



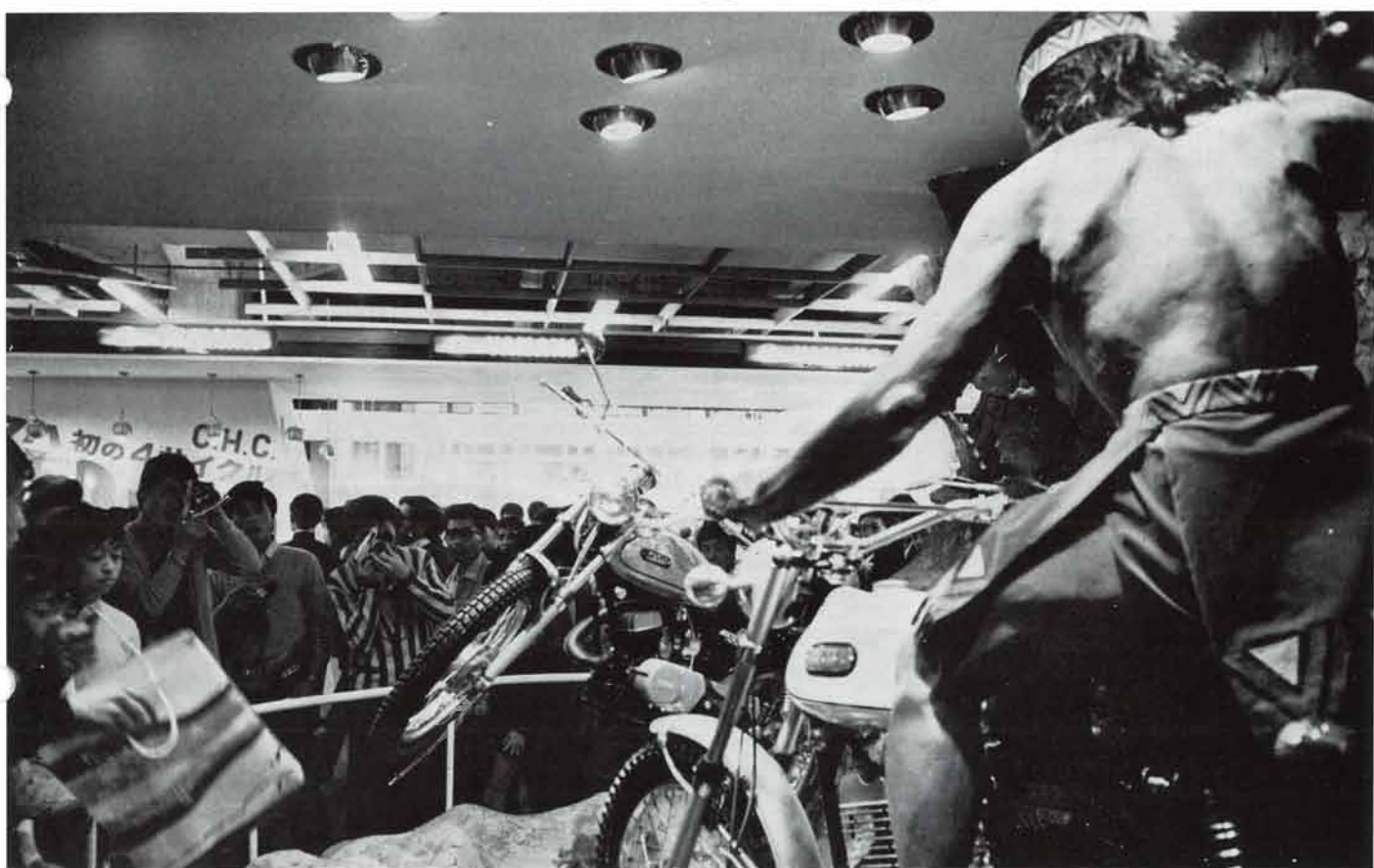
A Monthly Journal for Yamaha World-Wide Dealers

# YAMAHA NEWS

1969

NOVEMBER

## '69 Tokyo Motor Show Grandest with Yamaha



The annual Tokyo Motor Show splendidly took place for two weeks from October 24 at the Trade Center, Harumi, Tokyo. Throughout the period, it attracted over-1,520,000 spectators, which proved to be the record in the 16-year history of the Motor Show.

The Yamaha corner displayed in impressive Western moods absolutely highlighted the Motorcycle Hall and won the highest popularity by unveiling five brand-new models.

### *Trail age leader*

Yamaha arrayed a sparkling '70 line of 25 models - 58 machines ranging from 50cc to 650cc including three snowmobiles. Two complete series of Yamaha, — **sports** consisting of 50cc, 90cc, 125cc, 250cc, 350cc and 650cc models and **trail** consisting of 90cc, 125cc, 175cc, 250cc and 360 cc models — aroused a big sensation among young active enthusiasts.

Five brand-new models including three trail types made their debut at the Show. In the field of trail bikes Yamaha's advantage was more firmly established with these new

models. Yamaha trail series ranging from 90cc to 360cc models afresh impressed the spectators that Yamaha would be a real trail age leader.

These trail models were exhibited together in Western moods, which provided a grand highlight at the Motorcycle Hall. This method of display completely realized their excellent mobility to convert Western wild lands into highways. A state coach with several trail bikes, arranged as if they had been horses in those days, produced an atmosphere of a peculiar sort to enchant adventurous young riders. A display



Spectators thronging around Yamaha corner reflect enormous popularity to products.

of an Indian holding his hatchet aloft, sitting astride a Yamaha was specially acclaimed, as it looked almost real and excellently expressed the mobility of trail bikes. Of three models, a 360cc and 90cc ones were entirely new models developed by Yamaha intending to make their leading position further advanced.

In addition to this method of display, Western music heard around the trail corner was so much effective to promote Western moods.

### *Yamaha's most exciting new model - 650 Street XS 1*

A Yamaha Street 650 XS 1, world-

awaited big sportster made its brilliant debut at the Show. Yamaha's 4-stroke engine techniques which had proved to be of high level by producing DOHC 6-cylinder engines for Toyota 2,000GT and DOHC 8-cylinder engines for Toyota 7 racers under a technical tie-up with Toyota Motor Company, No. 1 car maker in Japan was thoroughly applied to this first 4-stroke model of Yamaha. It looked surprisingly smart for its large displacement, but nobody was doubtful of its fabulously high performance. Each day spectators were thronging around this model, reflecting high popularity to the biggest Yamaha.

Besides, the smallest Yamaha Mini also became one of the most notable models at the Show. This

handrable 50cc moped was ready for everyone's use and admitted to be most suitable for female or novice riders recently increasing in number in this country.

### *Remarkable service system demonstrated*

At the same time, Yamaha's world-beating racers, 350cc TR-2 and 250cc TD-2 were exhibited with complete equipments. The tune-up and custom parts corner established along with these racers also won fans' popularity, being very advisable and timely.

A motocross-converted AT-90 was arrayed with such racing parts as expansion chambers, fuel tanks, fenders, rims, tyres, and so on, which demonstrated Yamaha's perfect service system. At another corner, Yamaha snowmobiles attracted attention as revolutionary vehicles to promote the speed and widen the scope of activities on snow.

Yamaha exhibited their products of wider variety in such a spectacular way to appeal to customers, monopolizing popularity at the Motorcycle Hall.

Yamaha's success at the '69 Tokyo Motor Show resulted from Yamaha's constant efforts to catch the world-wide trend of demand increasingly tending toward sporty machines more quickly than others and to hold their leading position in supplying customers with satisfactory products.



◀ Young fans are delightful to sit astride new models displayed.

## N. Ivy to Sponsor Ivy-Yamaha

Mrs. Nell Ivy, mother of Bill Ivy killed earlier this year while practising on a works Jawa at the East German GP has made up her mind to sponsor a Yamaha 350cc TR-2 racer for the 1970 season. The racer that was used by her son Bill has been presented to her by Yamaha in appreciation of Bill's highly thought efforts for the Yamaha team. She has been interested in and followed motorcycle racing for about 15 years, herself being a keen motorcyclist in her younger days. Rex Butcher, British rider is expected to ride her TR-2 named Ivy Yamaha in eight selected races next year.



Pictured here is a fierce looking MEKEO warrior in full war paint astride a Yamaha 50 cc moped.

It was taken at the recent Port Moresby Show for an advertising campaign. Papua and New Guinea are relatively new markets of Yamaha motorcycles, but sales are gradually and firmly increasing in these parts of the world. (offered by Ela Motors Limited, Papua)



## YAMAHA Topics

### Contributions Invited

Just send us pictures you've taken of stories, interesting happenings or, extraordinary incidences-anything if it's about YAMAHA. A commemorative gift will be sent to those subscribers whose pictures are accepted for publication.

YAMAHA MOTOR CO., LTD.  
NAKAJO 1280, HAMAKITA  
CITY, SHIZUOKA PREF. JAPAN

Pictured here is the Yamaha corner at the 2nd Asian Trade Fair held in Teheran, Iran. Coupled with an impressive and excellent arrangement of corner by the Yamaha distributor, high performance and high quality Yamaha motorcycles monopolized the popularity of spectators.



Two Yamaha riders, Wesley Smith and Alan Darlison both on Yamaha 250cc DTIs finished first and second in the all stars event at the Darwin Motorcycle Club's scramble meeting held recently. The race was for the eight fastest riders on the day and both Yamahas were standard road machines with no race gear fitted. Here jumping high is David Regan sitting astride a Yamaha. The bottom limb of the tree at right was measured at 16 feet from the ground. (Australia)

# Touring over 200 miles on a 180cc Yamaha

*A Yamaha 180cc CS2E is unquestionably one of the most quality bikes in its class, but it has been apt to be regarded as a motorcycle of thimble-sized portions by America or European riders. This conception, however, must be changed now! A 180cc Yamaha has proved to be capable of performance enough to necessitate some drastic revisioning of opinions so far established for this bike. A British expert rider who has recently experienced a 200-mile touring on a Yamaha states as follows.*



## Marvellous reliability

What size motorcycle is proper to carry two people and their overnight luggage over a 200-mile journey from South Wales to London within four and a half hours, at an average speed of a little

over 42 mph, and in comfort? A big twin may be proper, and a good 350cc one is possibly OK. By a stretch of imagination, one of outstanding 250cc bikes will do the work, maybe.

Think of a smaller bike than 250cc and smaller than 200cc! Then, you will hit the mark. Yes, it is a Yamaha 180cc CS2E.

It showed marvellous reliability over a

200-mile touring from South Wales to London carrying me and my wife on it. Outstanding among its host of superlative features is the little twin's acceleration. It showed itself to be fast enough to out-accelerate any bikes up to 500cc. Power did not start until the rev-counter needle came near the 4000 rpm mark but at 3800 - 4000 rpm it whanged in like a released catapult elastic.

Despite considerable abuse of the clutch gave no trouble at all, probably because it ran on oil. Oil lubricated and carried away heat, the two basic requirements of clutch.

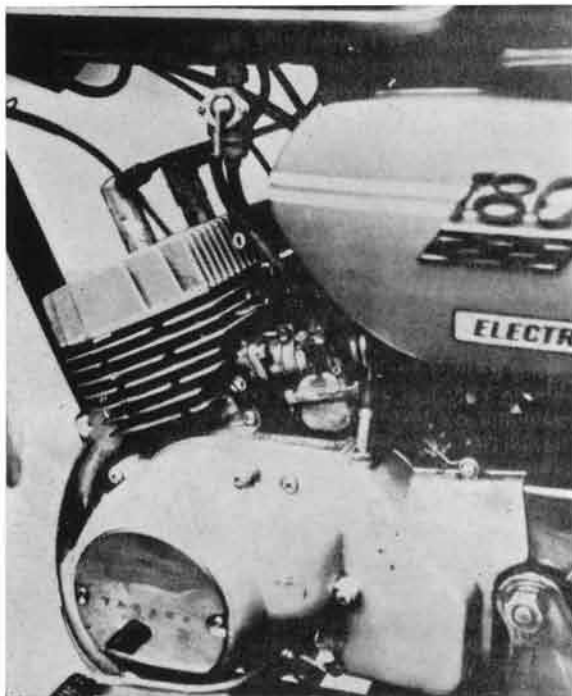
## No offensive smoke

In town no offensive smoke was existent, and once settled into a steady cruising speed, things were clear. Silencing was extremely effective, the exhaust noted only a continuous pleasant hum.

Handling and roadholding were just enough to provide superb riding comfort while cruising with two up.

To summarise, the Yamaha 180cc CS2E is an impressive motorcycle with a remarkable performance in the fullest sense of the word.

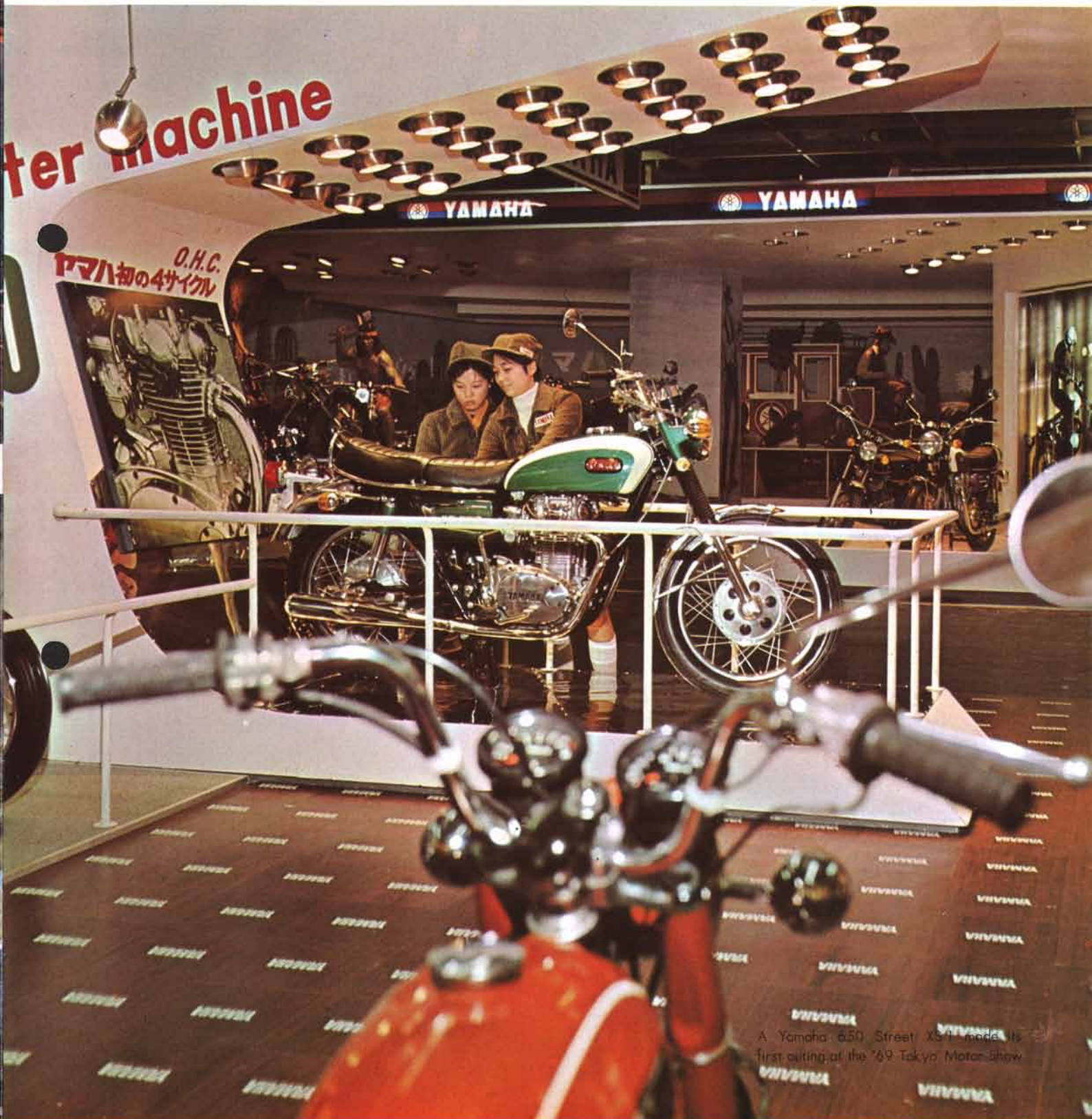
If you want to go down in your club's history as a legendary figure who, with his diminutive motorcycle, never gave best on a long run to the big ones, then this Yamaha is the one for you.



Pictures & texts are extracted from British Motorcyclist.

'69 Tokyo Motor Show colored pictorial

# YAMAHA, IT'S A BETTER MACHINE



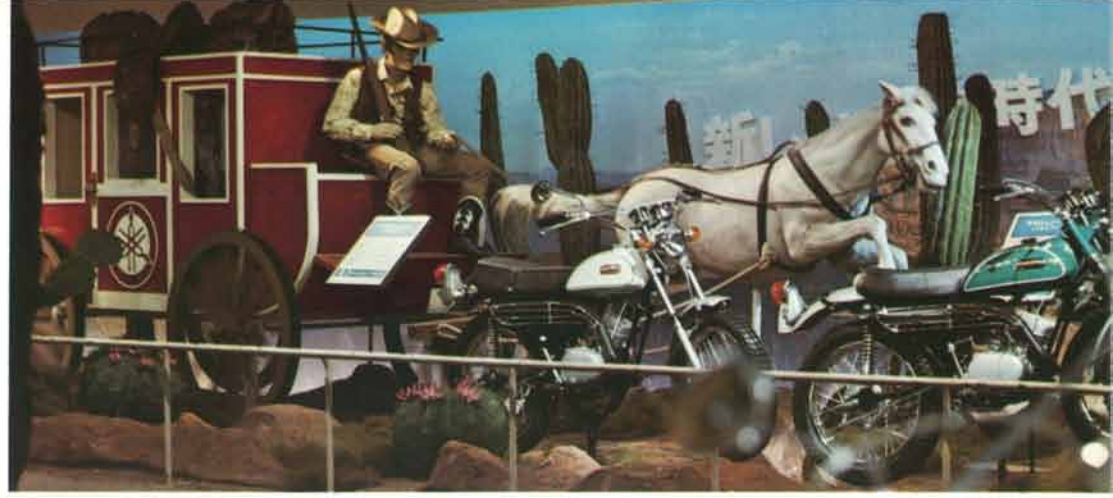
ter machine

O.H.C.  
ヤマハ初の4サイクル

YAMAHA

YAMAHA

A Yamaha 650 Street XS71 made its first cutting at the '69 Tokyo Motor Show



**Yamaha models appear before splendid footlights**



Top left: A state coach is speeding along. A Yamaha trail bike is a dynamic ace to beat a new path.  
 Left: It really performs like a bigger machine. Let's enjoy trail runs in harmony with surrounding nature!  
 Top: A man, conqueror of wild plains and a selected bike, Yamaha Trail.  
 Bottom: Yamaha have held a predominant position in the development of trail bikes. The Yamaha Ranch is symbolizing Yamaha's evergrowing energy. The Yamaha corner where models are exhibited in Western moods is winning much popularity.



The Yamaha corner absolutely highlighted the Motorcycle Hall at the '69 Tokyo Motor Show attracting some 1,520,000 spectators. There unveiled were brand-new big sports and trail bikes to enchant the youth, while the most handrable moped, Yamaha Mini ready for everyone's use made its debut. A sparkling '70 line of Yamaha

aroused a great sensation among all sorts of customers, really. Besides, Yamaha's unique way of exhibition in Western moods won public popularity. "Yamaha, it's a better machine".....this was remarks so often heard from young active enthusiasts around the Yamaha corner.



Right: A tiny and enjoyable moped is called Yamaha Mini which is ready for everyone's use. It is undoubtedly one of Yamaha's masterpieces to make daily life happier and speedier from now on.

Bottom right: A Yamaha 650 Street XS 1 is a new power added to the line.

Bottom left: His Highness Prince Takamatsu, President of the Tokyo Motor Show looks exceedingly interested in the Yamaha corner with Her Highness Princess Takamatsu.

