 500cc series.

Marty Tripes

Nationality: USA
Date of birth /Age: June 29, 1956, 23 yrs.
Height: 180 cm
Weight: 95 kg
Marital Status: Single
Hobbies: Trail riding, hunting, fishing, guns, planes, etc.
Race career:
 1968: Started racing. Won in the novice class.
 1972: Won the Los Angeles Superbowl of Motocross.
 1973: Placed 6th overall in 250cc Nationals. Won the Los Angeles Superbowl of Motocross for the second consecutive year.
 1974: Finished 2nd overall in the 250cc Nationals.
 1975: Finished the 6th in the Supercross Series.
 1978: Won the CMC Championship. Finished 2nd in the Supercross Series. Finished 4th overall in the Trans AMA. Won the U.S. GP of the 250cc World Championship.
 1979: Finished 3rd overall in the 250cc Nationals. Finished 6th overall in the Supercross Series.

Donnie Cantaloupi

Nationality: USA
Date of birth/Age: December 9, 1960, 19 yrs.
Residence: Stockton, California
Height: 175 cm
Weight: 75 kg
Marital Status: Single
Hobbies: Snow and water skiing, basketball, baseball, etc.
Race career:
 1973: Started racing locally on a 100cc bike.
 1974: Won the Western Regional Minicycle Championship.
 1976: Finished 3rd in Flatrack.
 1978: Took a first in CMC 125cc Series. Finished 2nd in the

YAMAHA'S 1980 RACE PROGRAM

Golden State Series. Placed
7th at Hangtown.
1979: Placed 5th in the 125cc Na-

tionals. Placed 2nd in the
Golden State Series.

More powerful & dependable machines

The new works motocrossers, which are to be ridden by these riders, feature the following noteworthy technical improvements:

YZM125

ENGINE

- * The newly designed engine is more compact and lighter than that on the predecessor model. Right hand kickarm, rear mounting integrated with pivot shaft, water pump and shifting mechanism have been improved in performance and durability.
- * Overall output has been increased due to modifications made to the intake/exhaust and combustion systems.
- * The cooling system has also been improved for better heat dissipation and higher durability.
- * The race-bred Yamaha Power Valve System (Y.P.V.S.) has been improved in both mechanism and performance to ensure smoother power delivery.

FRAME

- * Frame alignment is altered so that the rider can take the best riding position for extra handling ease. Rigidity is also increased.
- * The new front forks are light yet rugged improving damping characteristics and increasing tire's grip on the road.
- * Mono-cross rear suspension has improved damping characteristics and lever ratio so that the maximum of handling ease can be obtained on a bumpy track.
- * The improved performance of front double-leading brakes has increased the tire-to-road grip.

YZM250/YZM465

ENGINE

- * The engine's rear mounting is integrated into the pivot shaft, reducing both weight and size so that power is transmitted more smoothly over the entire range of speeds.
- * Modifications have been made to the intake/exhaust and combustion systems to ensure smoother power development.
- * Modified shifting mechanism, well-selected gear ratios and improved rotation characteristics have made these models much more competitive.
- * The race-bred Yamaha Power Valve System (Y.P.V.S.) has been further improved in both mechanism and performance for more positive response at racing speeds.
- * Cylinders and cylinder heads have been modified so that weight is reduced and cooling ef-

iciency is increased for steady delivery of the high power output.

FRAME

- * Frame alignment has been altered and improved enabling the rider to take the best riding position for superb handling ease on a bumpy motocross track.
- * The newly designed front forks are light yet rugged, featuring improved damping characteristics and increased tire-to-road grip.
- * The mono-cross rear suspension has been improved in both damping characteristics and lever ratio for the maximum in handling reliability.
- * The air stream characteristics have been improved so that cooling efficiency is increased for the mufflers and cylinder heads.
- * Machine servicing requires much less time.



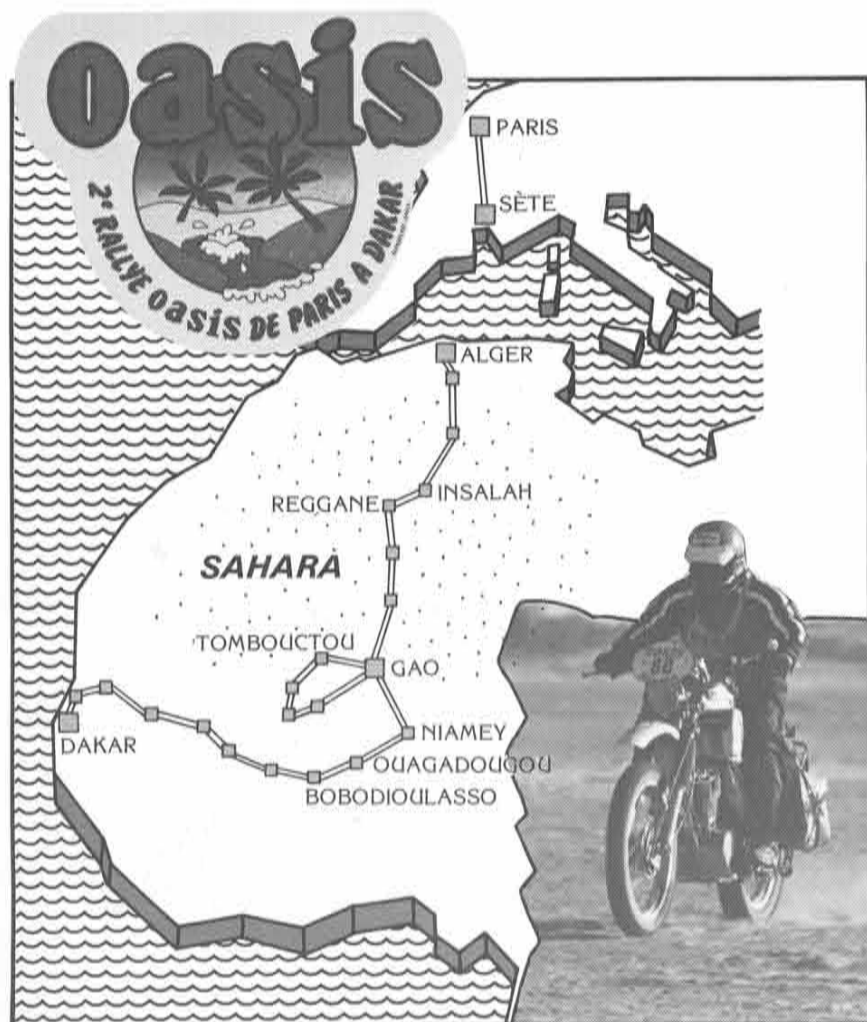
TECHNICAL DATA

Data	Model	YZM125	YZM250	YZM465
Engine		2-stroke, water-cooled, single	2-stroke, air-cooled, single	2-stroke, air-cooled, single
Bore x Stroke		56 x 50 mm	70 x 64 mm	85 x 82 mm
Displacement		123 cc	246 cc	465 cc
Maximum power		27 ps over @ 11,000 rpm	40 ps over @ 8,000 rpm	52 ps over @ 7,000 rpm
Ignition		C.D.I.	C.D.I.	C.D.I.
Lubrication		Pre-mix (20 : 1)	Pre-mix (20 : 1)	Pre-mix (20 : 1)
Transmission		6-speed gearbox	5-speed gearbox	5-speed gearbox
Tires (front)		3.00 - 21	3.00 - 21	3.00 - 21
(rear)		4.00 - 18	5.00 - 18	5.00 - 18
Brakes (front)		Drum	Drum	Drum
(rear)		Drum	Drum	Drum
Suspension (front)		Telescopic fork (Air/coil spring)	Telescopic fork (Air/coil spring)	Telescopic fork (Air/coil spring)
(rear)		Swing arm (monocross suspension)	Swing arm (monocross suspension)	Swing arm (monocross suspension)
Fuel tank capacity		7.0 lit.	9.0 lit.	11.0 lit.
Clutch		Multi-plate, Wet	Multi-plate, Wet	Multi-plate, Wet

THE 2ND RALLY OASIS "PARIS-DAKAR"

They do it again!

Sonauto Yamaha XT500 Team



The Sonauto Yamaha XT500 Team which took part in the 2nd Rally Oasis "Paris-Dakar" held early in 1980, did it again!

French safari specialist Cyril Neveu on an XT500 repeated last year's success and his team-mate M. Merel on another XT500 finished second overall.

The 2nd Rally Oasis, which was organized by Oasis, a large manufacturer of drinks, was truly one of the most gruelling endurance events, being staged for 23 days over a distance of 9,000 kilometers between Paris and Dakar, Senegal, West Africa.

Back in 1979, the first Rally Oasis had been held by the same organizer for ardent safari enthusiasts, especially French people who seem to love this sort of event. In this rally Yamaha XT500 machines proved to be the most successful vehicles.

A variety of participating vehicles

Like the first rally, the 2nd Rally Oasis was open to all types of motorized vehicles, such as bikes, cars, trucks, jeeps, dune buggies, etc. 90 participating bikes included Vespa, BMW, Honda, Suzuki, Ducati, KTM, machines etc, in addition to a number of safari-favorite XT500 bikes.

The number of 4-wheelers also exceeded 80.

The rally started from Paris at 09:00, January 1, cheered on by families and friends and accompanied by about 20 support vehicles. The first section from Paris to Alger through Sète was no more than a touring course including a comfortable voyage enabling all the participants to enjoy themselves.

Trials began from Alger! The course between Alger and Dakar was divided into 16 sections which included everything torturous to both man and machine.

Intense heat, extremely rough road conditions and gruellingly hard riding

No sophisticated tactics! Just run and run till you reach the goal!

Sand was often soft enough to catch the wheels but it was sometimes rock hard, making cushions ineffective as they advanced down,

the vast expanse of the Sahara Desert.

In particular, the section from In Salah to Reggane proved most punishing.

trucks to crash. Most of them failed to get started again.

Continuing to lead the rally, Neveu displayed his outstanding skill in getting through this hard section. G. Desheulles (KTM250), and G. Maurice (XT500) were in hot pursuit of the leading Yamaha.

Bikes were again more advantageous than 4-wheelers! E. Breton (XT500) once captured the lead from Neveu during the middle stage of the rally. But Neveu recaptured it very soon and went on to increase his margin over the others.

The last challenge came from a 4-wheel drive VW Itis during the closing stage of the event. The VW forged ahead of Neveu's XT500 and held the lead in a fierce bid for its first win.

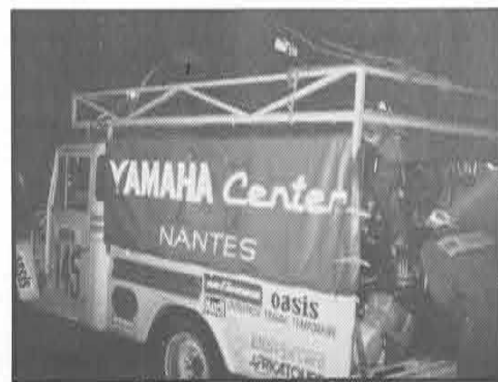
But the Yamaha XT500 was eventually unbeaten! Neveu and M. Merel passed the VW again with only several miles left to go! They finished in this order and Sonauto Yamaha riders completed a one-two victory for the second consecutive year!



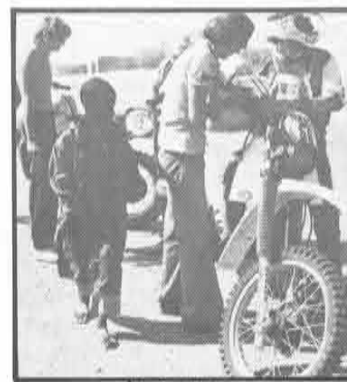
Challot—starting point



XT500's are starting for the special stage.



Machine servicing at Sète



Refueling



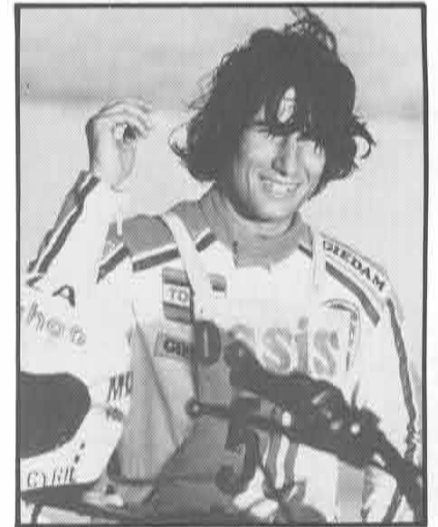
Tough and dependable XT500 bikes!

FINAL RESULTS

1. C. Neveu	Yamaha XT 500	46h 32' 47"
2. M. Merel	Yamaha XT500	47h 17' 58"
3. F. Kotulinsky	VW Iltis	48h 24' 36"
4. P.Zaniroli	VW Iltis	48h 36' 39"
5. J.N. Pineau	Yamaha XT500	49h 12' 38"
6. B. Marreau/C. Marreau	R4 Simpar	49h 35' 18"
7. J.P. Lloret	Yamaha XT500	49h 56' 26"
8. Fenouil	BMW 500	50h 06' 20"
9. J. Ragnotti	VW iltis	50h 54' 29"
10. P. Vassard	KTM	52h 19' 46"



Neveu's winning XT500



Cyril Neveu wins the event for the second consecutive year.

An immense response from French press

Moto journal (Jan. 31)

Moto revue (Jan. 17)



YAMAHA NEWS

Contributions wanted

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to sales business. Any sort of news or information would be highly appreciated, if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black-white to your news or information wherever possible.

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Be a top Yamaha dealer

Part 4

Shop design

It is easy to see the advantages and disadvantages of other shops. It is often difficult, however, to objectively judge your own shop. In this section, we will cover

the fundamentals of shop design by examining various layouts and shop models, which work well for building better customer relationships.

A simple shop

Even a simple shop needs a few basic things to publicize its presence and invite customers to enter.

One banner or one signboard effectually used can set off a shop to advantage and attract customers. Compare the photos below for variations in shop atmosphere, and understand that this type of shop is a developmental stage.

Big banner: This is hung on two poles and establishes your shop as a Yamaha dealer. It carries your product line and its high quality image. It should be large and located high overhead in a dazzling way. Paint the letters in gold, red, blue, etc.

Projecting shop name sign: This should be visible from both the front and the sides. Since this kind of sign does not project too far over the sidewalk and is usually small, it may be illuminated so that it will attract more attention.

Shop name sign: The sign should use letters and colors which are popular in your area.

Yamaha stripe sign: This should be used as an effective attention getter.

Canopy: A Yamaha stripe sign may be used as a canopy.

Standing signboard: A poster can be pasted on it.

Screen: This can be easily changed and often is a good attention getter.

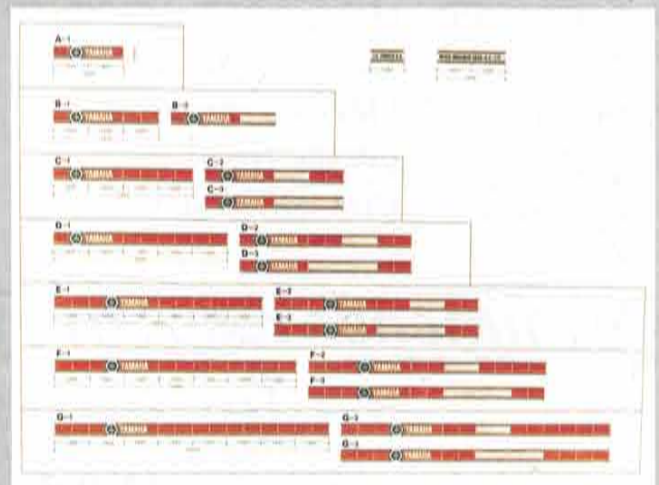


New tools for shop design

The following tools are available for shop design use:

Yamaha stripe

This is available in several different sizes allowing a variety of combinations. As you see, part of it is kept blank for insertion of your shop name.



Projecting shop sign (not illuminated)

The lower part is kept blank for insertion of your shop name.



Please contact your nearest Yamaha distributor for more details.