

1980 No. 5
Yamaha News



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INSIDE:

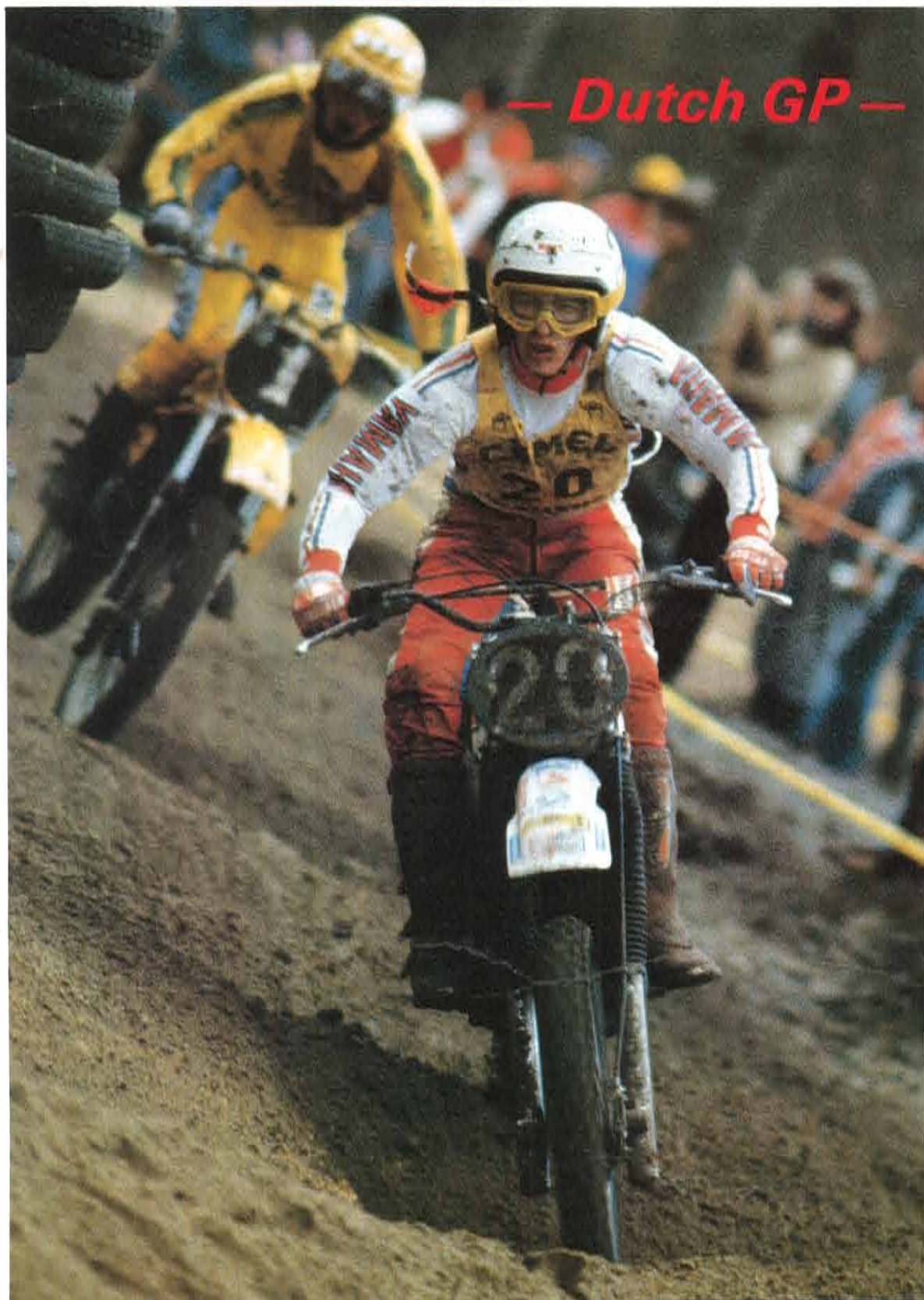
- Greater efforts to be put in power products — Indonesia
- A new service campaign — Pakistan
- Pin-up: Yamaha Towny
- Introduction to Yamaha Towny
- Fruitful Five Years of Yamaha Motocross School
- Incredibly dependable Yamaha outboard motors — Bolivia

125 cc
Motocross
World Championship

YAMAHA'S

FIRST WIN!

— Dutch GP —



Marc Velkeneers

**Yamaha's new powers,
Velkeneers and Zijlstra
do it right**



Dinand Zijlstra



Tetsumi Mitsuyasu

Dinand Zijlstra (Holland) and Marc Velkeneers (Belgium), both up-and-coming riders on Yamaha machines, highlighted the Dutch GP, the series opener held at Norg on March 30. Reigning world champion Harry Everts (Suzuki) won this round overall but both Yamaha riders made it clear to him that this season would never be as easy for him as he expected to be. (Continued on page 5)

Greater efforts to be put in Yamaha power products when the tide is rising overall

Indonesian market

By Mr. Hendra Rahardja, President, P.T. Harapan Motor Sakti Industri Co.

From Iwata: Mr. Hendra Rahardja, President of P.T. Harapan Motor Sakti Industri Co. making up the largest share of the Indonesian motorcycle market, paid a visit recently to Yamaha Motor at Iwata, accompanied by the representatives of three affiliated dealers together with Harapan's general managers in charge of the motorcycle division and generator & power product division. The main aim of this visit was to exchange business information concerning the future sales of Yamaha bikes in Indonesia.



A living room is simulated aboard a large-sized truck to demonstrate the wide applicability of Yamaha portable generators.

Mr. Hendra also emphasized the importance of the sales of portable generators and other power products, making a promise to put greater efforts into this line of business with the following words: "Everything is now going right with Yamaha and our company." In particular, the sales of motorcycles are steadily increasing everywhere in our country due to the success of our sales promotion activities. In some districts demand has even gone ahead of supply. Such a remarkable rise in sales we attribute to the following factors:

- * Success of new commodity development
- * Strengthened production system for higher-quality bikes
- * Improved dealer network and after-sale service system, etc.

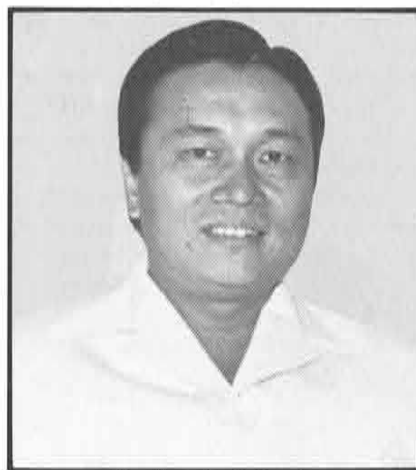
This year the new RX125 and V80 will soon be launched on the market to help consolidate even further our No. 1 position and guarantee that our annual target of 150,000 will be far exceeded.

Along with the success of our motorcycle marketing business, the

generator & power product division is rapidly growing into another

mainstay of our company. The market for these products is looking very favorable. Like motorcycles, these products are very useful to the Indonesian people and we will direct greater efforts towards this division in the future.

We have already conducted a careful, extensive market survey in close cooperation with Yamaha Motor and we have worked out a policy for a full scale go-ahead. P.T. Adiasa, a member of our group will be in charge of this division. The sales of these products will show a sharp upswing this year, backed by our increased efforts. The line-up of our power products consists of portable generators, multipurpose engines, water pumps, etc., all of which are win-



Mr. Hendra Rahardja
President, P.T. Harapan Motor Sakti Industri Co.

Exchange of business information at the main office of Yamaha Motor. From left to right: Mr. Lo S.H. Ginting, Director, Mr. Frans Nurtanio, General Manager of Power Product Div., Mr. Hendra Rahardja, President, and Mr. Yosuke Sato, Ass't. General Manager, Yamaha Motor.



CALL TO LOWER THE MOPED AGE

(from Motor Cycle Weekly dated April 5, 1980)

From Great Britain: Two members of the British Parliament are pressing the Government to lower the age at which youngsters can ride mopeds, saying that 15-year-olds should be allowed to ride machines under 50cc.

The Minister of Transport has been called upon to bring forward proposals to allow 15-year-olds to ride cyclemotors of under 50cc capacity, after a suitable training course and attest, as in most other European countries and the United States of America. This will allow potential

riders of powerful bikes to gain experience on light machines at an early age, to provide an incentive for riders to take training courses and in general will contribute to a reduction in accidents to motorcyclists. More learners than ever before are being trained according to figures issued in Parliament.

13,930 riders were trained under the RAC/ACU scheme last year, compared with 11,630 in 1978, and 25,482 under the STEP scheme, compared with 10,266 in April ~ December in 1978.



Campaign reaches its climax after sunset.



Generator & power product campaign in Indonesia

ing popularity among a lot of people who would like to make use of more daily conveniences. Portable generators and multipurpose engines each make up 40% of the total power product sales while water pumps make up the other 20%.

In our country portable generators are mostly used for household lighting purposes but these products will come to be utilized by night-time workers as a handy power source. Accordingly, we have already prepared a range of several different models in order to meet the different needs of our customers. The same can be said of Yamaha multipurpose engines which are gaining popularity as an economical means of mechanizing local boats in use as water transportation. Water pumps are also making great contributions to the general improvement of farming work efficiency.

We are launching a large-scale sales promotion campaign to publicize far and wide the exclusive merits of Yamaha power products. Especially, the oil-level warning device in particular is a strong sales point for Yamaha portable generators. The engine automatically stops functioning when the amount of oil has fallen below a prescribed level. This prevents piston seizure troubles even when the engine is run for many consecutive hours.

Would-be customers come to appreciate these advantages inherent in Yamaha power products through the efficient development of our campaign. The aim of the campaign is not only to increase the sales, but also to further enhance the image of the Yamaha brand which has already been established with regards to motorcycles in Indonesia. The point of the campaign is to emphasize how useful Yamaha products are to the general public. This is also helping to promote local industries, thus creating employment and ideal growth of the national economy in accordance with our government's policy.

All the staff of our generator & power product division are now enthusiastic about attaining a new business target."

joint venture company for local motorcycle manufacturing under the name of "Modern Industries Limited" in 1974. The name of the company has now been changed to "Dawood Yamaha Limited".

In Pakistan Yamaha motorcycles are mostly used for commuting to work and school or for helping in business and in transportation of goods. Gaining special favor for their superb quality and performance, they already make up the largest share of the total market in this nation.

In hopes of consolidating even further the number one position by making its advanced motorcycle technology available to every Yamaha owner, the following new service campaign will soon be launched in Pakistan:

***Presentation of cutaway engines**

20 cutaway engines will be

presented to universities and other educational institutions in Pakistan, enabling the students to obtain a deeper understanding of the 2-stroke internal combustion engine.

***Free check services**

Yamaha engineers, in close co-operation with the local technical staff will conduct free check services on Yamaha motorcycles so that every Yamaha owner can use his bike in the best working condition. This will also bring Yamaha a store of precious technical data essential to the further improvement of engine design.

***Service seminars**

Service seminars will be given for Pakistani service mechanics in order to improve motorcycle repair/service quality in Pakistan.

Period of campaign : 50 days
Locations: Peshawar, Rawalpindi, Jhelum, Gujranwala, Lahore, Faisalbad, Multan, Rahimyar Khan, Sukkur, Hyderabad and Karachi.

A rush of orders!



New RD models spearhead the '80 Yamaha range. (Newspaper ad)

From Great Britain: A large number of orders are flooding in for Yamaha's exciting new water-cooled RD250LC and RD350LC even before their debut on the British market. First deliveries of these models will arrive within a few months. Both models are based on the incredibly successful Yamaha racing machines and are powered by race-proven water-cooled twin 2-stroke engines. The RD250LC will be the first fully-equipped road sports model capable of exceeding 100mph under road test conditions while the RD350LC has a top speed close to 120mph.

A new service campaign will start in Pakistan

From Iwata: More than 110,000 Yamaha bikes have been marketed in Pakistan in the last 12 years. The

market for Yamaha bikes has greatly expanded since Yamaha and Dawood Corporation established a

FROM YAMAHA WITH LOVING CARE. TROUBLE-FREE MAINTENANCE AND CAREFREE PLEASURE.

یاماہا محبت و خلوص کے ساتھ
آسان مرمت - آسان سفر فراہم کرتا ہے

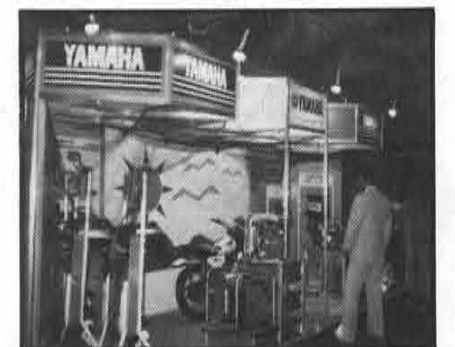
YAMAHA
یاماہا کے ساتھ سرفراز ہوں

Yamaha products win popularity

— Fishery Exposition —

From Brazil: Yamaha Motor do Brazil arranged a Yamaha display corner at the fishery exposition held recently in the outskirts of São Paulo showing a variety of Yamaha products such as outboard motors, portable generators, multipurpose engines, water pumps and motorcycles. These quality products had a big appeal for a large number of visitors. In particular an 85HP cutaway engine was displayed together with the full '80 range of outboard motors, demonstrating Yamaha's positive attitude towards

the development of coastal-water fisheries in Brazil.



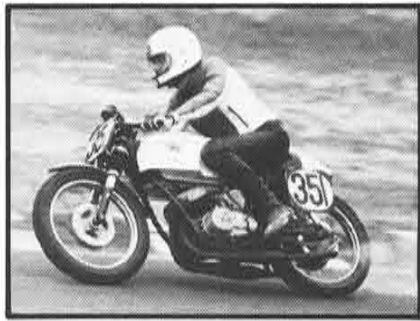
Yamaha's historic 250cc racer returns to the scene

From Australia: One of the most exciting attractions in Australian motorcycle racing is the class for historic bikes which are called "Classics". Bikes which were manufactured prior to 1962 are eligible for this class.

This year the characteristic crack of the old European and British bangers was broken for the first time by the more distinctive note of a two stroke. An original YDS1 with the factory race kit made its Classic racing debut!

The bike was of the 1959 to 1961 series of which around twenty were sold in Australia. They were YDS1 250 twins but with factory made racing parts. The kit included pistons, barrels, heads, carburetors, gears, foot pegs, clip-ons and exhausts. Such a conversion boosted the power of Yamaha's original 250 sports twin from 20 to 30 bhp.

During their heyday, the race kitted YDS1 competition bikes dominated their class and helped pave the way for the all-conquering TD1 produc-



tion racers that were to follow. The YDS1 in the photograph belongs to Melbourne motoring journalist, Derek Pickard, who found the bike after it had been stored in an old garage for 15 years. He rebuilt it with new parts from the factory and has put it back on the race track. The aging racer now rightfully takes its place amongst other Classics; it represents an era of which Yamaha can be proud, as this was the first of a long line of 250 two stroke twins which were to go on to beat the best in the world.

A lone globe trotter on a 400 Yamaha

— Marco A. Navas —

51-year-old Colombian Marco A. Navas began a trip around the world at the age of 40 in 1969. He expected it to take 13 years. He is right on schedule and in three years he will be bound for his home city Bogota where he is to return to his toolmaking shop.

"I am not travelling just to see the world but to make an appeal for brotherhood and understanding", he says. He started his trip with his son and daughter, both of whom have married along the way.

They left him a spare pushbike and a Vespa scooter which was used to get to Japan. He traded the scooter for a Yamaha RD400. He has so far covered about 110,000km and passed through more than 44 countries

in North America, Europe, North Africa, Southeast Asia, Oceania, etc.

Marco, who is now on the South American leg of his trip, is writing a book of this adventure and hopes to conduct a series of lectures at schools and libraries when he returns to Colombia in 1982. By then he will have covered more than 140,000km and visited most countries and every continent in the world.



A favorite Yamaha V50

From New Zealand: Pictured here is Miss Kim Hart, a popular New Zealand singing star, on her favorite Yamaha V50.

She took part in the recent Yamaha World Popular Song Contest in Tokyo where she was one of the finalists.

Wishing to maintain her associa-

tion with Yamaha, on her return she purchased a new Yamaha V50 from Auckland dealer Whites Yamaha Downtown. Satisfied with everything about this bike, she intends to ride it to recording sessions both in New Zealand and Australia.

A MODERN MARCO POLO



His aim: around the world in 13 years

if you are ever motivated for an arduous task, you had better be able to prove otherwise particularly if you are young

Marco A. Navas is a 51-year-old Colombian who has just completed a 13-year journey around the world on a Yamaha motorcycle. He has covered more than 140,000 kilometers and visited 44 countries. His journey began in 1969 when he was 40 years old. He is now on the South American leg of his trip. He is writing a book about his adventure and hopes to conduct a series of lectures at schools and libraries when he returns to Colombia in 1982. By then he will have covered more than 140,000 kilometers and visited most countries and every continent in the world.

Footloose and fancy free



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12 years for journey round the world



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La vuelta al mundo sobre dos ruedas, con un mensaje de buena voluntad

El EDUARDO FLORES

Un colombiano de 51 años ha completado un viaje de 13 años alrededor del mundo en una Yamaha. El viaje comenzó en 1969 cuando tenía 40 años. Ha cubierto más de 140,000 kilómetros y ha visitado 44 países. Su viaje comenzó en 1969 cuando tenía 40 años. Ha cubierto más de 140,000 kilómetros y ha visitado 44 países. Su viaje comenzó en 1969 cuando tenía 40 años. Ha cubierto más de 140,000 kilómetros y ha visitado 44 países.

SPORTS NEWS



Continued from page 1

Zijlstra second and Velkeneers third overall — Dutch GP —

In the first heat Belgian Yamaha ace Marc Velkeneers rode superbly to take the lead at about one third of the way through the race and maintained it until about 30 minutes into the race when his Yamaha's water-cooling system ran out of water just two laps from the finish, costing him an eventual win. Harry Everts had been lying in a safe second with Dutchman Dinand Zijlstra (Yamaha) behind him. They stayed in these positions to the chequered flag after Velkeneers retired. Matti Autio (Honda) finished third.

In the second heat Everts took the lead from the gate but on lap 2 Velkeneers overtook and swept by the reigning world champion. Dutchman Peter Groeneveld was lying third. Everts was in hot pursuit of the Yamaha ace until the half hour mark and seized a chance to recapture the lead. He held it for only a few laps. Velkeneers forged ahead of Everts again and finished first! Zijlstra rode his Yamaha to finish fifth.



Final results

1st heat

1. H. Everts
2. D. Zijlstra
3. M. Autio
4. G. Rahier
5. M. Rinaldi
6. J.M. Milissen

2nd heat

1. M. Velkeneers
2. H. Everts
3. P. Groeneveld
4. W. Kalberer
5. D. Zijlstra
6. G. Rahier

- Suzuki
- Yamaha
- Honda
- Gilera
- TGM
- TGM

- Yamaha
- Suzuki
- Honda
- KTM
- Yamaha
- Gilera



Mike Bell leads the series

Mike Bell and Broc Glover, both on Yamaha 250 works machines, took the first and second spots in the 6th and 7th rounds of the supercross series held at Houston on March 14 and 15.

In the 6th round Bell finished first about 8 seconds ahead of Glover. In the 7th round Glover took the lead during lap 2 and went on to increase his advantage over the others while Bell and W. Reid (works Kawasaki) struggled for 2nd spot. During lap 18 Bell forged ahead of Reid and secured 2nd spot. Bell led C. Sun (Honda works) by 16 points in championship point standings after the 7th round.



Final results

- Round 6—Houston, TX—March 14
1. M. Bell Yamaha
 2. B. Glover Yamaha
 3. C. Sun Honda
 4. W. Reid Kawasaki
 5. J. Weinert Kawasaki
 6. D. Laporte Suzuki
- Round 7—Houston, TX—March 15
1. B. Glover Yamaha
 2. M. Bell Yamaha
 3. W. Reid Kawasaki
 4. K. Howerton Suzuki
 5. C. Sun Honda
 6. M. Barnett Suzuki

Point standings

- | | | |
|----------------|--------|-----|
| 1. M. Bell | Yamaha | 161 |
| 2. C. Sun | Honda | 145 |
| 3. K. Howerton | Suzuki | 124 |
| 4. M. Barnett | Suzuki | 110 |
| 5. J. Gibson | Honda | 109 |
| 6. B. Glover | Yamaha | 93 |



SPORTS NEWS

Veteran Mick is in a good condition

—— *Trials championship*

From Great Britain: Observation Trials veteran Mick Andrews (Great Britain) showed his wonderful technique on a 320cc Yamaha in the British round of the '80 World Championship Observation Trials series held on Feb. 16.

He won this round by beating Swedish ace Ulf Karlson (Montesa) by 3.4 marks. It was Mick's first championship win since 1976.

26 of the 80 starters were eliminated by time on the ultra-tough single 30-mile lap consisting of 49 sections.

Mick clinched his win with a brilliant performance at Ruby Rocks.



Yamaha riders sweep the opening round

made several attempts to catch the leader but not successful.

In the second heat Odagiri (Suzuki) was in pursuit of Tofukuji during the latter half stages of the race.

Despite Odagiri's desperate efforts, however, the Yamaha ace proved to be unbeatable.

National MX Championships

leader out, Y. Sugio (Honda) took over the top position, with Takezawa (Yamaha) a little behind him. Takezawa overtook the Honda ace during the closing stages of the race to take the chequered flag first.

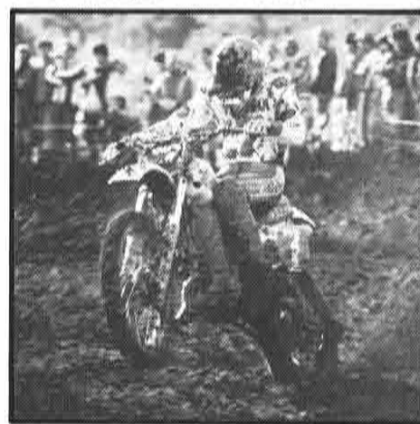
250cc race results

- | | | |
|----------------|--------|-----|
| 1. Y. Tofukuji | Yamaha | 1-1 |
| 2. H. Toh | Yamaha | 2-4 |
| 3. Y. Sugio | Honda | 3-3 |
| 4. M. Takezawa | Yamaha | 4-5 |
| 5. S. Odagiri | Suzuki | -2 |

125cc race results

- | | | |
|-----------------|--------|-----|
| 1. M. Takezawa | Yamaha | 4-1 |
| 2. H. Toh | Yamaha | 2-3 |
| 3. Y. Ogata | Honda | 6-2 |
| 4. Y. Tofukuji | Yamaha | 1- |
| 5. T. Yoshiwara | Yamaha | 3-7 |

On March 23 weather conditions were improving but the track surface was still muddy and dangerous. Whipping his new Yamaha machine, Tofukuji easily won both heats of the international 250cc race. In the first heat Toh (Yamaha)



Sonauto Yamaha Rainy Le Touquet

Some 100,000 spectators gathered in the rain at Le Touquet, France on February 24 to watch YAMAHA's Serge Bacou lead more than 1,000 off-road bikes to victory over a tortuous 25 kilometer circuit on France's Atlantic coast.

YAMAHA's European film crew was on hand to capture on film not only Bacou's victory but also YAMAHA's domination of the event. Sonauto, YAMAHA's French importers, sponsored the bikes that captured the first three places. They were all specially prepared YZ465 machines. The event was run in two heats of one and two hours respectively and refueling was necessary after every lap of the 25 kilometer circuit.

American motocross superstar Brad Lackey also competed in the rugged event but his Kawasaki could only manage a fifth overall.

Various classes of off-road bikes made up the large field but promi-

Up-and-coming Tofukuji and Veteran Takezawa, both on new Yamaha machines, swept the first round of the '80 national motocross championships held at Yatabe some 100km north of Tokyo on March 22 & 23.

The international 125cc race of the series opener was run in the cold rain and track conditions became terribly bad, forcing the race officials to reduce the number of practice laps.

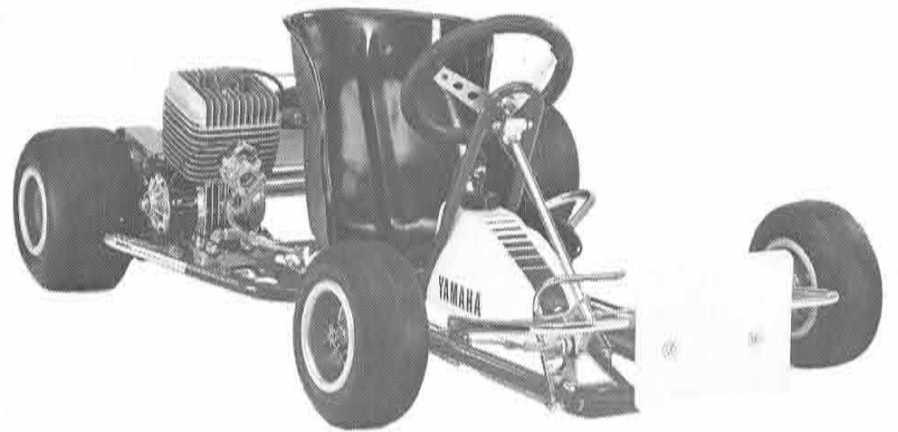
In the first heat Tofukuji rode his Yamaha to a very easy win. The development of the second heat was almost the same story. Tofukuji streaked into the lead immediately after the start and went on to increase his margin over the others lap after lap. With a few laps left to go, however, he ran into trouble. His Yamaha engine suddenly stalled with an ignition problem. With the



SPORTS NEWS

RACING KART

RC100S-D wins the Winter Karting Olympics!



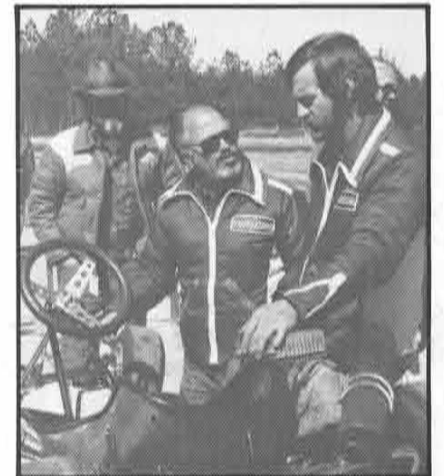
RC100S-D and winner Lynn Haddock

From the United States: The Winter Karting Olympics raising the curtain for the '80 kart race season in the United States was organized by the WKA on the Lamar County Kart Speedway, Barnesville, GA. for the period from Feb. 28 through Mar. 2.

Two Yamaha RC100S-D machines, which had been airlifted from Japan, were driven by Lynn Haddock and Tom Crosby, both American stars, to finish first and third respectively in the Yamaha senior class, a main event of the meeting. The Yamaha RC100S-D model has been developed from the RC100S, a powerful S-class racing kart. It is intended for use by upper class competitors.

Main technical features are:

* Rear axle shaft is enlarged to increase rigidity



* Steering system is similar to that on the larger RC100All.

* Magnesium wheels are standard equipment.

L. Haddock set a new track record at 23.845 sec. improving on the old record by 0.21 sec.



Serge Bacou, the winner

Yamaha Riders Dominate Touquet Enduro! — France —

ment of all were the many YAMAHA XT500 machines.

It was Bacou's consistent hard riding on a superior machine that gave him his well deserved win at Le Touquet. He finished the first heat in second place and then went on to capture the number one spot in the second heat for the overall win.

Bacou, a native of France, is 31-years-old and has been French National Motocross Champion in the 250cc and 500cc classes 6 times.

Overall results

- | | |
|----------------|-----------|
| 1. Serge Bacou | Yamaha |
| 2. R. Potisek | Yamaha |
| 3. M. Merel | Yamaha |
| 4. J. Vernier | Husqvarna |
| 5. B. Lackey | Kawasaki |
| 6. D. Robinson | Husqvarna |



Mr. Jean-Claude Olivier, Sales Manager Sonauto, France and the Sonauto team.



Lining up for the start.



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 your 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 and white to your news or information wherever possible.

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TOYAMA





1949 No. 3
Yamaha News

My Dear Bike

YAMAHA TOWNY

A popularity-gaining new light moped model

Towny MJ50

This name embodies Yamaha's hope that the new model will be favorably received by everybody as an entirely-new town bike.

The sporty frame is made of pressed steel. The fuel tank is positioned under the seat. The main pipe incorporates an oil tank. Tire size: 2.00-16/2.25-14, dry weight 50kg.



How do you like the pin-up photo on the previous pages? It is one of the new publicity pictures of the new light moped model "Towny" for which a large-scale AD & PR campaign is being promoted under a catchphrase — "Ride a carefree compact bike through town traffic".

The Yamaha Towny is an easy-to-ride light moped intended for wide family use. It is launched on the market as the first of Yamaha's '80 motorcycle range.

The gentleman who is lifting up the bike, as if it were a toy, is Mr. Sadao Watanabe, one of the most celebrated musicians in Japan.

Yamaha's nationwide sales promotion campaign is now under way. The main target of this campaign is the middle-aged people who once led a happy bike life in their youth.

At present they are mostly car owners and have nothing to do with bikes. Therefore, the point of the campaign is to turn their



YAMAHA CHAPPY

Yamaha Chappy for the Oceanian market. Max. power output 4.2ps, automatic 2-speed transmission, tire size 4.00-8, dry weight 74kg. This model is the highest grade family bike in Japan.



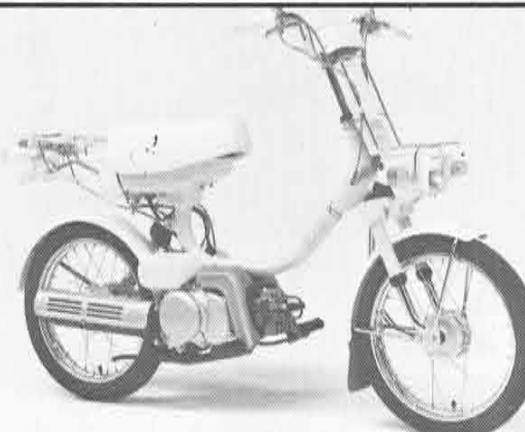
YAMAHA PASSOLA

Yamaha Passola for sale in New Zealand. Step-through type, standard leg shield for a carefree ride for ladies. Automatic 2-speed transmission, with oil-bath type enclosed chaincase, dry weight 51kg.



YAMAHA CHAMP

Yamaha Champ for the Canadian market. This bike looks like the Chappy but has 3.50-10 in. tires. Dry weight 54kg, shaft-drive 2-speed transmission.



YAMAHA QT50

Yamaha QT50 for the South and Central American market. Bicycle-like easy handling, automatic transmission, bicycle-like brake operation, shaftdrive, dry weight 43kg.

attention once again to the exclusive merits of a bike, convincing them that a handy, economical bike will create a new life style in this time when energy conservation is becoming a matter for increased public concern.

47-year-old Watanabe, a top jazz musician, has been appointed as the image character for this new model.

The Yamaha Towny was introduced on the Japanese market on March 1. Since that time, Mr. Watanabe's commercial message — "Yamaha Towny, my dear bike" — has been publicized throughout in Japan by way of television, radio, newspapers, magazines, etc., arousing a new bike-oriented consciousness.

New trends in Japanese motorcycle market

Let us explain the outline of the Japanese motorcycle market. Roughly speaking, the market is on the scale of 2 million bikes a year. In 1979 1.95 million bikes were marketed, setting the second highest record in history. Most of these bikes were models up to 50cc, with their sales reaching 1.61 million, making up some 82% of the total market. Especially, easy-to-ride light mopeds, which are called "family bike or leisure bike, and intended for use by both male and female motorcyclists, accounted for 0.96 million of the total 50cc bike sales. Yamaha marketed 437,000 of these bikes to make up 45%, the largest share.

In Japan anyone is allowed to ride an up-to 50cc bike with or without pedals when he or she becomes 16 years old and passes a paper test to obtain a licence.

Anyone who is 18 years old is eligible for the test of a car driving licence. If one passes it, he or she is automatically granted a 50cc bike licence.

Therefore, one of every 1.4 men and one of every 3.9 women are now allowed to ride up-to 50cc bikes in Japan.

Yamaha has long aimed at the expansion of the 50cc bike market with the above tremendous potential in mind. Specific efforts have been focussed on the research and development of entirely-new 50cc models. In particular one main target is those women who have never ridden a bike before. Yamaha's new bikes should be comfortably ridden even by them. All efforts have been made to sweep away their prejudice against bikes. The organization of the Yamaha riding school was part of this company-wide project. Yamaha-appointed instructors have given a basic riding course to Yamaha dealers who have in turn taught their female customers how to ride safely and correctly. In addition, Yamaha has regularly organized licence schools and trained non-licensed people in good traffic manners and riding fundamentals in close cooperation with other in-

terested persons or organizations.

These schools, like the Yamaha Motocross School and the Yamaha Learn-to-Ride Safety Program, have proven to be very effective demand creating activities.

On the other hand, design emphasis has been placed on handling ease and eye-pleasing style in order to create practical bikes for female motorcyclists.

The fruits of these efforts have been the Chappy (LB), Passol (S50), Passola (SA50), Malic (LC50), Carrot (QT50), etc. These models are called "soft bikes" for their gentle feeling and excellent handling ease.

Increased number of female motorcyclists

Finding a good market among women is meant not only to enlarge the bike market itself, but also to increase the number of general bike supporters or sympathizers. With this important point in mind, all Yamaha dealers are developing their sales promotion campaigns. The Yamaha Passola, which was introduced on the market as a brand-new model in March of 1977, won tremendous popularity among novelty-minded purchasers in Japan. 172,000 bikes were sold even within the year and aroused a fresh sensation as an entirely-new personal vehicle for women. Featuring excellent handling ease and styling niceties, the new model appealed greatly to female motorcyclists. In particular, its step-through design allowed women to enjoy a carefree ride.

The Passol was followed by an upgraded model the Passola (SA50) in 1978. The latter also made a strong impact on the market. Japan's industry-wide sales of bikes reached the 1.98 million mark that year.

The increased number of female motorcyclists accounted greatly for this remarkable rise in sales.

They found various unique merits in the use of easy-to-handle, stylish and economical bikes. Yamaha's long continued demand creating efforts were well rewarded!

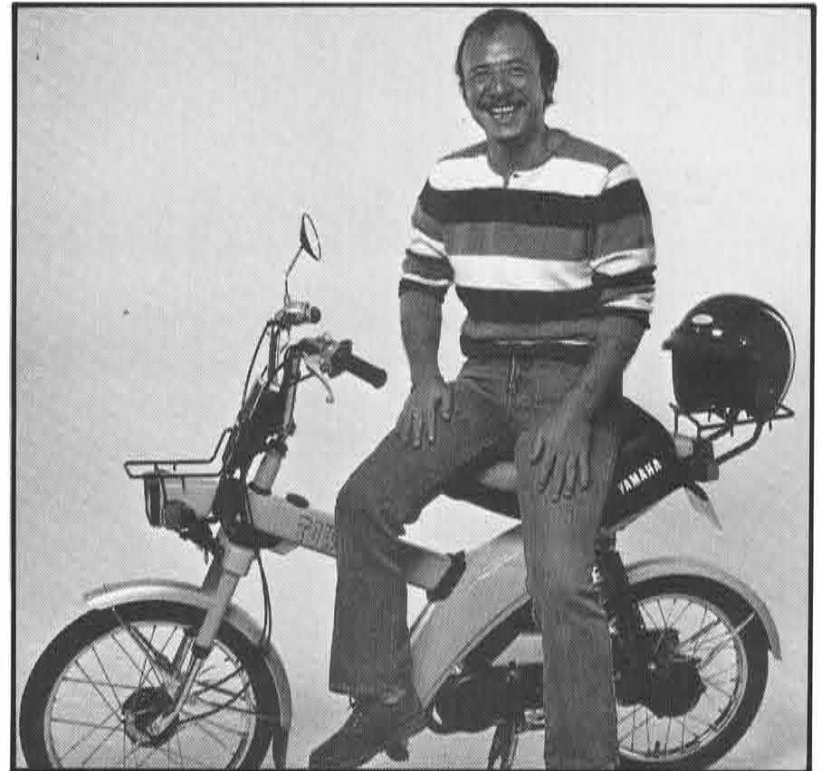
A new turning point

Japan's 50cc bike market is now showing a new trend. It is not too much to say that the market is arriving at a turning point for the better. For the past several years the number of female bike purchasers has continued to increase, giving a good stimulus as well to the growth of a new market among male motorcyclists. The number of male purchasers of 50cc bikes showed a sharp rise in 1979, making up 51% of the total 50cc market.

Many of the middle-aged men, who have had nothing to do with bikes before, are now turning their attention to them as a result of their increased contact with this handy, economical means of daily transportation as the number of female motorcyclists increases.

According to Yamaha's own survey statistics, married men account for

Mr. Sadao Watanabe, Image Character



Mr. Sadao Watanabe nicknamed "Nabesada" is the best possible image character for the Yamaha Towny which is an ideal man's town bike.

Mr. Watanabe is one of the most celebrated Japanese jazz musicians who also has attained an international reputation. He is loved by everyone for his frank character.

Brief career

* Studied jazz theories for four years at the Berkeley Music School in the United States and returned home in 1965. Became the first jazz man to be awarded the grand prix for the excellent results of his recital in 1976. Held 123 concerts attracting an audience of 240,000 in 1979.

over 62% of these 50cc bike purchasers.

Perhaps no explanation is necessary about the aim of the Yamaha Towny appearing on the previous pages.

The Towny belongs to the same category as the Carrot (QT50) but its frame construction features a special design with two rear cushion

units and an enlarged seat, emphasizing a more manly feel overall. The power-unit is basically the same as that on the Carrot but the automatic 2-speed transmission is unique with the Towny.

Yamaha is pushing forward with this bike to develop a new market especially among the middle-aged.

Technical features of the Yamaha Towny

The Yamaha Towny satisfies the following requirements as an entirely-new man's 50cc bike:

- * Sporty design
- * More spirited maneuverability
- * Longer riding distance
- * Higher power output

1. Sporty design

The Towny features a thick and rugged tubular underbone type frame, with emphasis laid on manly and sporty feel overall.

2. Comfortable riding

Well-cushioned, reliable suspensions, large-size tires, enlarged seat and a fuel tank holding 2.8 liters ensure long, comfortable riding.

3. Dependable engine and automatic 2-speed transmission

The engine develops full 2.8PS and the automatic 2-speed transmission enables the rider to perform smooth shifting operations under any riding conditions.

4. Automatic choke-fitted carburetor

The automatic choke-fitted carburetor keeps the optimum

air/fuel mixture ratio. The maintenance-free C.D.I. system also helps to start the engine smoothly every time.

5. Safe 2-stage main (switch one-two-start)

The main switch features a 2-stage system, that is "starting" and "starting-off". The bike does not move when the switch is only on the "starting" position. This system increases safety at the time of starting-off.

6. Convenient fuel gauge and odometer

The fuel gauge enables the rider to check the amount of oil with ease while the odometer is very convenient for setting up a schedule for oil changes or periodic inspection.

How about the situation of your market? Are you developing your own demand creating activities? Your comments on this matter would be highly appreciated.

FRUITFUL FIVE YEARS OF YAMAHA MOTOCROSS SCHOOL



Mr. K. Iwao, Yamaha's special instructor

Yamaha's unique demand-creating activities

Five years have already passed since the program of Yamaha Motocross School

started as part of Yamaha's unique demandcreating activities aimed at promoting the spread of motorcycles as a handy, pleasurable and economical means of transportation and leisure time sport for the largest possible number of people in the world.

For the past several years the schools have been held in 15 different nations in the Middle East, Southeast Asia, Africa and South America. In these schools about 1,500 participants have already learned how to ride safely and correctly, making their bike life even more pleasurable.

In this school novice motorcyclists are taught all the fundamentals of riding while experienced riders are trained in advanced off-road riding techniques. In addition, a special course is given for those participants who wish to be junior instructors. In short, the aim of this school is not only to promote the spread of sport motorcycling, but also to make the merits of motorcycles widely known to the general public, thus enhancing the image of the Yamaha brand.

Participants can master new techniques within quite a short period of time. This is a surprise to all the spectators.



Balance control, weight shifting, how to turn the eyes, acceleration, deceleration Each participant tries out these techniques.

The school is also highly appreciated by local police and army authorities, who request that Yamaha give a special course for policemen and soldiers afterwards.

Throughout the last of five years Mr. Kazutoshi Iwao, of Planning & Coordinating, Overseas Operations, has taken a very important part in the promotion of this program as a special instructor.

The first Yamaha Motocross School causes a sensation in Malaysia

This year the first Yamaha Motocross School was already been held in Malaysia during the period from the Mid-Jan. through the Mid-Mar. followed by the third Singapore and fifth Indonesian sessions in April and May respectively.

The first Malaysian session of the Yamaha Motocross School was organized upon request of Yamaha's Malaysian distributor Hong Leong Yamaha in Johore Bahru, Ipoh, Penang, Kuantan, Trengganu and Kuala Lumpur.

Some 120 participants attended the school and the number of spectators was in excess of 30,000. Participants were taught the basic techniques of motocross riding together with the fundamentals of safe, correct riding on normal roads. A special course was also given for prospective local LTR instructors. The school in Penang was specially organized on the same day as a motocross meeting in order to make the event more impressive to the general public.

The school achieved very satisfactory results thanks to the perfect pre-arrangements by Hong Leong Yamaha and all the participants' great enthusiasm.

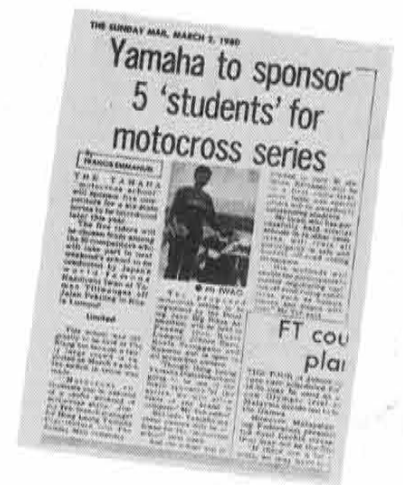
Because Hong Leong Yamaha thought much of the school as a most effective means of sales promotion the initiative was taken by Mr. Liew Fook Chuan, General Manager assisted by Mr. Hong Dak Yong, Service Manager for the forming of its staff. The group made all necessary arrangements such as organization schedule and procedure, preparation of tools and materials, PR activities, etc. with all local conditions being taken into consideration.

One of the best examples

"Mutual understanding and reliance are the most important keys to the success of this school" says Mr. Iwao, Yamaha's special instructor, based on his past experience, "Equally important is a long-term program backed by our continued efforts to make the school known to the largest possible number of people in each nation. In this respect

too much importance cannot be attached to careful pre-arrangements including an analysis of market trends". In his opinion, the first Malaysian round was one of the best examples of successful organization of the school. All local dealers concerned showed a very positive attitude toward the school.

"My duty is to promote the spread of safe and pleasurable motorcycling by request from concerned local people. The Yamaha Motocross School and Learn-To-Ride Safety Programs are part of these worldwide activities. I am very pleased to be able to make the acquaintance of a great number of people interested in the same subject in many different nations. I am learning a lot about what is essential in man's life through exchanges with these people while I am serving as the school's instructor. The results of my teaching are not always satisfactory due to my own shortcomings, some language barriers, a very limited period of time, etc. but I believe that I can at least get a sense of communion with many motorcycle friends. People in many nations are renewing their recognition of motorcycles. These handy motorized 2-wheelers are rapidly widening their range of use as a means of daily transport and leisure-time sport.



PR plans have been laid with special care for the first Yamaha Motocross School in Malaysia. Here is a very successful sort of publicity in newspapers.

I strongly hope that many more people will come to appreciate the true pleasure of safe motorcycling through our promotional activities. I will make all efforts to make these activities more successful". He takes with great ardor and goes heart and soul into his important work. Mr. Iwao, who now 31 years old and not married yet, is one of the most typical Yamaha men.

Mr. Iwao's wonderful cornering technique



New models are exhibited to raise the effect of the Yamaha Motocross School all the more.



Those who have ridden a bike until now in their own way, learn how to ride safely, correctly and pleurably for the first time.



Motocross riding fundamentals are in principle similar to the basic techniques of normal road riding. Various case examples are very useful for the novice rider's training.



(All pictures were taken in Malaysia.)

YAMAHA NEWS

— From Editorial Room —

Time flies like an arrow! The first half of 1980 has nearly passed for us, the editorial staff of Yamaha News. The 5th issue of 1980 was completed and sent out several weeks ago and we are now very busy with the compilation of the 6th issue.

What "Yamaha News" should be for our readers — we always keep this in our minds as we push forward with our work. As you know, Yamaha News is intended for use by worldwide Yamaha distributors and dealers.

Market characteristics differ from nation to nation and specific consideration is given to the following points:

- * Whether or not our coverage is applicable to only some particular markets.
- * Whether or not our news is concise and accurate.
- * What news or information is most interesting and useful, etc.

We ourselves are aware of a number of shortcomings in our work. We are always eager to listen to any sort of criticism. At the same time, however, we hope that Yamaha News is more or less serving as a general informative bulletin concerning Yamaha's worldwide corporate activities.

Well, we would like to tell how our "Yamaha News" is compiled. Stated below is an introduction to the general editorial process of "Yamaha News".

Speaking with regards to the 6th issue of the year, the last day of April is fixed as the deadline for the finalization of the pre-layout process.

Therefore, editorial meetings, news material collection, page allotment, etc. must be completed by that date. Then the issue is printed and dispatched to you.

As for the 6th issue, we have an editorial meeting on April 3 and everything following from that must be done within 27 days or so. As a matter of course, it is also necessary for us to make arrangements with the concerned staff of the PR and other divisions of Yamaha Motor concerned even prior to the editorial meeting. During the meeting general space allotment is finalized to give the go-ahead on the collection of news and materials including; announcement of new models, interviewing overseas guests, GP race results, contacting the overseas staff of Yamaha, etc. in close cooperation with the various Yamaha divisions concerned. Collected news and

materials are subject to careful selection before they are made into final manuscripts in Japanese. These manuscripts are checked and examined by the staff of Yamaha Motor before they are passed on to the translators. In the case of the 6th issue everything must be done by the last day of April. All the various news and information, whether they are from overseas or collected within Yamaha, must be made into Japanese manuscripts for necessary checking and examination at the earliest possible date. Then they are allotted to individual pages in combination with corresponding photos and illustrations. The general layout is completed within a week and then transmitted to printers. The printing process requires about 2 weeks, during which time some news may be cancelled and others added. Printing and dispatching are finished within 3 weeks at the latest, even taking into account some inevitable delays. If the 6th issue is published on the first day of June, its coverage is limited to the news and information available within April. May is the period for translation and editorial arrangements.

We can start the compilation of the Spanish and French versions only after the Japanese manuscripts are finalized and translated into English. Therefore, completion of these versions are delayed by 5 or 6 days. It is not easy for us to make up for this delay as there are no Spanish or French native speakers to translate Japanese manuscripts into their own language.

We are not content ourselves with the existing state of things. However, we are making all endeavour to put the latest possible sports news in each issue. Special arrangements have already been made to widen this sort of coverage with the opening of the '80 sports season.

We are always looking forward to your encouragement, advice or suggestions for the improvement of our "Yamaha News".

- * We've laid plans to publish an RX100/125 special issue in the near future. In connection with this, we would like to be supplied with the following editorial materials:
 - * General response to these models
 - * Actual condition of customers
 - * Photos, if available, etc.

*News
from
Bolivia*

Incredibly dependable Yamaha outboard motors at such an altitude!

Yamaha outboard motors are gradually finding a market even in Bolivia, a highland country in South America.

Lago Titikaka is a large lake bestriding the boarder between Peru and Bolivia. The height of this lake is about 3,810 meters above sealevel. In accordance with such a high altitude, the air is thin and the temperature shows a wide range of fluctuation between the hottest and coldest periods of the year, with the barometer standing at some 951 mb. throughout the year.

From a common sense standpoint no outboard motor can work well under such climatic conditions, that is, starting performance is very poor and the number of rpm's can not be raised to over 3,000.

Lago Titikaka is the most important fishing ground for Bolivian fishermen as no part of the nation faces the sea. Most of these fishermen are engaged in freshwater fishing using non-powered reed boats. A large number of wooden ferry boats are also at work on the lake carrying both passengers and cargo from one village to another. This situation is suggestive of a considerable market potential for outboard motors.

An effective solution

Back in the summer season of 1977, the service staff of Yamaha Motor conducted their initial field survey in this area, intending to collect a store of technical data essential to the improvement of outboard motor performance at such a high altitude.

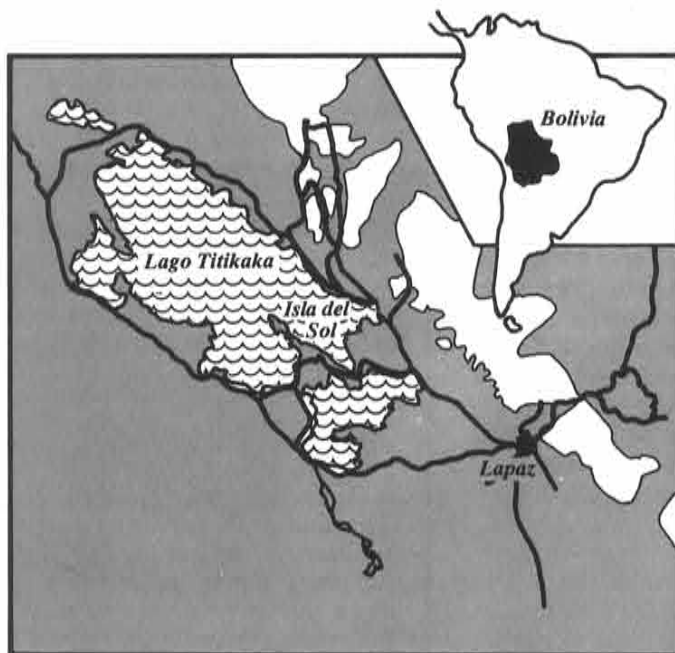
With the results of this survey, and assisted by the technical staff of Vicar S.A., Yamaha importers, they set out to develop a special method of high-altitude carb. setting in autumn of the same year.

The main subjects of study were:

1. Mainjet specifications
2. Ignition plug selection
3. Propeller pitch selection
4. Propeller blade cut-down, etc.

The E15A, 8B, 25A, 40A and 55AM were used for the technical study of high-altitude carb. setting.

This study was continued for 50 days from Nov. 1, 1977 through Jan. 14, 1978, resulting in very satisfactory performance data regarding each model. This enabled the staff to complete heavy-duty high-altitude specifications.



**3,810 meters
above sealevel!**



Copacabana



Careful inspection before demonstration on a local wooden boat.



Local wooden boats are widely used for sightseeing or water-taxi purposes.



Demonstration just starts!



Fiesta is an delightful annual event for everyone.

Demonstration

Encouraged by this success, they proceeded to the next step. That was "demonstration".

They took it for granted that demonstration at such a high altitude would involve various physical or mechanical difficulties. They also understood that the demonstration would not be a success unless they could overcome all these difficulties. Therefore, prior to demonstration they continued to conduct careful experiments on these new models on the lake until satisfactory results were obtained.

Even this series of experiments on the lake greatly pleased all spectators. They looked less interested in the speed of Yamaha-powered boats, understanding that the Yamaha models were more dependable and economical than larger competitive models, thus meeting their potential needs best.

Their demonstration was conducted around Copacabana located at the center region of the lake linking a number of fishing villages with each other. This place also serves as a lake-sightseeing base. Therefore, a large number of fishing boats, sightseeing taxi boats and ferry boats called "barcasa" are in use in this area.

Thus, the market potential of this area was considered great and it was anticipated that the demonstration would cause a chain-reacting effect among would-be customers. They were right on the mark! In addition, they offered a wide selection line of Yamaha outboards featuring a special high-altitude carb. setting method, based on the extensive study of each market preference. They were ready to meet every sort of potential demand without exception, whether the prospective buyer be a fisherman or a commercial boat operator.

Fishermen and commercial boatmen were allowed to handle a Yamaha-powered boat. This method helped to convince them of the aim of demonstration and of the advantages of Yamaha outboard motors. In addition, the demonstration was conducted on the same day as a delightful annual village fiesta took place on Isla de Sol.

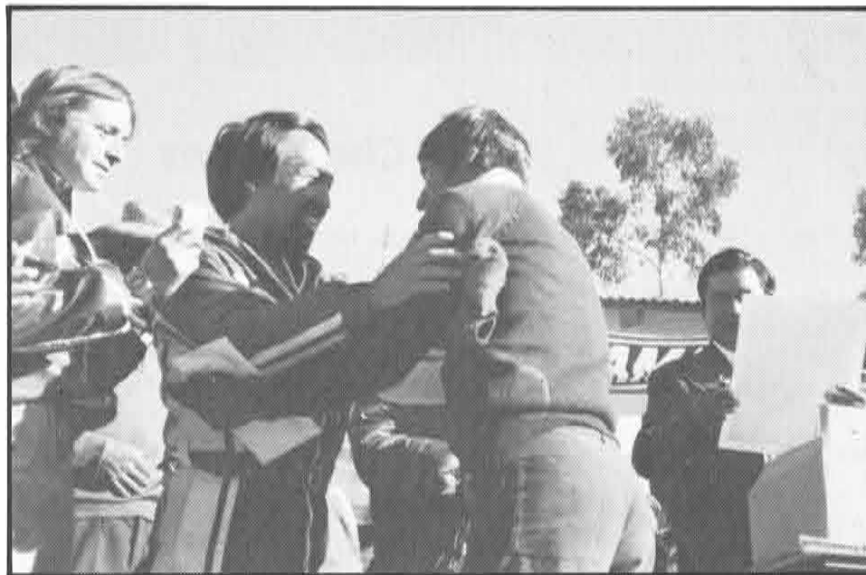
Sharing the joy of this event with all the village people, the demonstration staff made some goodwill gifts to school children.

The festive mood came to its climax with the start of a boat race.

Yamaha outboard motors with special carb. setting displayed their spirited and dependable performance on the high-altitude lake, thrilling all the spectators, and creating a maximum of demonstration impact.



Boat racing adds extra gala to the fiesta!



Yamaha's complimentary gifts are helping to promote international friendship.

The tone is very active!

Colombian outboard motor market

From Iwata: Introduced in the 12th issue of last year was a letter from a female employee of Eduardoño, Colombian importer & distributor of Yamaha outboard motors. She stated that Yamaha is truly a universal brandname representing "high performance and top quality". Her company Eduardoño continues to increase its sales of Yamaha products in close cooperation with all their associated dealers. According to the staff of Yamaha Motor at Iwata, the company aims to attain 50% of the total market this year. This year's target is considered rather conservative with the way sales are constantly increasing. Dealer trip plans, which were laid late in 1979, are also being materialized and 35 main dealers are expected to arrive in Japan in May.

They will pay a visit to the Yamaha Outboard Motor Plant, Yamaha Marina and other Yamaha facilities. Their schedule includes sightseeing trip around Kyoto or Nara in this season when the new leaves are their most brilliant green.

Bright prospects for portable generators

From London: The Swedish Yamaha outboard motor dealers held their annual meeting during the recent London Boat Show, one of the most prestigious events of its kind in the world.

During this meeting Yamaha portable generators were officially introduced for the first time, together with various new items such as a credit card system for outboard motor purchase at

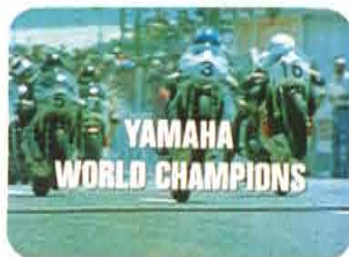
Yamaha dealers and 1980 advertising campaign plans.

The dealers' reactions were very favorable and far beyond expectations. Several dealers who had been dealing with a strong competitive brand, switched to Yamaha without hesitation. It was another show of their trust in the existing and forthcoming Yamaha power products.



New PR Films

The following two Yamaha race films are now available for wide use in direct or indirect connection with your sales promotion:



Yamaha World Champions

This film is a record of American superstar Kenny Roberts' brilliant success in the '79 500cc road race world championship. Kenny won the title for the second consecutive year after incredibly fast recovery

from heavy injuries he sustained early in the year. The film brings vivid highlight scenes from the West German, British and French Grands Prix where Kenny fought his way to

victory on a powerful Yamaha YZR500 racer. The film also features two selected Formula 750 races, the French round (Paul Ricard) and Dutch round (Assen). In these races a fierce title battle developed between Yamaha stars, such as Johnny Cecotto (Venezuela), Christian Sarron (France), Patrick Pons (France,

eventual title winner), Ikujiro Takai (Japan), etc.
 Narration: English, French, or German
 Size: 16 mm
 Running time: 34 minutes
 Length: 373 m
 Order No.: 17901



Motocross Professionals

Motocross has already become one of the most popular motorcycle sports in the world. This film provides a general motocross training guide essential not only to the im-

provement of technical skills, but also for full, safe enjoyment of the sport. The guide covers basic techniques, necessary clothing and equipment, as well as methods of

machine inspection. In addition, "Flying Finn" Heikki Mikkola and Belgian star Gaston Rahier, both top motocross professionals, show their wonderful techniques in the '79 Belgian and Italian Grands Prix, the toughest and the most exciting arena of this

sport.
 Narration: English, French or German
 Size: 16 mm
 Running time: 27 minutes
 Length: 293 m
 Order No.: 17902

Yamaha Film Library

Yamaha PR films, which are produced periodically for worldwide distribution, feature a variety of Yamaha's corporate activities and products, thus making contributions to the enhancement of

Yamaha's brand image. These films will long retain their value and utility as direct or indirect sales promotion aids. Some copies of the below-listed films are in stock for your use:

Order No.	Title	Date of Production	Language of Narration	Size (width)	Running Time	Length
Motorcycle						
17201	YAMAHA Safety Riding	'72.2	E/S/F/C	16 mm	20'	219 m
17203	1972 YAMAHA Grand Sports Festival	'72	E	16 mm	10'	110 m
17204	YAMAHA Grand Prix 1972	'72	E	16 mm		
17401	Tribute to Saarinen	'74	E	16 mm	35'	384 m
17402	Narrow Edge	'74	E/F/G	16 mm	60'	658 m
17403	Fighting with youthful ardor (1974 National Championships)	'74	B.G.M. only	16 mm	30'	329 m
—	YAMAHA Learn To Ride	'75	E	16 mm	40'	439 mm
—	YAMAHA Machines in Catarina Race	'76	B.G.M. only	16 mm	15'	165 m
17701	'77 Formura 750 Champion Road Race	'77	E	16 mm	34'	373 m
17801	YAMAHA World	'78	E/S/F G/C	16 mm 35 mm	25' 25'	274 m 292 m

Order No.	Title	Date of Production	Language of Narration	Size (width)	Running Time	Length
17802	King Kenny	'79	E	16 mm	30'	334 m
17101	The YAMAHA Trail	'71	E/S	16 mm	28'	302 m
17102	The 8th Motocross G.P. Race Japan	'71	E/S	16 mm	18'	191 m
17202	It's Wonderful to be Young	'72	B.G.M. only	16 mm	20'	219 m
17301	Cross Torque	'73	E	16 mm	34'	373 m
17302	Yamaha Mono-Cross Suspension	'73	E	16 mm	13'	143 m
17702	'77 Motocross Grand Prix	'77	E	16 mm	28'	312 m
17303	Mick Andrews, Trial Champion	'73	E	16 mm	41'	469 m
17404	This is Trial	'74	E	16 mm	23'	252 m
17405	Trial Vintage Sancerre	'74	E/F/G	16 mm	18'	198 m

Outboard motor						
27701	Coastal Fisheries Development by the Mexican government	'77	E/S/F	16 mm	29'	313 m
27701	Outboard with YAMAHA	'77	E/A/S/F/G/I/P/Pg	16 mm	50'	549 m

Snowmobile						
37101	Eagle River Race	'71	E	16 mm	14'	154 m
37201	Yamaha, Quick, Quiet, Quality	'72	E/C	16 mm	26'	285 m

E: English S: Spanish F: French C: Chinese G: German A: Arabic I: Indonesian P: Persian Pg: Portuguese
 Note: Please contact your nearest Yamaha distributor for more details.