



YAMAHA NEWS

1971
APRIL

New Model

SUPER COMPACT SPORTCYCLE YAMAHA 125 STREET AS3

Sportcycles, big or small, are progressively expanding their markets around the world.

The 125cc class at large is most suitable for those who want to enjoy effortless handling and exciting performance peculiar to this class.

Yamaha has recently marketed its latest 125cc sport version under the designation of Yamaha 125 Street AS3 to serve the abovementioned purpose more efficiently than ever.

The AS3 has been straight developed from Yamaha's world-beating production racers, 250cc TD2B and 350cc TR2B, so have been its bigger brothers, 250cc DS7 and 350cc R5. Just take a glance at it, and you will find it overall enlarged in size, as compared with its predecessors. It has been also improved in outlook with more refined components and color finish, which must be one of the largest selling points for you.

Twin Aluminum Cylinder

The AS3 features Yamaha's renowned twin-carb. twin-aluminum cylinder engine. Both starters operate in linkage to assure steady starting even in the coldest season. An air cleaner has been improved in shape for higher breathing efficiency.

5-port cylinders are made of light aluminum alloy to increase cooling efficiency to a maximum together with well-designed head fins. Yamaha's renowned Autolube keeps an engine ideally lubricated at any time.

A close ratio 5-speed gearbox incorporates a linkage mechanism for shifting just like Yamaha road racers. These innovations together with a fresh sensed design of crank-case cover add a massive feeling to the powerplant of the AS3.

Refined Components and Extra Safety

As for the body, the design of diamond type pipe frame has followed the example of Yamaha's unbeaten road racers for extra ruggedness. Overall dimensions have been enlarged for improved riding comfort, say, length from 1,859mm to 1,915mm, and wheelbase from 1,200mm to 1,240mm. The saddle is so designed that it can be opened from the side. The Ceriani-type front fork is worthy of heavy duties. Long cushion stroke assures smooth and comfortable riding. A rear cushion is ready to operate at 5 stages just to meet varied riding conditions. Included in standard equipments are a large-size 9-litre fuel tank, and very readable tachometer and speedometer. Another notable feature of the AS3 is top class safety assured by a powerful front 150mm drum brake and side reflectors on front and rear in addition to a large-size stoplamp.



SPECIFICATIONS

PERFORMANCE

Max. speed range . . . 120~130 km/h (75~80 mph)
Climbing ability 22.5 degrees
Min. turning radius 2,100 mm (82.7 in.)
Min. braking distance
 14 m @50 km/h (46 ft. @31 mph)

ENGINE

Type 2-stroke, 5-port, Parallel Twin

Displacement 124 cc (7.56 cu. in.)
Bore & Stroke 43 x 43 mm (1.693 x 1.693 in.)
Compression ratio 7.0 : 1
Max. horsepower 15 hp @8,500 rpm
Max. torque 1.3 kg-m (9.4 ft-lb) @8,000 rpm
Lubrication system Autolube
Starting system Primary kick starter
Transmission 5-speed gearbox

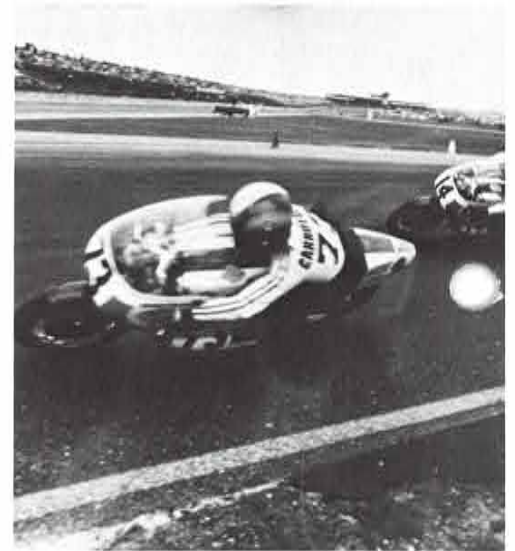
K. Carruthers' Double

—71 Daytona 100 Miler—



Australian ace K. Carruthers riding a D. Vesco's 250cc TD2 made it a double with a record-breaking 101.36mph at the '71 Daytona 100 mile race held on March 13.

The toughest challenge came from American ace C. Rayborn riding a Yamaha 250cc TD2, too. They were evenly matched and fought a hectic battle for the first half of the race. Then, Carruthers put on the pressure and pulled ahead just far enough to consolidate his lead from Rayborn. 19-year old D. McDaniels from Michigan finished third with G. Fisher fourth, S. McLaughlin fifth and R. Hempstead sixth, all on Yamahas.



▲ K. Carruthers leading the race.
 ◀ Double winner K. Carruthers.

— Australia —

R. Tooms, B. Hindle and M. Johnstone swept literally all classes of the Hume Weir Road Race Meeting held in Albury, Australia, riding Yamaha machines.

Tooms won both 125cc and 250cc classes with Hindle finishing first in 4 classes including Senior A unlimited class. A Yamaha 650cc XS1 piloted by Johnstone made its victorious Australian race debut in unlimited touring class.

Yamaha riders perfectly scored again in the Oran Park Meeting, as follows:

- | | |
|------------------------------|------------|
| Unlimited B class | |
| 1. P. Spooner | Yamaha 350 |
| Ultralightweight 125cc class | |
| 1. R. Tooms | Yamaha 125 |
| Lightweight 250cc class | |
| 1. B. Hindle | Yamaha 250 |
| Junior A 350cc class | |
| 1. B. Hindle | Yamaha 350 |
| Unlimited A class | |
| 1. B. Hindle | Yamaha 350 |
| Junior B 350cc class | |
| 1. J. Cameron | Yamaha 350 |
| Feature Race, 240cc-1,000cc | |
| 1. B. Hindle | Yamaha 350 |



Motocross in Mozambique

Yamaha motorcycles, as so often reported, are setting a trend of sports all over the world. In Mozambique, Africa, enthusiasm to motorcycle sports is rapidly hotting up, too. Here flying high is a little Yamaha

FS1-converted motocross machine piloted by Mr. Georgino D.S. Silva who has scored many a win before. The Yamaha is hand-converted by Mr. Silva. According to him, the Yamaha proves itself amazingly tough.

Yamaha Sales Promotional Materials

Here introduced are two different-sized banners and a flag which have been prepared to help Yamaha world-wide distributors and dealers promote sales more efficiently. Banners, large or small, will be serviceable, if you use them for various types of gatherings such as trail school sessions, spot sales, mobile show of new models and any other events intended for attracting as many people as possible. Stretch them overhead in a way that it may have maximum PR effects upon the public. A flag may serve the purpose almost in the same way as banners. It can be also used as a starting signal for any type of competition.



Large banner size: 65 × 360cm, Yellow colored with red and black letters, and black mark.

Price: @ US \$2.50 FOB Japan

Small banner size: 65 × 260cm, Yellow colored with black letters and mark.

Price: @ US \$1.50 FOB Japan

Flag size: 90 × 120cm, White colored with red letters and mark.

Price: @ US \$2.30 FOB Japan

Yamaha is always striving to contrive and manufacture better sales promotional materials. In case you have developed your own items of the kind, please let us know of them at your convenient time.



New Commercial and PR Films

Yamaha has recently produced two new commercial films for publicizing Yamaha motorcycles at large as well as Yamaha 100 Street L2G, in addition to the two Yamaha Trail commercial films as earlier introduced, and also one PR film introducing assembly processes of snowmobiles.

New Commercial Films

Details of each film are as follows:

A. General

It is concerned with the general outline of Yamaha motorcycles rather than particular models.

B. Yamaha 100 Street L2G

It is introducing every feature of this model.

Film details: 35mm and 16mm, 60-second, color.

Narrations: English, French, Spanish, Thai, Indonesian, Portuguese, Arabic and Chinese (Mandarin)

Prices:

35mm \$38.00 US, FOB Japan

16mm \$20.00 US, FOB Japan
(half subsidized by Yamaha)

New PR Film

"A Better Way to Build a Better Machine"

It is introducing thoroughly production processes of Yamaha snowmobiles.

Film details: 16mm, 26-minute, color

Narration: English

Price: \$350 US, FOB Japan

Yamaha has produced those films intending to help you develop selling opportunities to the fullest extent. Please make full use of them for public show at theaters, large or small gatherings in your own district.

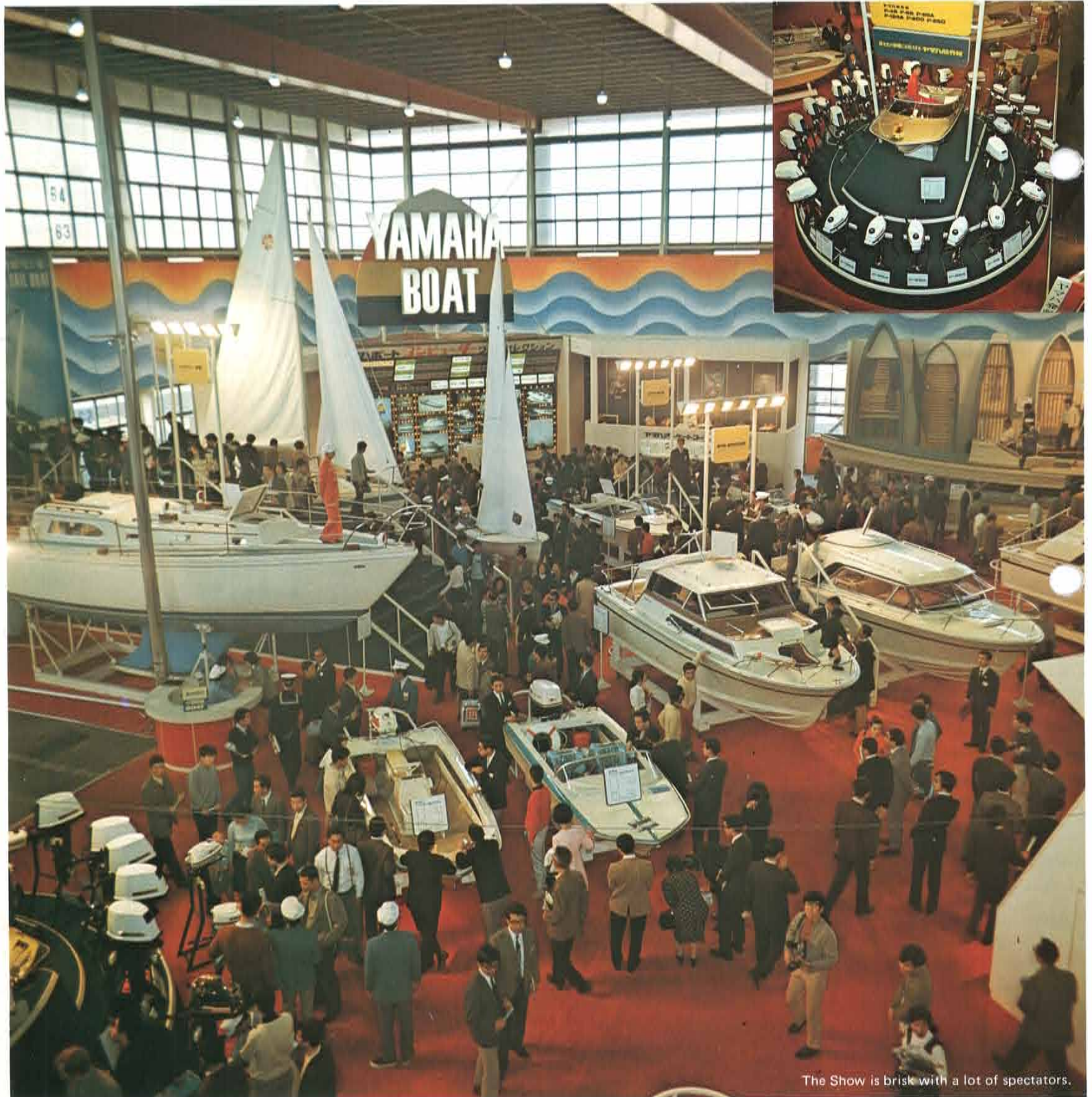
Yamaha Leads Boat Age

10th Tokyo Boat Show

The 10th Tokyo Boat Show was held at Harumi, Tokyo for a period of 5 days from 26 to 30 March, participated by over 70 domestic boat and part makers together with several importers of foreign products. It was a bright festival of sun and water to symbolize the dawn of real boat age in Japan.

Back to 1960, the history of Japanese boat industry began with Yamaha which first ever developed its own FRP boats and outboard motors. For a decade Yamaha has played the most important role in promoting enthusiasm to boating for fun and for utility by manufacturing a line of the widest selection

products in Japan. Now, boating enthusiasm has rooted firm here. Yamaha, pioneer of Japanese boat industry is inducing the dawn of new boat age, and also will be all the time a trendsetter in future.



The Show is brisk with a lot of spectators.

NEW LINE OF WIDEST SELECTION

FESTIVAL OF SUN AND WATER

Yamaha convincingly exhibited a sparkling new line of the widest selection products ranging from the cosy 8-footer to the massive 36-foot sailing cruiser and fishing 40-footer together with a line of outboard motors from 1.5ps to 15ps over a vast corner as the domestic leading maker with an unchallenged market share of some 70% in this field of products.

The widest selection naturally invited to the Yamaha corner the largest number of spectators, as the boat show time was also the boat shopping time for them who looked for their own favorite boats for fishing, water skiing, skin diving, trawling and offshore cruising as well as for other diversified pleasure and utility on the water.

Roomy STR25



Sailboat Yamaha 22 Deluxe

Placed at center was the Yamaha STR 25 which was the largest and most gorgeous sporty offshore cruiser ever produced in Japan. It never failed to attract particular attention of every boatman as the symbol model of evergrowing Japanese boat industry.

Overall length	7.6m
Overall width	2.8m
Depth	1.31m
No. of crew	12
Recommended power	240-330ps



Yamaha F-40. A real offshore fishing cruiser. It is the largest model of Yamaha line (above)



The smallest Yamaha dinghy TRI-8 broadens the scope of fun on shallow sea. (left)

Yamaha Products win Reputation

Ghana — Africa—

Sales of Yamaha motorcycles are going on very smoothly in Ghana, Africa, too.

The second Ghana International Trade Fair took place for a 2-week period from February 1. Japan Motors Trading Company, Ltd., newly established Yamaha distributors in this country participated in it to draw lots of people to the Yamaha corner where the latest models were exhibited.

Dr. K.A. Busia, Prime Minister of Ghana seemed to be particularly interested in Yamaha products, when he paid a special visit to the corner.

Pictured below are Mr. K. Kalmoni, company president with mustache, and Prime Minister with glasses.



Norkis Service Car

Here shown is a traveling service car which has recently been completed by the Norkis Trading Co., Inc., Yamaha distributor in the Republic of the Philippines, in order to realize "perfect service" which is Yamaha's motto.

This service car is expected to move about freely around the country and make it possible to offer more scrupulous service to Yamaha motorcycles.



Caracas-Venezuela

A sample fair of Japanese products was held on a large scale in Caracas City, Venezuela, South America, for a period of 11 days beginning on February 4.

This was the 11th of the kind and reflecting the popularity of Japanese articles which are rising in public estimation on the market, the visitors amounted to more than 140,000 throughout the period.

The Yamaha booth was arranged by the Venemotos Co., Yamaha distributor in Venezuela and especially in the outdoor place with sufficient space, colorful Yamaha products were elaborately placed, winning

high popularity among Yamaha fans.

Especially a snowmobile which was displayed for the first time in the country was quite a novel vehicle for almost all the people and they were staring at it in wonder.

The results of the fair were success beyond expectation and the Minister of Industry and Shichizo Tsuruga, Japanese Ambassador to Venezuela, who attended the fair were unsparing in their praise of Yamaha products which fulfill the needs of the times.

By the success of this fair we can hope for a future increase in the sales of Yamaha products in the Venezuelan market.



Yamaha Dealers get more confidence

Annand and Thomas Pty. Ltd, Yamaha distributors in the Queensland, Australia recently held a big Dealer Conference, displaying their confidence in the future of the motorcycle industry.

Yamaha dealers from all parts of Australia met together at the Homestead Hotel, Zillmere, to learn the merits of Yamaha motorcycles.

As part of this Conference they had a test and evaluation session at lakeside motor racing circuit. They were provided with a

full range of 1971 Yamahas from the Mini Enduro to the big 650 XS1.

David Wagner, 12 year old son of the Toowoomba Yamaha dealer showed it even childproof to handle the Mini Enduro.

All the dealers were heard to comment about the merits of information they had obtained from the conference and from first-hand experience of sampling Yamahas. They will advise a prospective buyer on the capabilities of Yamahas with more confidence.

YAMAHA Topics

What a thrill

Mr. Selwyn Toogood, well known New Zealand radio and television personality, is now earnestly praying as a Yamaha 60cc JT1 Mini Enduro ridden by Mr. John Burn, famous scramble rider is taking off to jump. Recently, Yamaha dealers provided machines for a monster outdoor variety show, which had to be staged in the Town Hall owing to wet weather.

It was the first time for Mr. Toogood to participate in such an attraction. Fortunately a thrilling attempt ended in a big success.



Mini Yamaha proves tough

Recently, several daring enthusiasts first ever ventured to trail through Mt. Kaba about 700 meters above sea level, some 50 miles north of Tokyo, each riding a Yamaha Mini. The smallest Yamaha never failed to prove itself well worthy of whatever type of terrain. It is nothing other than the smallest brother of the world-renowned Yamaha trail series!



Yamaha Stars Telev. Drama



The picture shows a scene in the television program sponsored by a Yamaha distributor in Bogota City, Colombia, South America. The Yamaha motorcycle which is highly attractive both in style and performance is the object of popular acclaim among young people of Colombia and it is certain that the future sales drive will be carried on effectively by this broadcast.



Yamaha Aces Test Racers

A pair of Yamaha road race aces, reigning 250cc world champion R. Gould and teammate K. Andersson recently had test runs of new machines on the Yamaha Course. They

found their machines very satisfactory to meet the '71 Championship Series. Both are now in high spirits to clinch the title for two years running.

CONTRIBUTIONS INVITED

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

YAMAHA MOTOR CO., LTD.
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Mr. S. Suzuki Goes On Well Round-the-World on Yamaha

Report from West Pakistan

The high performance of Yamaha trail bikes has been repeatedly proved in long-distance tours extending over thousands or tens of thousands miles. Recently a daring young Japanese has organized and set out on a million-mile world-circling tour stretching over a period of four years, riding a 250cc DT1, which enjoys an established reputation in the Yamaha trail class.

His name is Shoji Suzuki. He is a 23-year-old regular fellow and a graduate of Tokyo College of Economics.

In high spirits Mr. Suzuki left Japan in the middle of January, 1971, and reached West Pakistan by sea via Hongkong at the end of January.

Hearty Welcome

He visited Yamaha distributors in major cities such as Karachi, Saddar, and Lahore and received an enthusiastic welcome. Journalism there was very responsive to this grand undertaking and gave large space to the introduction of it.

After staying in West Pakistan for a few days, Mr. Suzuki started for Afghanistan, showing no signs of fatigue and is expected to visit nearly 60 countries from now on. He is to carry through his round-the-world plan while earning the traveling expenses on his tour.



Gasoline

A motorcycle engine is an internal combustion powerplant running on gasoline, whether it is a 2-stroke or 4-stroke type.

Recently, the problem of air-pollution arising from gasoline combustion is becoming a matter of wider concern, though it is mainly concerned with automobiles. It is necessary for you to have a correct knowledge of what gasoline is, first of all, in handling it properly.

Crude Petroleum

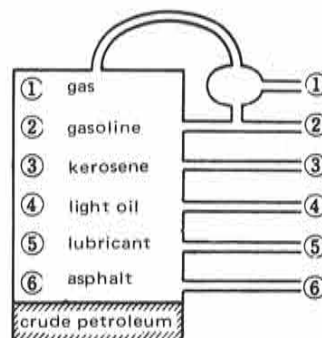
In remote ages dead animals and plants under the ground turned into crude petroleum in course of time. When human beings happened to discover it, they used to think highly of it as burning water.

At present crude petroleum is refined into diversified chemical products which are very useful for our daily life.

YAMAHA SERVICE TIP

How to refine crude petroleum into gasoline is shown as below:

Crude petroleum in a tank is distilled by means of heating. Gasoline is taken out next to gas, as it is lighter than any other materials but gas in a tank.



Octane rating specifies the grade of gasoline's anti-knocking property. In a word, the higher octane rating is, the higher this property becomes. Accordingly, octane rating has close relation to an engine's compression ratio.

Regular gasoline on the market is rated 70-90 which is suitable for an engine with 6-8 : 1 compression ratio.

High octane gasoline is rated over 90 for an engine with 8 : 1 or higher compression ratio.

How to Handle

Gasoline is extremely inflammable. It must be stored at a cool and well ventilated place which is free from a danger of fire. In case gasoline catches fire, use fire extinguishers of foam, powder or CO₂ types to shut off air. No supply of oxygen means no combustion.