



ADVERTISING NEWS

1972

Special Issue
To YAMAHA News

Introduction of Printed matter for Sales Promotion

This special issue is designed to introduce a massive array of posters, catalogs, and leaflets which have been made as for '72 motorcycle models of Yamaha, together with some sales promotional items such as stickers, sign curtains, displays, direct mail cards, and so on. All are intended for publicizing the merits of Yamaha motorcycles by making efficient visual appeal to the public. If they are utilized at proper times, at proper places and for proper persons, they will do much for your sales promotion. Please try to make the fullest use of them, capturing every conceivable opportunity as deemed suitable for elevating the brand image of Yamaha. Let's go forward all together for another upswing in sales.

POSTERS FOR "STREET" [Size: 73 x 103 cm]



V50 LIT-00012-050100-00



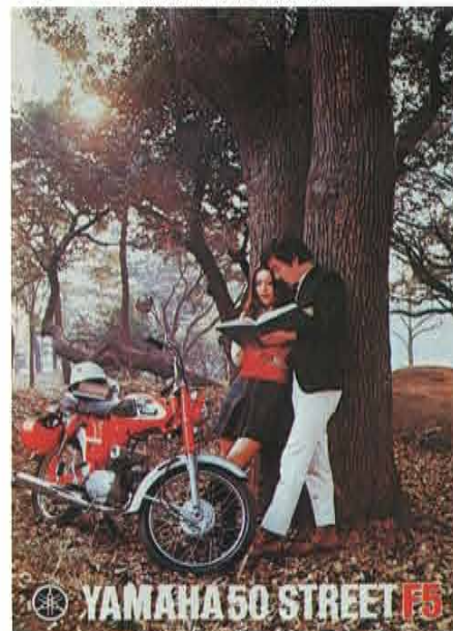
V75 LIT-00012-075100-00



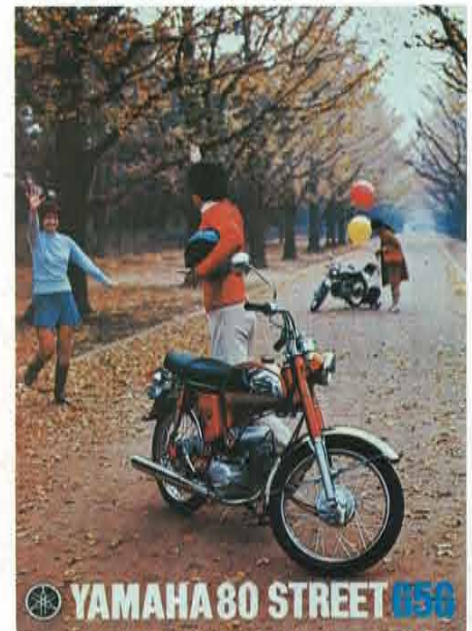
V90 LIT-00012-090100-00



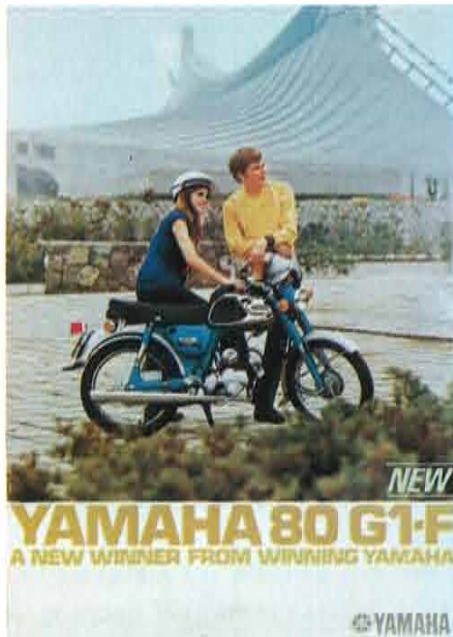
FS1 LIT-00012-050300-00



FS5 LIT-00012-050200-00



G5G LIT-00012-080200-00



G1F LIT-00012-080210-00



G1FD LIT-00012-080220-00



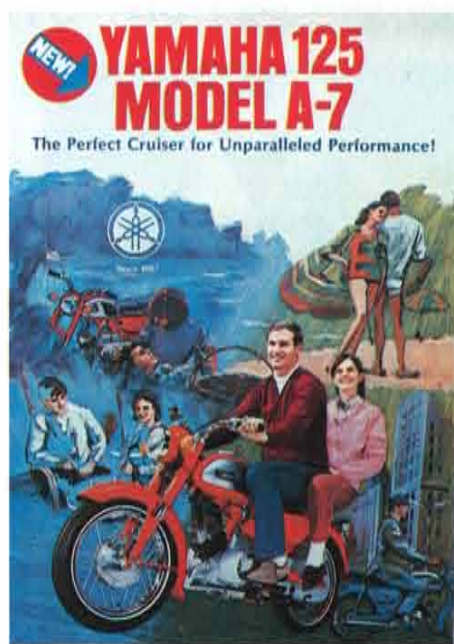
L2G LIT-00012-100200-00



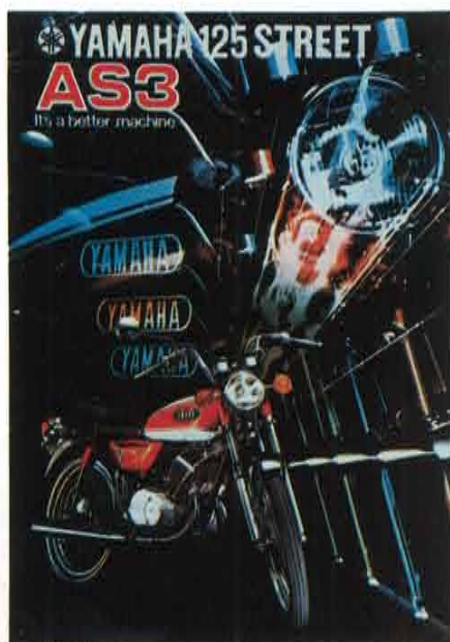
LS2 LIT-00012-100300-00



LS3 LIT-00012-100310-00



A7 [Size: 59 x 84 cm]
LIT-00012-125200-00



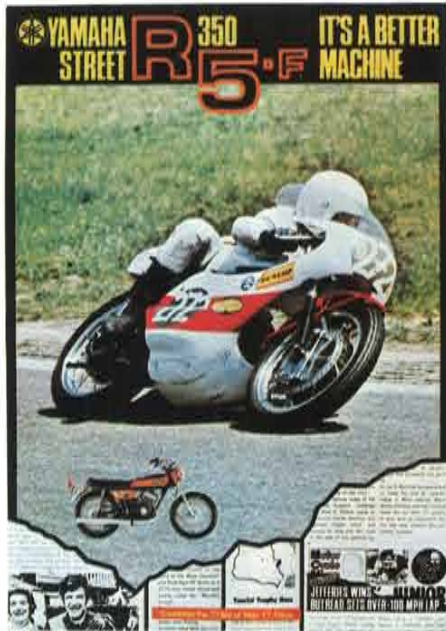
AS3 LIT-00012-125300-00



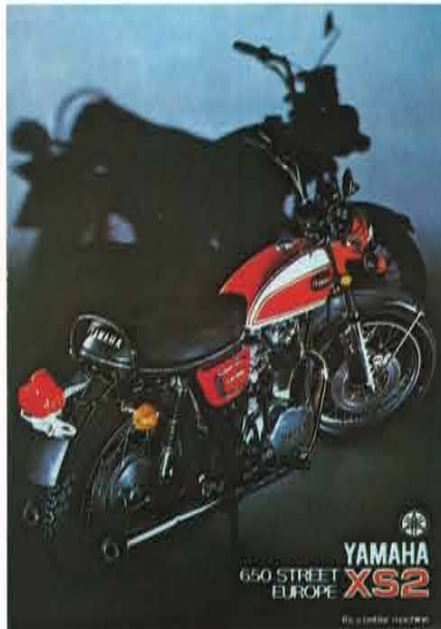
CS5E LIT-00012-200300-00



DS7 LIT-00012-250300-00

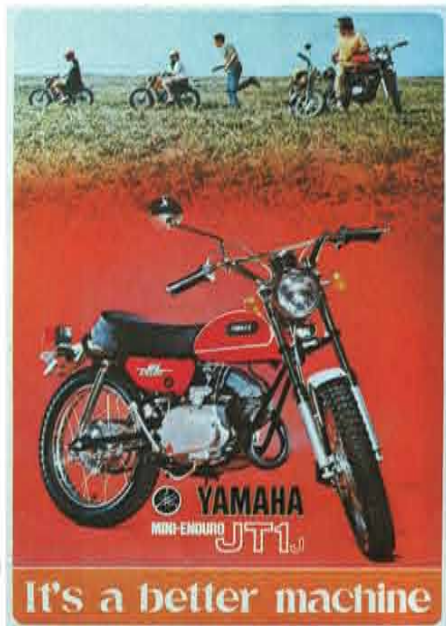


R5 LIT-00012-350300-00

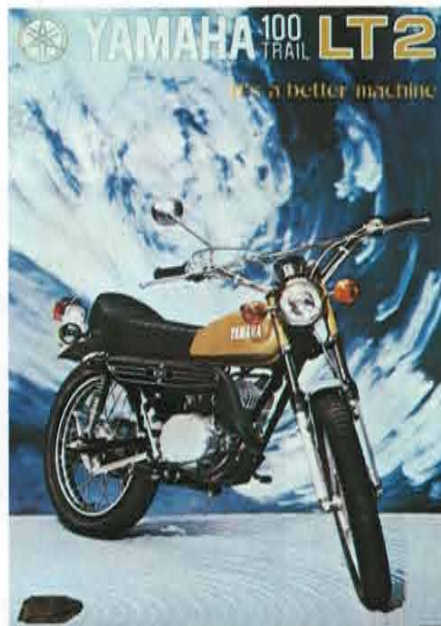


XS2(EUROPE) LIT -64012-650600-00

POSTERS FOR "TRAIL" [Size: 73 x 103 cm]



JT1-J LIT-00012-060400-00



LT2 LIT-00012-100400-00



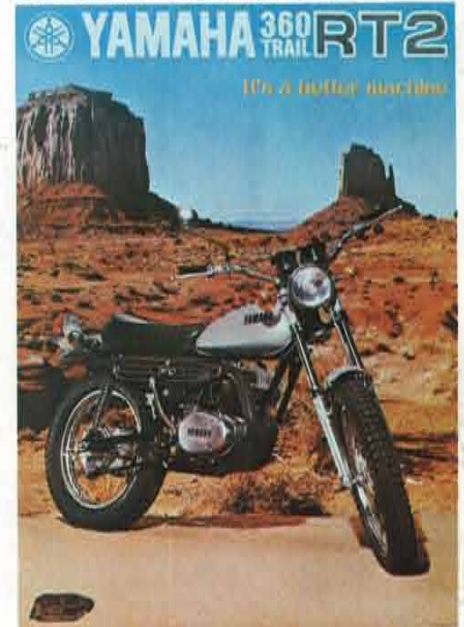
AT2-J LIT-00012-125400-00



CT2 LIT-00012-175400-00



DT2 LIT-00012-250400-00



RT2 LIT-00012-360400-00

OTHER POSTERS

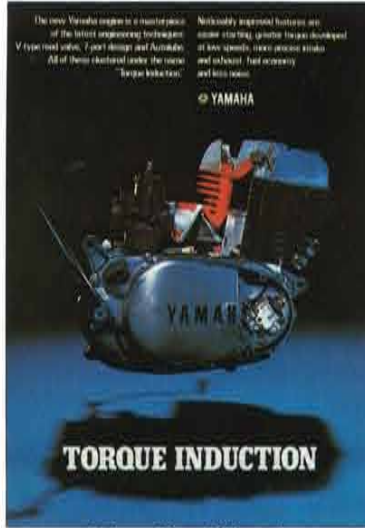


L2G Billboard [Size: 366 x 244 cm]
LIT-00015-100200-00

Information poster
[Size: 37 x 103 cm]
LIT-00012-000800-00



Torque Induction poster

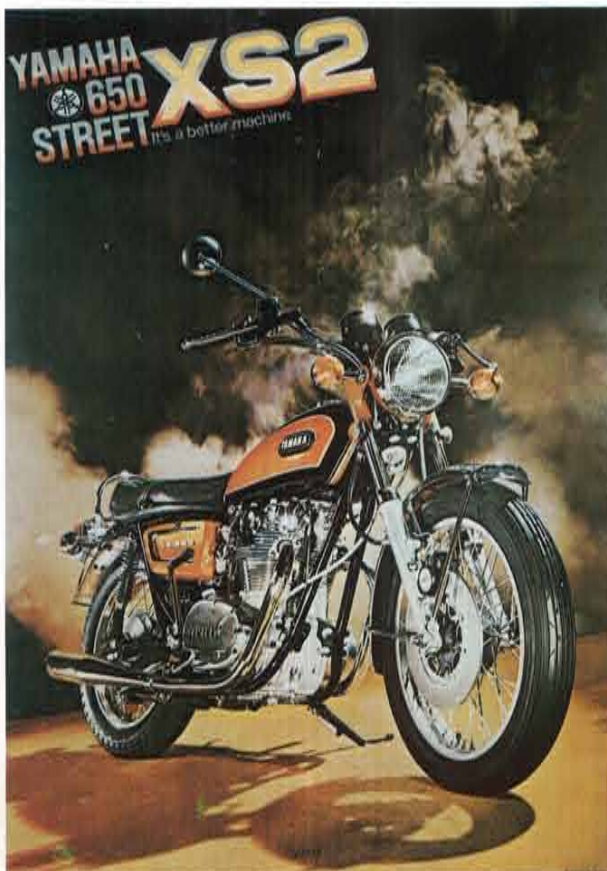


[Size: 73 x 103 cm]
LIT-00012-000400-00

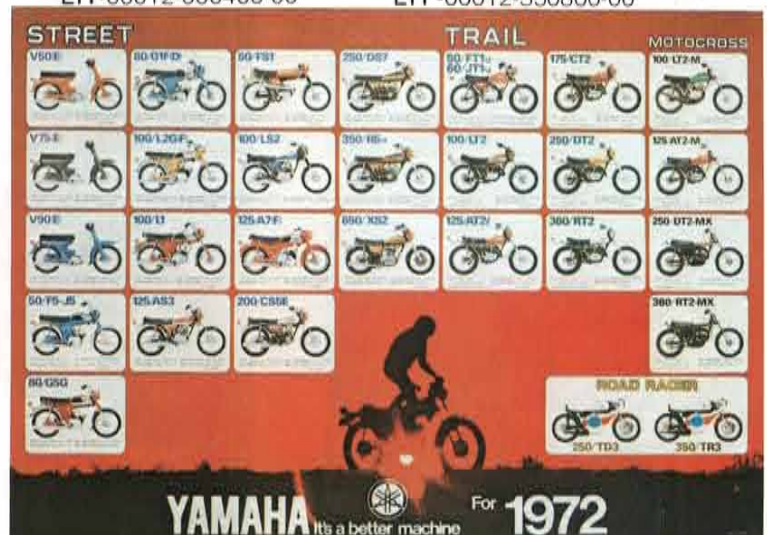
Racer poster



[Size: 36.4 x 51.5 cm 73 x 103 cm]
LIT-00012-350800-00

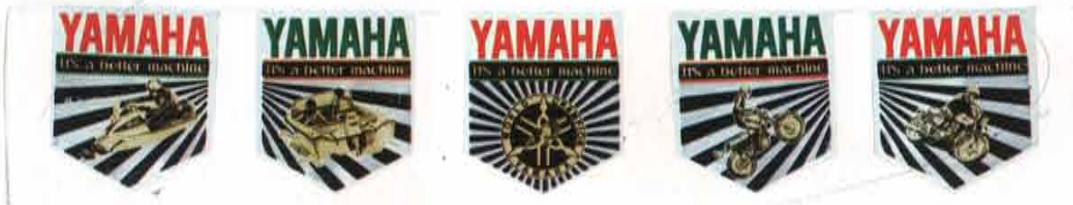


XS2 [Size: 103 x 145 cm]
34 x 52 cm
LIT-00012-650600-00

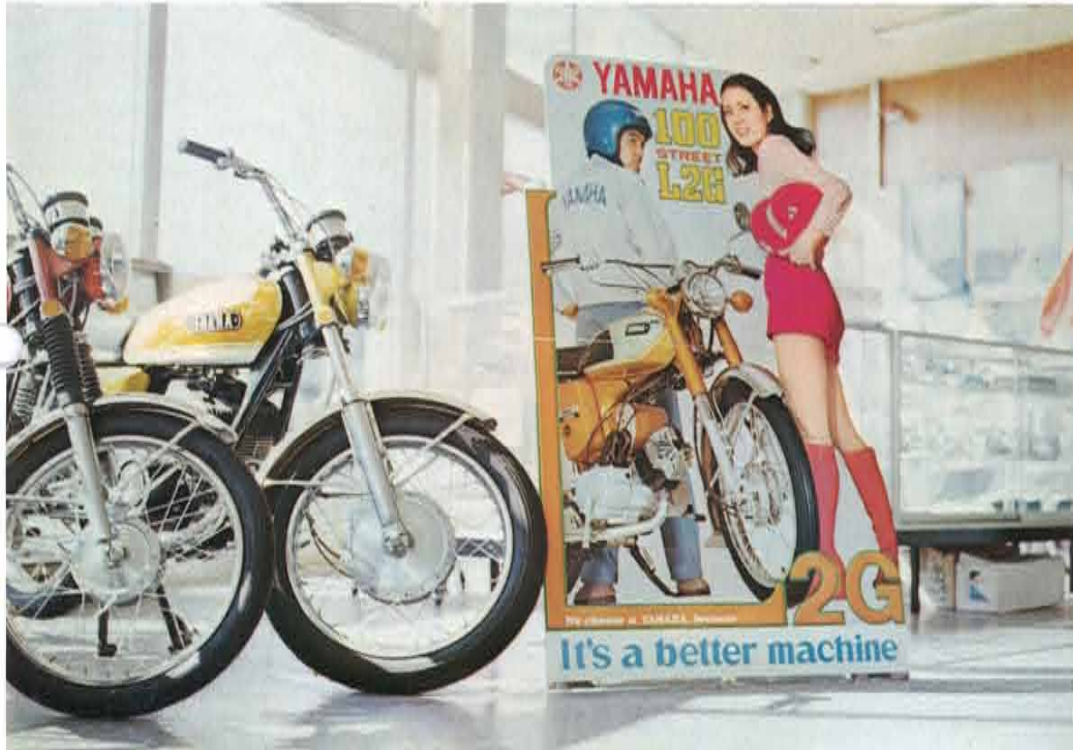


Full line poster [Size: 84.1 x 118.9 cm]
LIT-00012-000000-00

STORE DECORATIONS



Hanging display [Size: wide 280 x 32.5 cm]
ADM-00006-000000-00



L2G stand display [Size: high 147 x wide 89 cm]
ADM-00016-100200-00

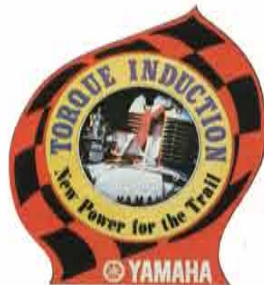


Mate movil [Size: 117 high x 60 cm]
ADM-00016-000100-00

STICKERS



Autolube Torque Induction sticker
[Size: 22.6 cm]
ADM-00017-000000-01



Torque Induction sticker
[Size: 22 x 24 cm]
ADM-00017-000400-01



Sheet sticker
[Size: 24 x 18 cm]
ADM-00017-000000-02



Window sticker
[Size: 30 x 23.5 cm]
ADM-00017-000100-01



Mate sticker sticker
[Size: 23 x 27 cm]
ADM-00017-000100-02



Family bike sticker
[Size: 9 x 9 cm]
ADM-00017-000100-03



Autolube sticker
[Size: wide 53.6 x 14.6 cm]
ADM-00017-000000-03

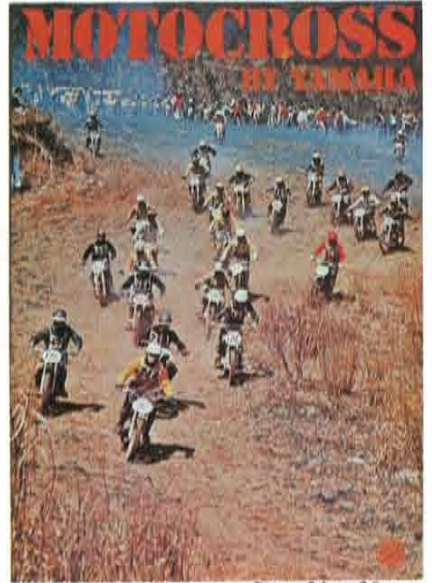
CATALOGUES



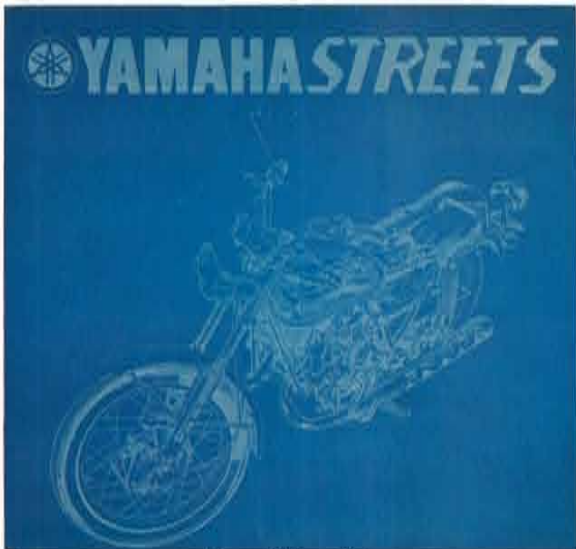
Full line catalogue [Size: 29.8 x 28.4 cm]
[Page: 16]
LIT-51013-000000-00



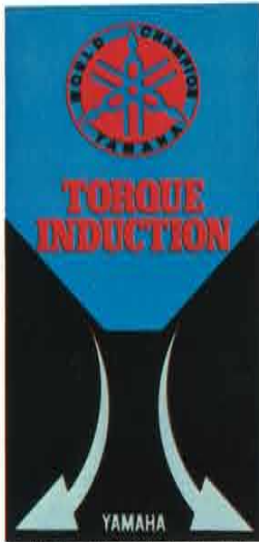
Trail catalogue [Size: 21 x 30 cm]
[Page: 12]
LIT-01013-000400-00



Motocross catalogue [Size: 21 x 30 cm]
[Page: 16]
LIT-01013-000900-00



Street catalogue [Size: 29.8 x 28.4 cm]
[Page: 10]
LIT-50013-000300-00



Torque Induction Information Sheet
[Size: 21 x 10 cm]
[Page: 8]
LIT-01019-000000-00

CALENDARS



[Size: 72.8 x 103 cm]
LIT-01018-000400-00

DIRECT MAILS



Full line DM [Size: 25.7 x 36.4 cm]
LIT-01014-000000-00



[Size: 10 x 31.5 high]
ADM-01018-125300-00

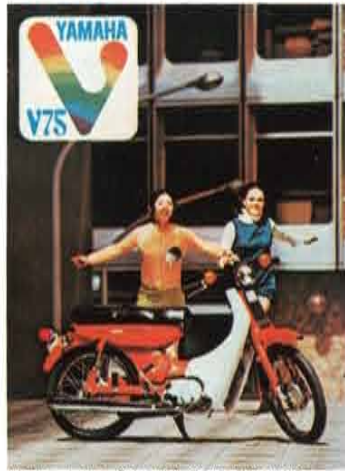


[Size: 10 x 31.5 high]
ADM-01018-360400-00

LEAFLETS FOR "STREET" *(Size: 21 x 30 cm)*
(Page: 2 & 4)



V50 LIT-01011-050100-00



V75 LIT-01011-075100-00



V90 LIT-01011-090100-00



FS1 LIT-01011-050300-00



FS/J5 LIT-01011-050200-00



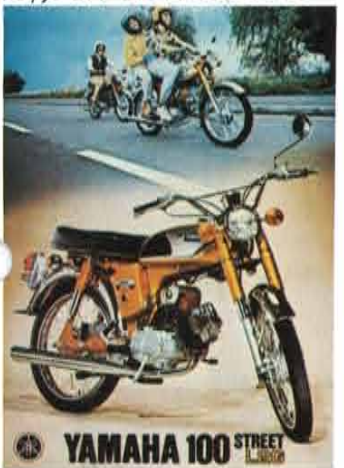
G1F LIT-01011-080210-00



G1FD LIT-01011-080220-00



G5G LIT-01011-080200-00



L2G LIT-01011-100200-00



LS2 LIT-01011-100300-00



LS3 LIT-01011-100310-00



A7 LIT-01011-125200-00



A7F LIT-01011-125210-00



AS3 LIT-01011-125300-00



CE5E LIT-01011-200300-00



DS7 LIT-01011-250300-00



R5-F LIT-01011-350300-00

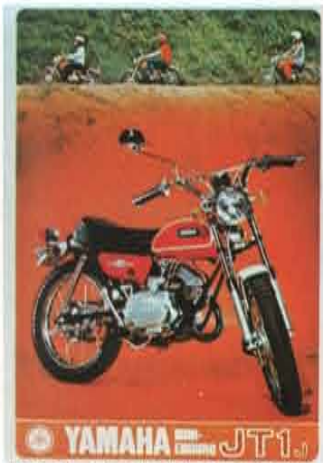


XS2 LIT-01011-650300-00

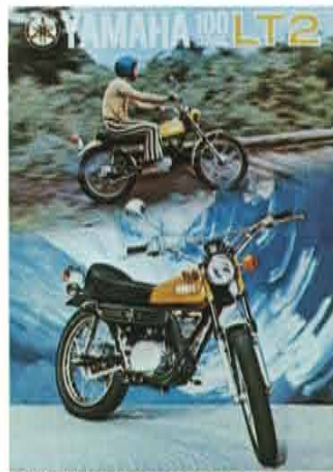
LEAFLETS FOR "TRAIL" [Size: 21 x 30 cm]



FT1-J LIT-01011-050400-00



JT1-J LIT-01011-060400-00



LT2 LIT-01011-100400-00



AT2 LIT-01011-125400-00



CT2 LIT-01011-175400-00



DT2 LIT-01011-250400-00



RT2 LIT-01011-360400-00

Notice

Item reference number has been changed as indicated in this issue.
Please use new ones from now on.

Please apply to Advertisement
& PR Division, Yamaha Motor
Company for any item as intro-
duced in this issue.