



YAMAHA NEWS

1974

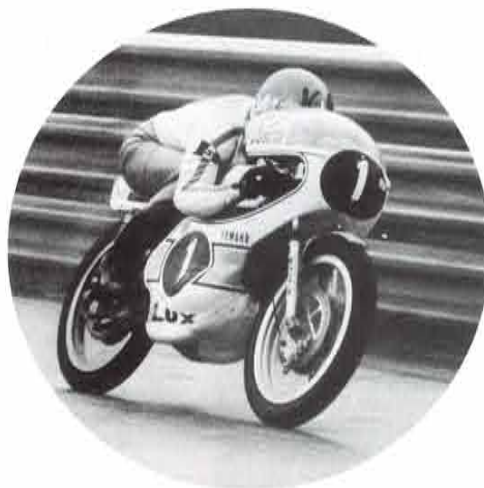
NO. 11

Yamaha Clinches Four Titles; '74 World Championship Road Races; Worthy of Special Mention

The '74 World Road Race Championship Series each class of which was fought for ten rounds, was over with Yamaha's most spectacular 4-class victory. That's to say, Yamaha machines and riders monopolized all individual and manufacturer titles they contested, except for 250cc and 500cc individual crowns gone to Walter Villa (Harley Davidson) and Phil Read (MV), respectively. Yamaha's success is worthy of special mention in the history of the world GP racing.

Takazumi Katayama

Yamaha's new star who made a debut at the Dutch TT, scored a first classic win at the 250cc class of the Swedish GP. He proved himself to be a match for other top class riders despite his first-ever participation in the World Series. Katayama ranked overall 4th in final 250cc championship positions. Higher hopes can be held for him next year.



Kent Andersson

Swede ace Andersson went on to score wins at the 125cc title contest, riding a distributor-entered Yamaha machine. Andersson was almost unchallenged throughout the series with no serious threat from other riders, except for Angelo Nieto who on a works Derbi made several desperate attempts to catch up with him during the first half stage of title battle. Andersson easily won the 125cc title for two years in a row.



Giacomo Agostini

1974 was rather an eventful year for him. Some most unlucky happenings he encountered this year, including a crash at the Swedish GP, eventually prevented him from recapturing the 500cc individual crown. But, he proved unchallenged in the 350cc class throughout the series and convincingly dominated this class for the 7th consecutive year. Considering his first experience of riding 2-stroke machines, Ago did it well, indeed.

Vesco's Incredible Record—281.714 mph!

Don Vesco, one of the most famous American tuners, set an incredible speed record at the Bonneville Salt Flats, Utah, USA. 281.714 miles per hour! Really, he did it piloting his mighty eight-cylinder (a couple of TZ 750 engines) 1400cc Yamaha. It was a two-way quarter mile average speed but Vesco clocked a staggering 287 mph in his final one way run. It was a new world motorcycle land speed record, renewing the old record at 265.492 mph which had been set by Cal Rayborn on a Harley-Davidson streamliner four years before.

His Next Target, 300mph

"I will aim at 300 mph next time" said Vesco as he returned home by the way of Ontario, "If Norton renews my record, I will return immediately for another attempt". At Ontario, Vesco performed a demonstration run down the main straight in front of a crowd of spectators to celebrate his fantastic record. He convincingly demonstrated how well his special Yamaha handled.

Inside Special

Motorcycling in America

With the world's largest market for a background, motorcycling activity in the United States is always growing larger in scale and richer in variety. See inside pages which are fully devoted to the graphic reports of how they enjoy motorcycling in the United States.



V. Palomo, 350cc winner, Spanish GP.

Road Race Championships

Yamaha's Triple Victory

Yugo GP- 11th Round

As already reported in our last issue, Giacomo Agostini clinched the 350cc title for the 7th consecutive year and for the first time on a Yamaha at the Yugoslavian GP (September 8).

Besides, Kent Andersson and Chas Mortimer riding their Yamaha machines finished 1st in the 125cc and 250cc races, respectively.

Thrill of Finale-Spanish GP

Takazumi Katayama, a member of Yamaha factory team experienced an amazing escape from serious injury when he hit a Spanish fireman while cruising at 120 mph at the 250cc race of the Spanish GP, final round of the '74 world road racing championships. The meeting took place at the Montuichi park circuit on September 22. A terribly shocking accident happened on lap 21 when Katayama and Australian ace John Dodds, both on Yamaha machines, were dicing for the lead. The fireman had gone out onto the track, intending to pick up a piece of Bernard Fau's machine left thereon after the French rider had crashed. Katayama found the fireman right in his path when coming round the flat-out curve, but had no time to avoid collision. In the impact the fireman suffered serious injuries but Katayama managed to escape with wrist injured only. Unlucky for both of them! Katayama had to give up racing, and also overall runner-up position to Walter Villa in the 250cc championship standings this year. Dodds became an eventual winner.

350cc class was also won by Victor Palomo on a Yamaha.

Final results

125cc class

1st.	B. Grau	Derbi
2nd.	O. Buscherini	Malanca
3rd.	B. Kneubuhler	Yamaha
4th.	K. Andersson	Yamaha
5th.	A. Nieto	Derbi

250cc class

1st.	J. Dodds	Yamaha
2nd.	P. Korhonen	Yamaha
3rd.	D. Braun	Yamaha
4th.	B. Kneubuhler	Yamaha
5th.	V. Palomo	Yamaha

350cc class

1st.	V. Palomo	Yamaha
2nd.	D. Braun	Yamaha
3rd.	O. Chevallier	Yamaha
4th.	A. George	Yamaha
5th.	C. Mortimer	Yamaha

Final results

125cc class

1st.	K. Andersson	Yamaha
2nd.	A. Nieto	Derbi
3rd.	H. v. Kessel	Bridgestone
4th.	H. Bartol	Suzuki
5th.	J. C. Chemarin	Yamaha

250cc class

1st.	C. Mortimer	Yamaha
2nd.	P. Pons	Yamaha
3rd.	D. Braun	Yamaha
4th.	H. Hummell	Yamaha
5th.	R. Minhoff	Yamaha

350cc class

1st.	G. Agostini	Yamaha
2nd.	J. Dodds	Yamaha
3rd.	D. Braun	Yamaha
4th.	P. Pons	Yamaha
5th.	P. Korhonen	Yamaha

'74 World Championship Positions

125cc class

1st.	K. Andersson	Yamaha	87
2nd.	B. Kneubuhler	Yamaha	63
3rd.	A. Nieto	Derbi	60
4th.	O. Buscherini	Malanca	60
5th.	H. van Kessel	Bridgestone	30

250cc class

1st.	W. Villa	Harley-Davidson	77
2nd.	D. Braun	Yamaha	58
3rd.	P. Pons	Yamaha	50
4th.	T. Katayama	Yamaha	43
5th.	B. Kneubuhler	Yamaha	43

350cc class

1st.	G. Agostini	Yamaha	75
2nd.	D. Braun	Yamaha	62
3rd.	P. Pons	Yamaha	47
4th.	J. Dodds	Yamaha	31
5th.	C. Mortimer	Yamaha	29

500cc class

1st.	P. Read	MV	82
2nd.	G. Bonera	MV	69
3rd.	T. Lansivuori	Yamaha	67
4th.	G. Agostini	Yamaha	47
5th.	J. Findlay	Suzuki	34

Romero's Overall Victory

- Ontario 200 -

Gene Romero riding a Yamaha TZ750 overall won the Ontario 200, one of the most important races in the United States on Oct. 6.

The race consisted of 2 heats, 35 laps—101.5 miles each, and Romero finished first and second in both heats, respectively, to score an overall win. Kenny Roberts also on a Yamaha TZ 750 turned out to be Romero's toughest rival throughout this race.

He finished overall second eventually by taking 3rd and 1st places in both heats.

Andrews, Runner-Up Swiss Round — Sept. 29

Mick Andrews riding a works Yamaha became a runner-up to Malcolm Rathmell on a works Bultaco at the 13th and final round of the European observation trials championship series. The event took place at an altitude of more than 5,000 feet. Despite his back trouble, Andrews completed the whole course with only 5 marks lost.



Andrews attacking a tricky section.

Trials Championships



At the foot of the Alps.

Final results—Swiss round

1st.	M. Rathmell	Bultaco	2
2nd.	M. Andrews	Yamaha	5
3rd.	R. Shepherd	Montesa	6
4th.	B. Sellman	Montesa	10
5th.	C. Coutard	Bultaco	13

Final results—Czech. round (Sept. 22)

1st.	T. Evertson	Ossa	55
2nd.	U. Karlsson	Montesa	69
3rd.	Y. Vesterinen	Bultaco	74
4th.	M. Andrews	Yamaha	86.1
5th.	C. Coutard	Bultaco	96.4

Final championship positions

(13 rounds — best seven count)

1st.	M. Rathmell	Bultaco	93
2nd.	U. Karlsson	Montesa	90
3rd.	M. Andrews	Yamaha	84
4th.	M. Lampkin	Bultaco	75
5th.	Y. Vesterinen	Bultaco	62

National Race Highlight



Struggling for the lead

Motohashi Wins Main Event — Japanese GP —

Akiyasu Motohashi rode his Yamaha YZR500 to a convincing victory at the open 750 race, main event of the '74 Japanese Road Race GP which was organized at the tricky 6-km Suzuka Circuit on October 13.

YAMAHA Proves Unchallenged

The 17-lap race started in rather inclement weather. 34-year old veteran Motohashi made an impressively clear getaway, closely followed by his team-mate Hideo Kanaya, riding the Mono-Cross-equipped Yamaha TZ750 machine which made it's first outing on a racing track.

A pair of Yamaha riders went on to widen advantages over others including Morio Sumiya on a works Honda lying third. Eventually, Motohashi finished first some 15 sec. ahead of Kanaya. Sumiya managed to defend his third place against Hiroyuki Kasawaki, another Yamaha rider who hit the fastest lap in his hot pursuit of Honda ace during the closing stage of racing.



Motohashi in action.

Final results

1st.	A. Motohashi	Yamaha
2nd.	H. Kanaya	Yamaha
3rd.	M. Sumiya	Honda
4th.	H. Kawasaki	Yamaha
5th.	T. Owaki	Yamaha

Winning time—41' 22" 7 (148.047 km/h)
Fastest lap—2' 23" 6—150.521 km/h,
by Kawasaki, 17th lap.



Home of LTR Safety Program



Take safety to them

Nearly two years have passed since the Yamaha International Corporation with its headquarters located in Los Angeles, Calif. started the unique traffic safety campaign designated "Yamaha Learn-To-Ride Safety Program".

The LTR was the first and national motorcycle safety clinic ever attempted in the United States, the largest market for motorcycles.

It was originally designed to reach approx. 250,000 persons in all major cities of America per year under the established keynote "Take safe riding instruction to beginners instead of waiting for them".

Commended by NHTSA

Ever since, public response to this Program has been much more tremendous than was anticipated. Lots of people belonging to attend the session for acquiring basic technique and instruction quite indispensable to safe motorcycle driving.

Thus, the number of traffic accidents involving novice motorcyclists has been greatly reduced. The Program was highly commended by the National Highway Traffic Safety Administration for its great contributions to the improvement of traffic safety.

Also, the successful development of the Program has had positively good effect upon sales by creating fresh interest in Yamaha motorcycles.

Now, introduced here are the vivid scenes of the 2-day session which was recently organized in Saint Louis, Missouri. The session attracted some 1,600 enthusiastic novice motorcyclists and ended in a noteworthy success.



Around a reception table.



Let's start now!



Enjoyable practice for him.



Popularity-winning LTR session.



She is an instructor, too.



He can not reach the pegs!



Listening to a lecturer.



Trials riding demonstration.



Successful finisher.



Official proclamation by St. Louis County.

Yamaha Plant in Brazil

A giant-scale motorcycle KD plant is to shortly start operation in the suburbs of San Paulo, Brazil.

It was four years ago that Yamaha established its local corporation "Yamaha Motor do Brazil" in San Paulo as the center of sales promotional activity to cover the whole area of South America.

Ever since, the corporation has taken a very important role in constantly expanding the

share of Yamaha motorcycles in this part of the world.

Now, the Government of Brazil is upholding an aggressive policy for local industrialization, and the quite same thing can be said of many other countries in South America.

In an effort to better meet such a policy, accordingly, Yamaha constructed the above full-scale KD plant, which will in turn enable Yamaha to offer products at considerably lower cost than ever before under various privileges granted to the local KD production of motorcycles.

The plant is located at an industrial estate some 17km far from the center of San Paulo. The local plants of other Japanese manufacturers are grouped together in this area.



Local response is tremendous.



Hanging Screen for RS 100/125

Now, as part of a sales campaign program for the newly introduced Yamaha RS100/125, the new hanging screen is available for use in connection with the publicity purpose for the above models.

With particular emphasis on visual effects it is to have on the general public, especially, road race enthusiasts, the screen is designed in a strikingly novel and impressive way, that's to say, Giacomo Agostini, reigning world champion, is taken up as a main motive in combination with the RS100, with a big crowd of spectators for a background. The main slogan is that the Yamaha RS100 is chosen even by the world champion.



174 cm x 78 cm

It is made from vinyl chloride which is perfectly free from any expansion or contraction even in rain. Also, it will not easily get torn.

Therefore, it will prove to be the most convenient and effective tool in the case of outdoor hanging or demonstration.

In addition, it can be folded into a compact size, allowing easy, convenient shift or storage.

It can be used in such various ways as below:

1. As a general demonstration tool
 2. As a tool for the introductory show of new models
 3. As a tool for exhibitions
 4. As a tool for a shop-front demonstration
 5. As a tool for an inside shop display
- Also, apart from the above mentioned, many other ways may be contrived.

Unit price is US\$ 1.10 FOB JAPAN.

New Commercial Film

For Yamaha RS100

The RS100 is now fast rising to popularity on the market as a deluxe utility bike and also as a zippy sportcycle doing much for a lot of people.

At this time the new commercial film for this model is intended to help further promote sales in your territory.

The film comprises a lot of natural features in combination with the RS100 in action which were taken on location at the picturesque Bali Island, Indonesia.

Also, it is prepared in cinemascope size for running at a movie theater, thereby making a special appeal to as many spectators as possible.

Yamaha would like you to fully utilize this film to make your public relations exercise more effective for further sales promotion.

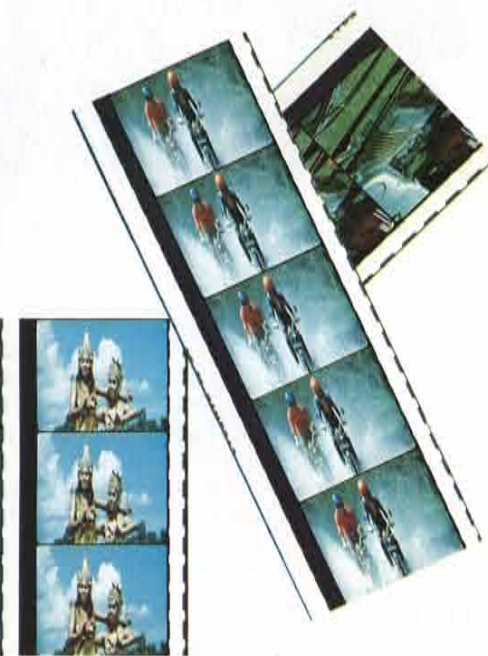
Shown below are the details of the film:

Size: 16mm and 35mm
all coloured

Running time: 60 seconds

Narration: English

Price: 16mm US\$15.00 FOB Japan
35mm US\$25.00 FOB Japan



Please contact AD & PR Department, Yamaha Motor Company for your order.

C. F. for Outboard Motors

A new commercial film for Yamaha outboard motors is also prepared in cinemascope size for showing at movie theaters. It is designed to fully represent and depict the characteristics of Yamaha outboard motors such as dependable performance and high quality coupled with outstanding durability as proven quite suitable for every type of operation on the water, through impressively vivid shots of fishery in combination with the scenes of Japan's time-honoured festivals.

Size: 16mm & 35mm, all coloured

Running time: 60 seconds

Narration:

English, Spanish, French or Indonesian.

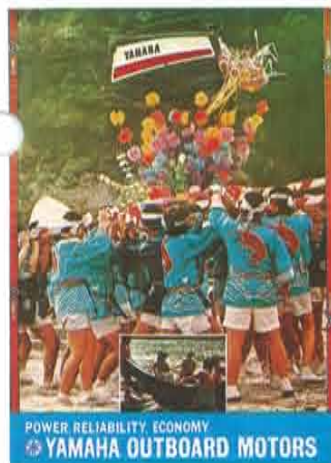
Price: 16mm version US\$ 15.00 FOB Japan

35mm version US\$ 25.00 FOB Japan



Sales Promotion Tools for Yamaha Outboard Motors

Below introduced are the newly prepared sales promotion tools for Yamaha outboard motors. Make full use of them for elevating the image of your shop or making a more successful approach to your customers or would-be customers at a time when the versatile usage of outboard motors are now winning high public recognition around the world.



Poster: For inside or outside shop decoration, size 103 x 73 cm., available in English, Spanish, French or Indonesian, separately.



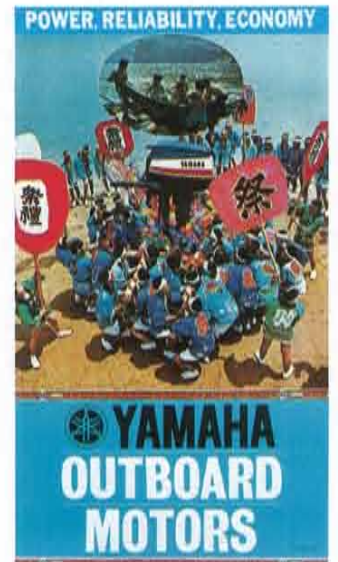
Give-away sticker: Used as complimentary gift to customers or would-be customers, size 11 x 10.5 cm., prepared in English, Spanish, French and Indonesian, altogether.



Window sticker: For shop window decoration, size 30 x 30 cm., available in English, Spanish, French or Indonesian, separately.



Logo sticker: Used either as window decoration material or as correction material for posters, etc., size 5.8 x 21 cm., available in Spanish, French or Indonesian, separately.



Hanging screen: For inside or outside shop decoration, size 158 x 90 cm., available in English, Spanish, French or Indonesian, separately.



Key holder: Used as complimentary gift to customers or would-be customers, size 5.4 x 4.2 cm.



Series banners: For inside or outside shop decoration, size 30 x 25 cm. (each), available in English, Spanish, French or Indonesian, separately.

Please contact AD & PR Department, Yamaha Motor Company for your order.

Mechanic Course Promoted in Full Scale-Iran

Iran Dou Charkh, distributor for Yamaha in Iran, recently promoted its first full-scale mechanic course for local mechanics, aiming to perfect the service system for Yamaha motorcycles.

Mr. E. Daniel Vardeh, service manager who had once attended the mechanic course given by Yamaha Motor at Iwata, took a very important role as an instructor. His acquired technique and know-how of motorcycle servicing proved superbly useful for this purpose.

Good Seller 4-stroke Yamaha

The large displacement 4-stroke models of Yamaha such as the TX750 and XS650, etc. have already established a fame for their dependable, trouble-free performance which is found most suitable for a longer period of hard operation. Especially, the Iranian Police and Military Police are now highly appreciating the tremendous utility provided by those big Yamahas for the smooth accomplishment of their daily duties.

The said mechanic course was promoted for a period of two months just prior to the Asian Athletic Meet which was organized in Teheran in September, participated by approx. 3,000 athletes from 27 countries.

For Iran Dou Charkh wished to establish the best possible system of servicing for those 4-stroke Yamahas to be ridden by policemen and military policemen, performing their duties such as traffic patrol, guarding, escorting, etc. in connection with the promotion of the above important sport event.

Assisted by Mr. Kakimoto from Yamaha Motor, Mr. Vardeh served as an excellently competent instructor, teaching local mechanics how to service 4-stroke Yamahas.

Their effort took shape and several hundred machines of TX 750 and XS650 demonstrated their flawless performance throughout the 16-day session of the Meet.



Improved service techniques on the side of local mechanics will further expand the market for Yamaha motorcycles.

Perfection of Service System



They attend the course.



Yamaha police bikes.



From right, Mr. Kakimoto, Mr. Vardeh and Iranian mechanics.

Popularity-winning AG Bike

Yamaha's unique speciality bike AG (agriculture) is also rising to popularity in this country. Rugged construction and extra handling ease plus improved operation economy is now greatly improving work efficiency for a lot of ride-to-work motorcyclists in this country.



Days of "Wild One" Have Gone

The growth of American motorcycle market over the past decade has been something to behold.

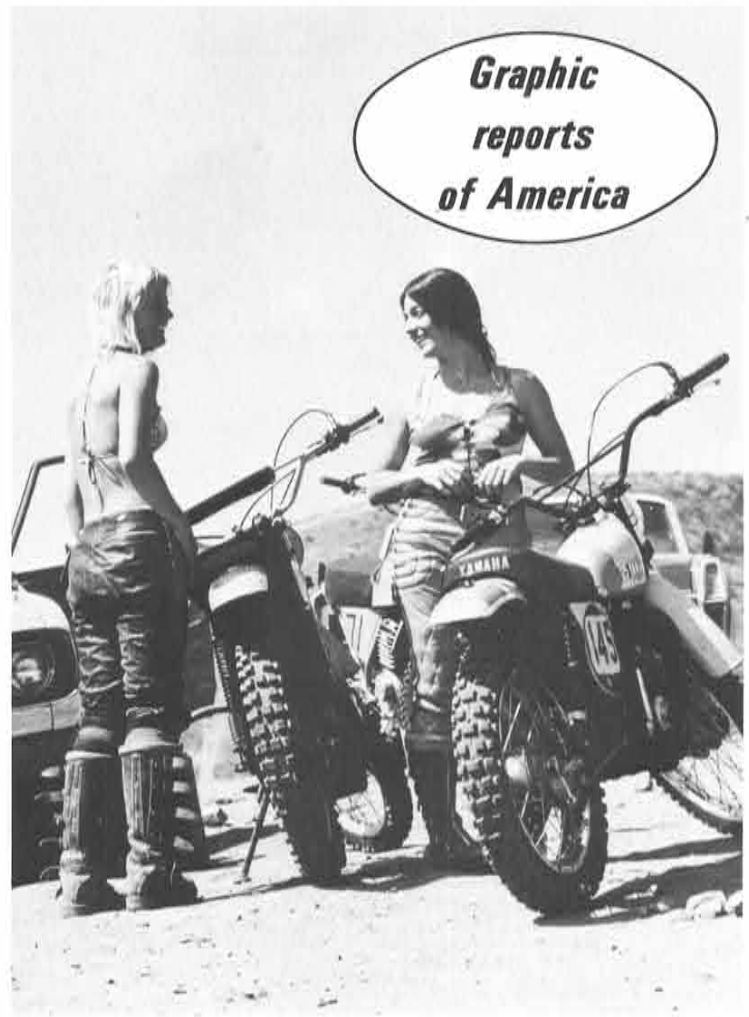
The days of "Wild One" when formidable monster machines ridden only by young, daredevil motorcyclists exercised their extremely undesirable influence over the public, have long gone, already.

It is dated back to the Early-Sixties that lightweight bikes made in Japan and imported to the United States in large quantities completely broke the conventional image of motorcycles in this country. In short, Japanese-made bikes successfully swept away the image of dangerous machines and attained a fame for their sporty, dependable performance coupled with attractive styling and excellent handling ease, which in turn enabled Japanese manufacturers to most efficiently develop the potential demand for motorcycles on this most promising market.

Quite naturally, ensued from it the largest boom of motorcycles the United States ever had.



Yamaha International Corporation



Female motocross riders

Graphic reports of America

Yamaha Sets New Trend

According to the statistical survey on the scale of American market, motorcycle sales stood at only 50,000 in 1960 but boosted to 500,000 or more in 1965. 10 times, indeed! Thus, motorcycles became, like automobiles, lawn mowers, motor boats or light aeroplanes, the necessary tools for pleasure and utility, doing much for a lot of people.

The spectacular growth of American market provided a much firmer ground on which the Japanese motorcycle industry stood for another leaping progress.

During the Late-Sixties, Yamaha opened the dawn of an entirely-new motorcycling activity with the introduction of lightweight trail models to just fit the trend fast getting ripe for off-road riding. Response to those models were really tremendous. That was positively the second boom of motorcycles in the United States.

Nobody could deny that the honour of boomsetter should go to Yamaha.

Also, throughout the progress of superbike boom since the First-Seventies, Yamaha has been steady in expanding its share on this world's largest motorcycle market.



①



②



③

- ① Mini Yamaha trail bike enjoys high popularity.
- ② Each sport shop is full of goods.
- ③ Nice holiday pastime

How they enjoy motorcycling



Pierr Karsmarker's dynamic jump

Larger in scale, richer in variety —Motorcycle Sports in America—

Americans long followed their own way in the world of motorcycle sports, thereby contriving how to develop and enjoy the pleasure and thrill of sports in a purely American style to a maximum. With the world's largest market for a background, sports in this country have naturally grown larger in scale and richer in variety than in any other part of the world. The American Motorcycle Association, national governing body of motorcycle sports in this country joined the Organization of the Federation Internationale Motor-

cycliste several years ago, thus adding extra prestige to the Daytona and Ontario road races or famous record attempts at Salt Flats, Bonneville. Also, it attracts special attention that the AMA is fast increasing its voice within this international organization of motorcycles sports by newly introducing the Formula 750 championship series basing on its long experience of big bike racing. The AMA is now led by Mr. Terry Tiernan, Vice President of Yamaha International Corporation in Los Angeles, Calif.



Daytona International Speedway's leaders board



Grand national champion Ken Roberts. His versatile skill is really amazing. He won the title for the double consecutive year.



Sport events take place on Sunday every week.



A whole view can be commanded from the control tower. (Daytona)



Motocross competition by youngsters.



Mini Yamaha fans.



Motor parks offer safe & enjoyable grounds for them.



Just before start!

From Professional to Novice

Now, it is Yamaha that is taking a part of motorcycle sport pacesetter in the United States.

The stories concerning brilliant success by Yamaha riders have been so often told, that's to say, Ken Robert's winning Grand National Championship, Pierr Karsmarkers' lead in big moto-cross events, most recently, Don Vesco's fabulous speed record at Salt Flats, Bonneville, etc.

But, even apart from those sensational sport activities by top class professional riders, it is also marvellous to see Yamaha machines ridden by an increasing number of novice sport enthusiasts of various age groups, male or female.



Ascot Park's dirt track.

Medical Boat "Hinode" in Full Activity — Bangladesh —

Yamaha's special medical boat "Hinode" basing on the FC-41 model which was delivered to Bangladesh, a new independent country, early this year, is now in full activity, making great contributions to the improvement of medical service in this country.

The boat of this type is extremely necessary

for the people of Bangladesh whose life is inseparable from such big rivers as Ganges, Bramaputra and others.

Apart from this speciality boat, the FRP fishing boats and lightweight outboard motors of Yamaha are also offering tremendous service for fishermen and other people whose livelihood is on the water.



Hinode to take an important role in national medical service activity.



Service check for outboard motors.



Bumper Catch

The members of an amateur angling club in Suzu City, Hokuriku District facing the Japan Sea had a enjoyable contest.

Most of them used the FRP fishing boats of Yamaha powered by Yamaha outboard motors ranging in output from 9hp to 25hp. According to all of them, angling contests have become more popular and interesting, always ensuring larger catches of fish since the combination of Yamaha FRP boat and lightweight outboard motor was introduced.



National Exposition —Singapore—

In conjunction with the Singapore National Day on the 9th of August, 1974, a National Exposition was held from the 3rd to the 12th of August at the National Stadium where more than 250,000 visitors attended the Exposition throughout the 10 days.

Motorcycle Industries Pte. Ltd. were one of the biggest participants displaying a wide range of no less than 20 motorcycles consisting of various series inclusive of a TZ 750 and 2 units of Chappy specially brought in to publicise their promotional campaign. Tremendous response and overwhelming enquiries from the public kept them hectic throughout the 10 days of the Exposition.

Demonstration Raises New Enthusiasm —Nigeria—

Yamaha demonstration was recently performed by the staff of Yamaha dealer affiliated to Onitsha Branch of J. Allen, distributors for Yamaha in Nigeria, Africa. Public interest in this demonstration proved

much more tremendous than had been anticipated, giving rise to fresh enthusiasm for motorcycling, which they hope would bring on another increase in sales in this part of the country.

