



A Monthly Journal for Yamaha World-Wide Dealers

YAMAHA NEWS

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Yamaha DT-1 Wins Motocross Grand Prix of Japan

The 1968 Motocross Japan Grand Prix took place at Mt. Teine in Sapporo, the site of the Winter Olympics four years hence. This is Japan's biggest annual motocross race, which assembles the cream of Japanese motorcyclists from all over the country. Prior to this year's grand prix race, the new scrambler Yamaha DT-1 emerged into the spotlight as one of the likeliest winners.

Fully responding to great expectations placed on it, Yamaha's new model won the grand prix with flying colors. Yamaha DT-1 has thus won major races in Japan one after another since the turn of the year, assuming the No. 1 position among Japanese motorcycles.



Racer Tadao Suzuki, Who maneuvered his DT-1 to the victory at the grand prix.



After winning the main event! T. Suzuki is now admitted the No. 1 rider in Japan.



Yamaha 250cc DT-1 motocrossers lined for start are the bikes of the day!

YAMAHA Topics

INTRODUCTION OF YAMAHA'S DEALER

A photo of Pitman Motorcycle, Yamaha's dealer in Australia, recently reached the editor. The positive display as shown by the photo can be a good pointer for other dealers. Similar photos from other dealers will be highly welcome.



YAMAHA SNOWMOBILS to Take Part in Japan's Antarctic Expedition—Japan's Antarctic expedition, scheduled to depart for the White Continent in November this year, has decided to adopt Yamaha Snowmobils as a means of ensuring maximum mobility. These Snowmobils are expected to play a vital role in the activities of Japan's wintering team on the severely cold Antarctica.



The YAMAHA Trail Popular in Australia, Too Since YAMAHA's Trail Series was put on sale, touring the back roads has become a popular sport all over the world the young people. In Anstralia, too, those sharing the same interests get together and race over the mountains wate lands.

Yamaha 350 R-1 Wins at Soviet Race

Finnish racer Salonen, riding Yamaha 350 R-1, won a victory in the 500cc division at the "Kalef Prize" International Motor Sports Race held in Talin in July by the Amateur Sports Club of the Soviet Union to commemorate the 50th founding anniversary of Komsomol. The race was joined by ace racers from Moscow, Leningrade, Byelorussia, Ukraine, Georgia, Lithuania, Estonia and other places.



A NEW YAMAHA DISTRIBUTOR IN AUSTRALIA

McCulloch a leading distributor in Sydney, recently decided to deal in Yamaha motorcycles, and won full endorsement at a meeting of its dealers. The decision was made because Yamaha Motor is a 2-stroke motorcycle maker with a rich assortment

of attractive models. Dealers, assembled at the meeting, examined Yamaha models and hopefully arrived at the conclusion that they would sell well in Australia. And this is bound to increase Yamaha's friends in Australia markedly.



Members of McCulloch staff answering questions from dealers during the meeting. From left John S. Prell, Miss Merle Stretton, Mr. H. J. Edwards, Mr. George A. Foster.



"YAMAHA NEWS" WINS PRIZE at PR Magazine Contest—The domestic edition of the "Yamaha News" was awarded the Sales Promotion Prize at the 1968 National PR Magazine Contest. This award is given each year to a PR magazine, which has contributed remarkably to promoting dealers' sales.



ALL EMPLOYEES RIDE YAMAHA MOTORCYCLES

All employees of Akita Auto, Yamaha's distributor in Akita Prefecture, northeast Japan, ride Yamaha motorcycles in not only reporting for work but also making the round of customers and going on a pleasure trip.



News From Japan

The growth of YAMAHA Motorcycle over the past two or three years has been something of a marvel to the eyes of the world. The simple reason for this is that all of you have made every exertion to reach as many people as possible with the knowledge of our quality products. The growth of YAMAHA in Japan is due to the extensive sales made by the YAMAHA stores all over Japan. Starting with this issue, we are introducing all the wives who are playing a major part in serving their customers at their shops in Japan.

Shop Wives Taking Active Interest in Businesses (1)

A LITTLE SHOP BUILT BY TWO



A full view of Nakanishi Motors.



Mr. Kazushige Nakanishi, owner of a small motorcycle shop in Kamedo at the eastern end of Tokyo, was a motorcycle enthusiast from the days of junior high school. How crazy he was about motorcycles is shown by the fact that he used to reassemble parts of discarded motorcycles for his high school friends. After his marriage, his enthusiasm about motorcycles never waned. Not infrequently, while on his way to work, he became so much engrossed in toying with his motorcycle that he finally gave up going to work. Moved by his enthusiasm, his wife Teru advised him to open a motorcycle shop. She even encouraged him by saying that should the shop fail, she would work by taking advantage of her beautician's license. Thus, Nakanishi Motors was born two years ago. In the first year, the shop made such a spectacular showing that it was commended by Yamaha Motor as one of its first-rate dealers. His wife Teru's resolve to work if the shop should fail thus proved a happy case of overanxiety. Now, she is helping with both repair and maintenance work with superb skill. Last year, they had their first baby, Kazue, filling the "little shop for the two" with renewed joy.



At the end of repair, Mrs. Nakanishi never fails to polish each vehicle in person.



A long-awaited service car has arrived. Its color is Yamaha's light blue.