

A Monthly Journal for Yamaha World-Wide Dealers



YAMAHA NEWS

1971
December

18th Tokyo Motor Show Symbol of Motorcycle Golden Age

The 18th Tokyo Motor Show turned to be a gigantic pageant held during a 2-week period, symbolizing the climax of motorcycle golden age. Yamaha, enjoying the

sharpest upward trend overall in the motorcycle industry of Japan, made a convincing appeal to the public with a massive lineup of new models on display for 1972.



Yamaha World-wide Family

Edgard Soares - Brazil

Shop Expansion for Another Upward Swing in Sales in the Future; They are promised to be the largest dealer in Brazil



Sharpest Sales Increase

As once reported by this journal, Yamaha motorcycles are swinging high to a level of 60% of total market in Brazil. Edgard Soares, a big Yamaha specialized dealer in Sau Paulo, has registered the sharpest increase in sales for the past one year, while all the dealers, without exception, have kept running high in their respective sales throughout the country.

They have recently redesigned and expanded their shop in a very attractive way, just to meet surging demands to Yamaha motorcycles in their territory. Opening ceremony took place on a grand scale attended by a lot of people including the Chairman of Motorcycle Industry Association of Brazil. They are the promising No.1 dealer in this country.

“YAMAHA BUSINESS INFORMATION” FLOATING RATE SYSTEM

Each country in the world used to decide the exchange rate between its own currency and other foreign currencies under a certain fixed system. This is called the fixed rate system. For instance, the old parity of the yen was ¥360.- to the US dollar.

But the agreement of the International Monetary Fund (IMF) allowed a fluctuation within 1 percent upward and downward on the foreign exchange market of each member country (Japan used to control it actually at a narrower band of 0.75 percent).

However, along with dollars coming into Japan in a large quantity and the number of the people who wanted to sell dollars and buy yen becoming greater, the quotation of the yen exceeded the limit of this band (¥357.30 at that time).

The Bank of Japan, therefore, tried to stabilize the market rate within the fixed limit (around ¥360.-) by selling yen and buying dollars.

This is the mechanism of the fixed rate system.

In Japan since 28th August it has been switched over to the floating rate system,

under which the Bank of Japan does not support the dollar and leaves the value of the yen fluctuate as it goes on the free market.

In Japan, however, the fluctuation is not left entirely free. When the fluctuating band is going to become extremely large, the Bank of Japan maintains the quotation by selling yen and buying dollars.

We call it the limited floating rate system. At present it is maintained at ¥338.-, and it means an actual upward revaluation of the yen by ¥22.- as compared with the old parity of ¥360.-.

Tokyo Motor Show

A Grand Array of Street Models

Yamaha was proud of a grand array of street models for the year 1972. The lineup ranging from the 50cc FS to the 650cc XS drew particular attention and interest. The 650cc XS2, Yamaha's largest model equipped with newly developed disc brakes and electric starter was attractive enough to accelerate world-wide enthusiasm to superbikes. It provided an absolute highlight of Yamaha corner arranged under a main theme 'New Discovery, Two & Four for Boundless World of Sport'.

Sporty users thronging around Yamaha corner each day were lucky enough to touch or sit astride each exciting model.



Fabulous enough

Dream came true! It must have been the first impression of spectators when they looked at the Yamaha GL 750 which was exhibited at the show as a pattern of future bike for reference. It was mounted with the Yamaha-developed 4-cylinder water-cooling 2-stroke engine featuring a striking fuel injection system to take the place of conventional carburetion system. It was a fascinating model to suggest a direction in which future bikes should be developed.



Interest focus

Yamaha exhibited 4-models—11 machines of the smaller displacement class. The focus of spectators' interest was on the sporty 50cc FT, reflecting a trend of surging sport or leisure enthusiasm among novice users here in Japan.

Compact as it is in size, the FT features a full double cradle tubular framework to develop new markets of this class.

The underbone type V-series and brisk mini sport FB model alike aroused fresh sensation among visitors.





Exceptionally novel

Yamaha usually arranges its corner in a very striking or novel way each year. It was also the case with this year's show. In addition to the most sensational superbike GL 750 unveiled in the field of street models, Yamaha's trail corner was brisk with youthful excitement over new trail lineup on display against vivid scenes of wild natures.

Fresh fun, and novel thrill, really, it was a world of 'Yamaha trail'. Yamaha succeeded in arousing more interest in rough-nature-going on motorcycles, and making its leadership in this field firmer than ever.

Moreover, Yamaha established technical consulting corner attended by Yamaha approved instructors to answer questions as to driving licence school, trail school and sport leisure club organization all intended for safety improvement and closer link with users. The staff of instructors included such top class Yamaha riders as H. Kawasaki, S. Mimuro, K. Kato, H. Suzuki and N. Otsuki, who attracted a lot of spectators to the corner throughout the show session.

Renewed Trail Series for '72

Trail age pioneer Yamaha fully demonstrated its advantages in this field by introducing an impressive lineup of new trail series at the show. All the models, as already reported by this journal, incorporated unique technological innovations represented by the 7-port piston reed valve "Torque Induction" powerplant. All the models were on display with a grand scale panorama of wild scenes for a background, to enhance the mood of 'trail riding' originated by Yamaha to a maximum.



Yamaha's World-Beaters

Yamaha's world-beating production racers 250cc TD3 and 350cc TR3 were also exhibited, to provide a good topic for speed race enthusiasts who were rapidly increasing in number here. They were fully enjoying a feeling of "GP rider" by touching or sitting astride those fantastic machines.

Yamaha's new snowmobiles backed by the world championship race-proven technologies made their public outing at the show, just to meet forthcoming season of winter sports. Yamaha will win the '72 All Japan Championship Snow Scrambler Series as well as the world championship again.



Another Bid in Sport Field

In line with unrivaled leadership in the fields of motorcycle road race and snowmobile competition, Yamaha proved itself a tough prospective title bidder in the field of motocross, too, by unveiling a new lineup of race-ready motocross models, which were developed from the trail series. The lineup ranged from the 360cc RT2-MX to the 100cc LT2-M.



Graphic Report from Africa

Evergrowing Markets for Yamaha Outboard Motors

Africa, especially, a vast zone extending from Southern Ethiopia through Northern Mozambique, and covering Kenya, Uganda, Tanzania and Malawi along the East Coast of Africa, has recently drawn special attention as new markets for Yamaha outboard motors.

Innumerable lakes, marshes and rivers, big or small, all over this zone are blessed with abundant fish, and the improvement of fishing method directly leads to the elevation of people's living standard in those countries. It is relatively a short time since Yamaha outboard motors made headway to this part of the world, but the brand of Yamaha is progressively winning popularity among fishing people, as has been the case with other markets.

Here introduced are some examples of how Yamaha products are serving them.



1



2



3



4



5

Photos:

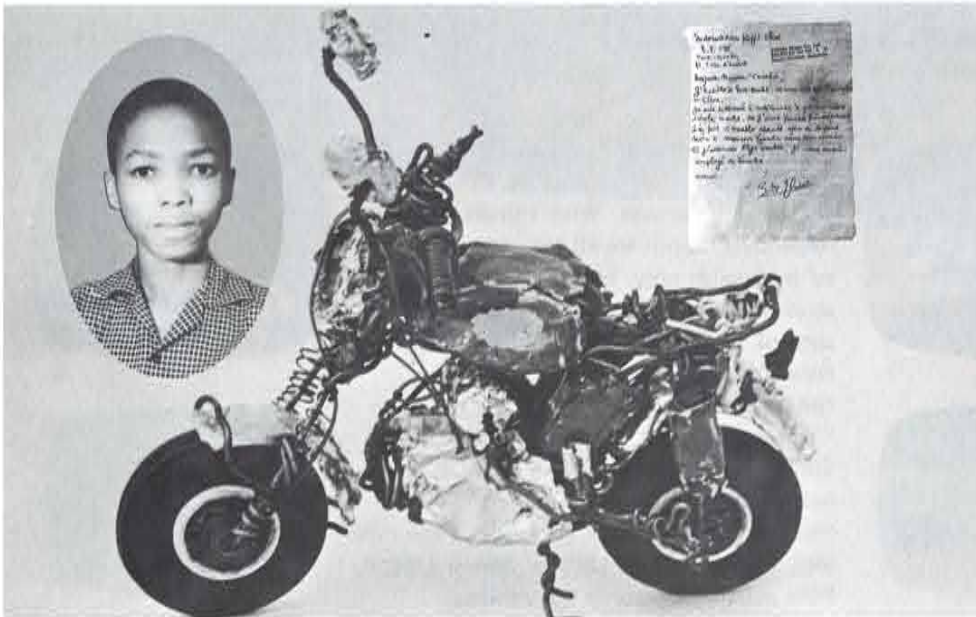
1. A scene of trial run for a Yamaha outboard motor. No better argument than a proof! A Yamaha outboard proves itself most suitable for their purpose.

2. Tough! Compact and smart in outlook, but powerful in performance. A Yamaha outboard motor-mounted boat is running smoothly on the lake.

3. Light! He is effortlessly carrying a 15hp P-250.

4. Easy to handle! For moving forward or backward, and acceleration or deceleration, he is handling a Yamaha outboard at his will. Fishing people can always enjoy troublefree operation.

5. Unique kerosene model! A Yamaha outboard motor can run on kerosene. Changeover from gasoline to kerosene is effortless. It has remarkably reduced fuel cost.



He wants to make a Yamaha

Neat and brisk Yamaha motorcycles are now winning high popularity in Africa, especially among schoolboys.

Sodewadan Koffi Elève, one of the most ardent Yamaha fans in Port-Bonét, R. Cote d'Ivoire, recently wrote to Yamaha Motor, telling that to say nothing of himself, all the classmates were charmed up by a nice small displacement Yamaha ridden by their teacher.

He also assembled a miniature Yamaha model by utilizing waste material as shown above. He wants to be a mechanic in the future intending to make a real Yamaha motorcycle.

Mike on Yamaha



Mike Hailwood of Great Britain who is nicknamed 'Mike The Bike' for his unrivaled brilliant career of road races, much to spectators' excitement, made his first-ever racing debut on a Yamaha production racer at a big international event 'Race of the Year' staged recently at Mallory Park, England.

He rode his 350cc TR-2 in a flawless way to thrill and excite some 50,000 ardent fans. Eventually, he finished 4th, but it was rather praiseworthy, considered from his relatively less experience in a 2-stroke bike, and especially, no previous experience at all in a Yamaha machine.

Victorious Jump

Here introduced is the report from Canella Co., Ltd., Yamaha distributor in Guatemala, Central America.

It is quite same of this country that Yamaha is the most successful make in national sport events such as road races and motocross competitions, which are gaining high popularity among enthusiasts, benefited by agreeable climate conditions throughout a year.

Racing successes bring on increase in sales, of course.



YAMAHA Topics



Hamamatsu Motor Show

Along with the 18th Tokyo Motor Show, another show took place during a 6-day period from Nov. 2 to Nov. 7 in Hamamatsu not so far from the Main Factory of Yamaha. It was participated by three domestic makers, and very significant for local PR purpose, though much smaller in scale than the Tokyo Show.

Yamaha exhibited an impressive display of new motorcycles, motor boats outboard motors and snowmobiles as well as sailboats all over the corner.



Compact and Handy

Lakes and rivers in Canada are ideal places for leisure cruising or angling. Yamaha's compact but dependable outboard motors add tremendous fun to these water recreations. Girls are enjoying water wandering on a canoe mounted with a 2hp P-45.

New Commercial Films

"YAMAHA FOR '72"



"YAMAHA WILD HORSES FOR '72"



Yamaha has recently prepared two sorts of new commercial films entitled "Yamaha for '72" and "Yamaha, Wild Horses for '72", respectively. Both are all colored, and narrated in English only, but will be available for screening in every country. The former consists of two parts, New Yamaha Trail, and New Yamaha Street.

Details are shown as follows:

"Yamaha for '72": Time - 60 sec., Price - 16mm US\$20, 35mm US\$38, FOB Japan, half borne by Yamaha.

"Yamaha, Wild Horses for '72": Time - 30 sec., Price - 16mm US\$15, 35mm US\$30, FOB Japan, half borne by Yamaha.

New PR Films

'71 Japan GP Motocross



'71 Japan GP Motocross:

17-minute 16mm film, narrated in English, or Spanish US\$160, FOB Japan. Half borne by Yamaha.

'71 Eagle River Snowmobile Derby:

17-minute 16mm film narrated in English, US\$160, FOB Japan. Half borne by Yamaha.

'71 Eagle River Snowmobile Derby



Yamaha Calendars for 1972

As usual years two different types of calendars for '72 have been prepared for use by Yamaha's worldwide distributors and dealers.

Both are color printed and consist of 7 sheets including a front cover, respectively. Please make full use of them.



size: 42.0 x 59.4 cm

Calendar type A(right) features the nice combination of superb seasonal changes and Yamaha motorcycles, outboard motors and snowmobiles. Special printing method adds a wonderful three-dimension feeling to every scene.

Calendar type B (left) introduces in the most impressive way how Japanese girls enjoy their life with Yamaha motorcycles.



size: 59.4 x 42.0 cm

CORRECTION

In the specifications of P-450 appearing on page 32, Yamaha Time No.7, brake horsepower is shown as 28 hp by mistake. Please correct it to 25 hp before delivering to your customers.