

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1971

November

Tokyo Motor Show Opens

Grandest-ever Festival of Industry



The Tokyo Motor Show took place during a 2-week period from Oct. 29 at the Harumi Seaside Court, Tokyo Bay. It was the 18th and grandest-ever show held in Japan, reflecting an everonward trend of motorization and symbolizing the climax of the 3rd golden age of Japanese motorcycle industry. The domestic 4 makers of motorcycles convincingly demonstrated their respective sparkling line of new models for the year 1972, with greater emphasis laid on heavyweight superbikes than ever. The 4 makers exhibited a total of 103 models—194 machines ranging from the 750cc heavyweight models to the 50cc mopeds.

A noteworthy feature in common to all the makers was that they made a strong appeal to the public for their positive attitude for driving safety promotion by means of safety lectures, films, panels, photos, orientations, and so on.

Yamaha displayed a total of 42 machines including snowmobiles and the sensational prototype model of 2-stroke water-cooled 4-cylinder 750 superbike to monopolize the topics of spectators at motorcycle hall. (See next issue for full reports)

Yamaha Corner is Brisk with Youthful Excitement

The Yamaha corner which was arranged in a very impressive way, thus making a grand display of new sport, business and trail models together with popular snowmobiles and world title winning production racers, became the focus of spectators' attention and interest throughout the show session. Yamaha was also keen to demonstrate its full efforts put in the promotion of riding safety campaign program by establishing a special corner attended by Yamaha's expert instructors to answer various questions concerning correct riding techniques and technical know-how of motorcycles and snowmobiles.



Race-ready New Motocross Lineup

World-wide Popular Sport



Motorcross competition is now one of the most popular motorcycle sports as well as road race, to fully thrill and excite the action-loving youth all over the world.

Road race dominator Yamaha is now staking out another claim for firmer footing in this field of sport, than ever, whether national or international, by unveiling a new lineup of high performance models ranging from the 360cc RT2-MX to the 100cc LT2-M.

All are ready for the heat of competition right out of the crate. High performance and amazing dependability of new Yamahas will never fail to back Yamaha's world-reputed engineering with each class model.

Competition Crown Bidder

The TR2-MX is ready for open class motocross competition. Rugged steel alloy framework takes punishments from any type or rough surface in an efficient way. A lower center of gravity, improved shock absorption, and new alloy hubs are all more raceworthy.

The DT2-MX is also new for brisk activities in 1972. Tougher steel alloy framework, smooth 5-speed gearbox, lower center of gravity, improved front fork rates, ultra-high tension spring, etc. combine all together for stronger title bid.



360 RT2-MX



250 DT2-MX

Ultra-Lightweight Ace

Both of the AT2-M and LT2-M are claimed to be aces in their respective class. Both models are mounted with a smooth 5-speed gearbox, and features GYT kit for extra output on every type of motocross com-

petition circuit. Autolube oil injection system to meter oil correctly, and always ensures full bore, high exciting performance together with improved handling and reliability.



125 AT2-M



100 LT2-M

Specifications

360 RT2-MX

PERFORMANCE	
Min. turning radius	2,100 mm (82.7 in.)
Min. braking distance	15.4 m @50 km/h (50.5 ft. @31 mph)
ENGINE	
Type	2-stroke, 7-port & Piston-reed valve, Single
Displacement	361 cc (21.42 cu. in.)
Bore & Stroke	80 x 70 mm (3.150 x 2.756 in.)
Compression ratio	7.13 : 1
Max. horsepower	39 hp @7,500 rpm
Max. torque	3.83 kg-m (27.7 ft-lb) @7,000 rpm
Lubrication system	Autolube and Gas & Oil mixed (30 : 1)
Starting system	Primary kick starter
Ignition system	C.D.I.
Transmission	5-speed gearbox
DIMENSIONS	
Overall length	2,100 mm (82.7 in.)
Overall width	950 mm (37.4 in.)
Overall height	1,130 mm (44.5 in.)
Wheelbase	1,410 mm (55.5 in.)
Min. ground clearance	225 mm (8.9 in.)
WEIGHT (Net)	103 kg (227 lbs.)
FUEL TANK CAPACITY	8.0 lit. (2.1 US gal.)
OIL TANK CAPACITY	0.5 lit. (0.6 US qt.)
TIRES front	3.00-21-4 PR
rear	4.00-18-4 PR

250 DT2-MX

PERFORMANCE	
Min. turning radius	2,100 mm (82.7 in.)
Min. braking distance	15.4 m @50 km/h (50.5 ft. @31 mph)
ENGINE	
Type	2-stroke, 7-port & Piston-reed valve, Single
Displacement	246 cc (15.01 cu. in.)
Bore & Stroke	70 x 64 mm (2.756 x 2.520 in.)
Compression ratio	7.13 : 1
Max. horsepower	31 hp @8,000 rpm
Max. torque	2.86 kg-m (20.7 ft-lb) @7,000 rpm
Lubrication system	Autolube and Gas & Oil mixed (30 : 1)
Starting system	Primary kick starter
Ignition system	Magneto ignition
Transmission	5-speed gearbox
DIMENSIONS	
Overall length	2,100 mm (82.7 in.)
Overall width	950 mm (37.4 in.)
Overall height	1,130 mm (44.5 in.)
Wheelbase	1,410 mm (55.1 in.)
Min. ground clearance	225 mm (8.9 in.)
WEIGHT (Net)	102 kg (224 lbs.)
FUEL TANK CAPACITY	8.0 lit. (2.1 US gal.)
OIL TANK CAPACITY	0.5 lit. (0.6 US qt.)
TIRES front	3.00-21-4 PR
rear	4.00-18-4 PR

125 AT2-M

PERFORMANCE	
Min. turning radius	1,900 mm (74.8 in.)
Min. braking distance	14.5 m @50 km/h (50.5 ft. @31 mph)
ENGINE	
Type	2-stroke, 7-port & Piston-reed valve, Sing.
Displacement	123 cc (7.51 cu. in.)
Bore & Stroke	56 x 60 mm (2.205 x 1.969 in.)
Compression ratio	7.8:1
Max. horsepower	20 hp @8,500 rpm
Max. torque	1.7 kg-m (12.3 ft-lb) @8,000 rpm
Lubrication system	Autolube
Starting system	Primary kick starter
Ignition system	Magneto ignition
Transmission	5-speed gearbox
DIMENSIONS	
Overall length	1,965 mm (77.4 in.)
Overall height	910 mm (35.8 in.)
Overall width	1,120 mm (44.1 in.)
Wheelbase	1,280 mm (50.8 in.)
Min. ground clearance	240 mm (9.4 in.)
WEIGHT (Net)	92 kg (202 lbs.)
FUEL TANK CAPACITY	7.2 lit. (1.8 US gal.)
OIL TANK CAPACITY	1.2 lit. (1.3 US qt.)
TIRES front	2.75-21-4 PR
rear	3.50-18-4 PR

100 LT2-M

PERFORMANCE	
Min. turning radius	2,100 mm (82.7 in.)
Min. braking distance	15.4 m @50 km/h (50.5 ft. @31 mph)
ENGINE	
Type	2-stroke, 7-port & Piston-reed valve, Single
Displacement	97 cc (5.92 cu. in.)
Bore & Stroke	52 x 45.6 mm (2.047 x 1.795 in.)
Compression ratio	7.8:1
Max. horsepower	16 hp @10,500 rpm
Max. torque	1.12 kg-m (8.1 ft-lb) @ 9,500 rpm
Lubrication system	Autolube
Starting system	Primary kick starter
Ignition system	Magneto ignition
Transmission	5-speed gearbox
DIMENSIONS	
Overall length	1,880 mm (74.0 in.)
Overall width	865 mm (34.1 in.)
Overall height	1,080 mm (42.5 in.)
Wheelbase	1,200 mm (46.6 in.)
Min. ground clearance	210 mm (8.3 in.)
WEIGHT (Net)	84 kg (185 lbs.)
FUEL TANK CAPACITY	6.0 lit. (1.6 US gal.)
OIL TANK CAPACITY	1.2 lit. (1.3 US qt.)
TIRES front	2.75-19-4 PR
rear	3.00-18-4 PR

Report from Australia, Part II

Southernmost Neighbour, Australia



Go southward straight from Japan over a distance of some 6,000 km, and you will find an incredibly gigantic island lying on the southern sea. It is the Continent of Australia, covering an area of 7,704,159km², twenty one times as large as Japan! But, on the other hand, this vast land is populated by only 12 million people. What a contrast to Japan's over 100 million people living in such a narrow land!

Now, mutual keen interest is fast growing between both countries.

Under closer trade link with Japan than ever, Australia with inexhaustible natural resources, and unlimited potential for the future, is now becoming a good southernmost neighbour of Japan.

Australia is divided into six administrative provinces, Western Australia, Northern Territory, Queensland, New South Wales, South Australia and Victoria, all featuring local independency of marked individuality. Each province is carrying forward its own program of regional industrialization.

But all of them are unexceptionally interested in Japan's industrial power.

It appears that for the past one year Australia has come nearer Japan beyond such an enormous distance lying between both countries.

Six Distributors of Yamaha



Ken George Distributors Pty.



Pitmans Motor Cycles Pty.



Milledge Brothers Pty.



Annand Thompson Pty.



McCulloch of Australia Pty.

Staggering Increase

Indeed, Yamaha motorcycles have registered a staggering 250% increase in sales for the past one year throughout Australia.

Yamaha Motor is most grateful to all the distributors and dealers of Australia for their invaluable efforts shown in increasing sales to such a startling level, and also looking forward to having their overall cooperation for another leap forward in the future.



They Follow Their Own Way

Yamaha Motor has now one distributor per province. They are Annand Thompson Pty. in Queensland, McCulloch of Australia Pty. in New South Wales, Milledge Brothers Pty. in Victoria, Pitmans Motor Cycles Pty. in South Australia, Ken George Distributors Pty. in Western Australia and Jack Veal's Motor Cycles Pty. in Northern Territory. The nature or type of market varies in accordance with conditions peculiar to each province, therefore, they are always keen on making their sales tactics best fit those local requirements.

Generally speaking, Yamaha distributors and dealers alike have high recognition of their own business. To take it concretely, they follow their motto that better quality should mean higher price. On the other hand, they keep themselves overall responsible for what they have sold.

Thus, their sales motto results in excellent after-service. They try hardest to let users enjoy safe riding as much as possible, while they market Yamaha motorcycles with high confidence in performance and quality.

So far as users' letters addressed to Yamaha Motor are concerned, it seems that very few markets in the world are benefited by such an ideal setup of after-service as that in Australia.

Yamaha's new trail series and superbike 650 XS2 which have recently made their market debut in Australia, are now arousing big sensation to bring each dealer a new record in sales just at the outset of sport season.



Active PR and Service Campaigns

Yamaha Motor dispatched a service team to Australia in 1970 and 1971, respectively. The team was designed to cover the whole area of this country in three months, promoting a machine service school for distributors and dealers, and service clinic for users throughout this country. This service program of Yamaha proved very successful each year. In addition, the team made a strong appeal to general public for enhancing the brand image of Yamaha by means of commercial and PR films.

In line with those activities, distributors and dealers in Australia are very positive to carry forward their own sophisticated programs intended for publicizing the merits of Yamaha products by making full use of Yamaha-offered PR and sales promotional items, or by capturing every possible opportunity in impressing the public with "Yamaha, it's a better machine" through mass communication means such as newspapers, radio and television. Their unusual efforts for sales increase are praiseworthy, indeed.



Ten Free Yamahas for "Beat The Fare Rise" Contest

Yamaha distributors and dealers are always keen to capture every conceivable opportunity for publicizing the merits of Yamaha motorcycles. Here introduced is a very good example of their Yamaha PR campaign program. Recently, the people around Sydney were shocked by rises in the fares of public transports such as train and bus.

Capturing this opportunity, McCulloch of Australia, the Yamaha distributor in this area launched an impressive and efficient campaign called "Beat The Fare Rise" Contest under tie-up with the Sun, influential local paper. Ten 90cc trail bikes of Yamaha and new safety helmets were offered for this contest as prizes. The contest was promoted as follows:

Contest participants had only to estimate, to the nearest cent, the cost of standard petrol (at 42.9c a gallon) a commuter would use to ride a 90cc Yamaha bike—Monday to Friday—from five Sydney suburbs to Central and back every day in peak-hour traffic.

Special Yamaha test riders from McCulloch were riding the 90cc trail bikes, morning and afternoon from the said five Sydney suburbs to Central and back. This contest proved a tremendous success in attracting lots of entries, and publicizing how they could save money by using Yamaha bikes for daily commuting purpose.



Fares crisis triggers off great new Sun Yamaha Channel 7

Profile of Yamaha Staff Shipping and Accounting Department

“Promptly” and “Exactly”



Yamaha products of wide variety such as outboard motors, boats, and snowmobiles as well as motorcycles are being exported at steady increase rate to every part of the world. Shipment of these export goods, foreign exchange and export accounting are the duties of the Shipping and Accounting Department, where energetic activities are being carried out every day by a staff of 15 persons including 7 ladies under the direction of Mr. Keisuke Abe, manager of the department with a motto of “promptly” and “exactly”.

Shipping Section

Every shipping business of export goods is being conducted by 6 members per product category and per destination. Goods are transported to warehouses in the port after being delivered from the factory and the key point is how to plan smooth shipments. Now that space on ships is generally tight, ability of the staff is shown in negotiation

with ship companies. The staff is moreover, performing a duty requiring all-round knowledge and experience about foreign trade and exchange business such as customs clearance procedures, preparation and negotiation of shipping documents, application for collection of drafts, etc.

Accounting Section

In the meantime, in the accounting section assistant manager Mr. I. Murai and 5 female members are working to manage accounting on export transactions and export funds, and also to make out export turnover statistics.

Because of the international monetary turmoil occasioned by the U.S. President's announcement on August 15, the Japanese yen shifted to a floating exchange system on August 28. Since then, the exchange rate has been fluctuating quite a bit every

day requiring harder work of the staff than over. In export from Japan, as almost all transactions including Yamaha products are being made on foreign currencies, the fluctuation of the exchange rate affects somewhat badly exports. In addition to the above, 2 ladies take charge of the inventory control of all the export products and the taxation business of commodity tax in Japan.

In brief, the work of the Shipping and Accounting Department covers export transactions both in goods and money, and requires prompt and exact management based on a great store of experience.

Biggest Trail Land

Yamaha is now constructing the 51st and biggest-ever Trail Land in Hamakita near the Main Factory at a cost of 300 million yen. The said Trail Land covers an area of 165,000 square meters, incorporating various types of courses such as safety driving, gymkhana and trial courses together with a machine service shop. It is expected to open in February next year as the biggest and most sophisticated trail land ever constructed in Japan.

New Nice Showroom, Big Sales

A Yamaha dealer in Japan has recently built a new shop with a new showroom spacious enough to accommodate about 150 motorcycles, intending to massively increase over-the-counter sales.

The said dealer is Takeda Motor in Gunma Pref. some 60 miles, north of Tokyo. His

new shop is a 3-story building with first and second floors made available as a showroom covering an area of 460 sq. meters. He equipped the showroom with an electric crane, circular display stand and other modern facilities to exhibit motorcycles in a very efficient way.

Thus, customers are allowed to touch or sit astride Yamaha models freely for themselves.

Sales exceeded 100 units for a couple of days from July 24 when the shop opened. Let's just listen to him for such a big upswing in sales.

"First of all, such a spacious showroom advertises itself very efficiently, as it is nice and attractive enough to appeal to customers", says he with confidence, "And, most of them will come to feel like just looking around motorcycles which are nicely displayed therein, then, they will get a chance to have direct intercourse with Yamaha models, which no catalog could afford". "Second, a nicely arranged spacious workplace will made employeeyes have stronger will to work".

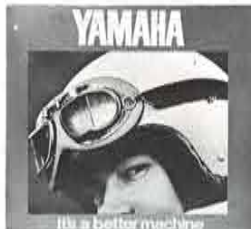


1. Spacious shop front, (above)
2. Unique display stand, (left)

For Sales Promotion

Here introduced are a couple of new motorcycle catalogues. One is a full line catalogue of Yamaha models, and the other, a catalogue of full lineup of Yamaha street models. Both are colored and intended for use in publicizing "Yamaha, it's a better machine".

Street full-line catalogue
Folding size:
29.8 x 28.4 cm
(12 x 11 in.)
No. of pages: 16



Full-line catalogue
Folding size:
29.8 x 28.4 cm
(12 x 11 in.)
No. of pages: 10



Torque induction autolube sticker
size (dia.): 22.6 cm (9 in.)



Autolube window sticker size: 53.6 x 14.6 cm (21 x 6 in.)

Application

Please apply to Advertisement & PR Division, Yamaha Motor Company, for the above mentioned items as soon as possible.

Yamaha's Victory, Japan Road Race GP

Yamaha Riders Sweep 8 Races

Yamaha became the most successful make in the '71 Japan Road Race GP counting for national championships, by snatching 8 races including all the events of senior category.



The meeting was organized on Oct. 16 and 17 at the 6-km Suzuka Circuit, Western Japan, entered by a total of 184 riders and attracting some 20,000 spectators.

The GP is annually organized by the Motocycling Federation of Japan (MFJ), and admitted the most important motorcycle sport event in Japan.

Yamaha riders monopolized senior 90cc, 125cc, 250cc and over-251cc races which were contested among top level road race riders in Japan.

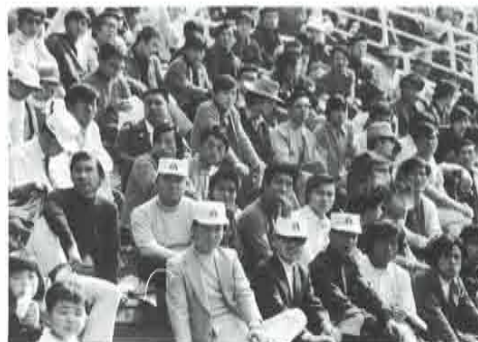
Besides, junior 125cc and 250cc races as well as expert-junior 250cc and over-251cc races were won by Yamaha riders, too.

Especially, ace rider H. Kanaya demonstrated his wonderful skills to finish first in

YAMAHA Topics

senior 90cc and over-251cc races. With these wins, Kanaya secured this year's double class championship.

Another Yamaha rider I. Sugimoto became the senior 125cc champion, while T. Owaki won the senior 250cc title.



Safety Robot

Here introduced is a robot which has been made by a Yamaha dealer in Tokyo for the purpose of improving traffic safety.

Traffic is most congested around his shop situated at uptown Tokyo, and school children have been often involved in traffic accidents so far.

Mr. Tezawa, the said Yamaha dealer, has made a humorous robot in the likeness of children-favorite SF monster designed to be stationed at the street corner every day, to attract attention from vehicle drivers for the sake of children's safety in going to and from school. The robot is made of old parts and components of Yamaha motorcycles.



Francorchamps Circuit Attraction

Francorchamps in Belgium is famous as one of the ultra-fast racing circuits in the world, and the Belgian Road Race GP counting for world championships is annually held on this circuit. Capturing this opportunity, Yamaha's Belgian distributor Huise Thielemans, organizes a demonstration of Yamaha motorcycles under cooperation with Yamaha Motor N.V. every year. This attraction of Yamaha has special publicity effects to further elevate the brand image of Yamaha motorcycles which are most successful in the GP.



Speedway Champion



Mr. Hans Erik Füglerud won the Norwegian speedway championship, riding a machine powered by a Yamaha 125cc powerplant which was tuned by himself. Speedway is an especially popular sport in Europe, and Yamaha machines often prove most successful in this field, too. Mr. Füglerud is one of the best riders in Norway.

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.

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