



Yamaha Motorcycles, New Means for People's Better Life – Morocco

Motorcycle age just begins in Morocco, North Africa, in quite a strict sense of the word. An increasing number of people are fast coming to have a much better opinion of motorcycles not only as handy, convenient means of transport but also as unique, innovative means of enjoying themselves. In other words, Moroccan motorcyclists are becoming better aware of the exclusive advantages of motorcycles. They are keen enough to contrive how to use their motorcycles for maximum pleasure. Yamaha motorcycles, especially, off-road models are always leading a new trend. (see inside pages)



Yamaha Outboard Motors – Nigeria

Much greater attention is being directed to Yamaha outboard motors in Nigeria, West Africa than ever before. Nigeria with a population of about 80,000,000 is one of the most energetic countries in the world. Facing the Gulf of Guinea providing many a good fishing ground, this country is expected to grow into one of the major fishery countries in the future through the adoption of improved method and equipment. (see page 11)



Review of Japanese Motorcycle Market – Part III

Substance of sales

The survey indicated that replacement demand and fresh demand accounted for nearly 90% of 50cc and over 251cc categories each for the period from June '74 to May '75. Those who bought one more bike in addition to their already-owned one, fell under the third group, so called something like "additional demand". But, the survey failed to reveal for what reason some users bought their bikes, though very small in number, or into what group they should be classified.

As shown on separate diagrams, 50cc category represented no appreciable change in the substance of sales while fresh demand increased its relative share in total sales of over 251cc bikes, as compared to two previous cases (1971 and 1973).

On one hand, 50cc category followed the basically same pattern of sales as before, though total quantities were considerably increased, as a matter of course. On the other hand, however, as for over 251cc category, replacement users prolonged a cycle of replacement and fresh users increased their relative ratio, accordingly, though the scale of market itself did not always expand.

Users' preference in replacement by displacement

Another focus of the survey was placed on what bikes users preferred in replacement by displacement. It was revealed that most of 50cc bike buyers had owned 50cc ones before, too. Also, compared to two previous cases (1971 and 1973), a somewhat larger number of users switched over to 50cc bikes from their larger ones for the period from June '74 to May '75.

On the contrary, a considerably smaller number of users preferred larger displacement bikes to their smaller ones previously owned. This reflected a repercussion of an oil shock. Those users became more aware of fuel economy than ever before.

One more important finding was that many of LE buyers had owned over 51cc bikes before, and a greater portion of 251 – 400cc bike buyers was taken by those switching from under 250cc category than from over 401cc category.

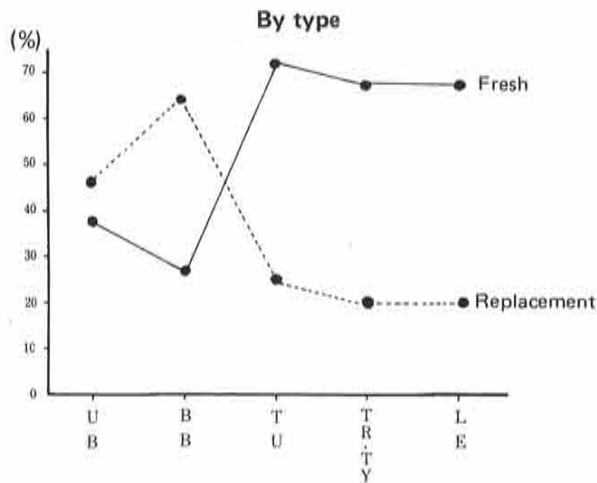
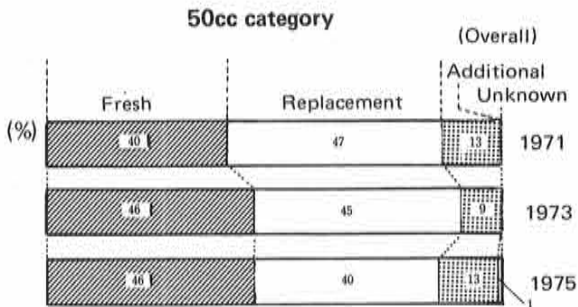
Replacement by type

Then, how about users' preference in replacement by type? Findings contained something worth noticing, too.

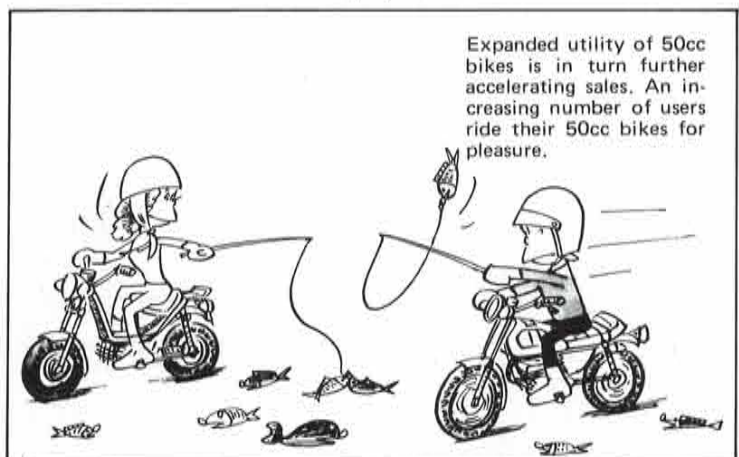
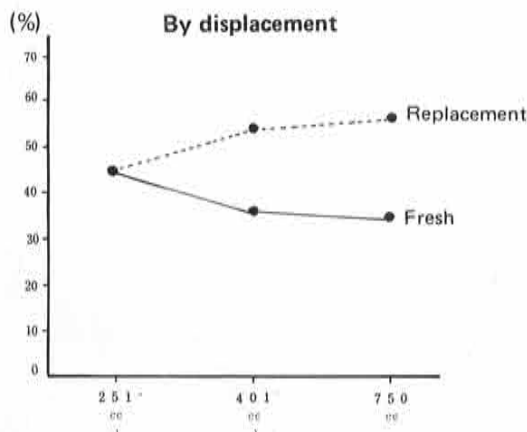
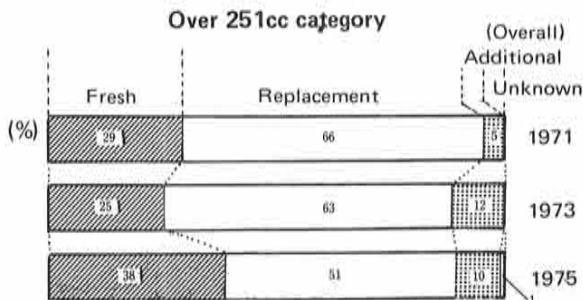
That's to say, most of UB or BB buyers showed their unchanged patronage to their favorite type.

But, more active type-to-type shifting was the case with the users of TU, TR, TY and LE types.

As for over 251cc category, most of over 251cc bike buyers had been the users of TU, TR, TY or LE bikes before while very few users switched over to this category from their UB or BB bikes.



Note: UB – Underbone type
 BB – Backbone type
 TU – Touring sport type
 TR – Trail sport type
 TY – Trials sport type
 LE – Leisure type



World Road Racing Championships

Cecotto's first win

Austrian GP – May 2

Cecotto hit back brilliantly in the Austrian GP, the 2nd round of the series held at Salzburgring on May 2.

Riding a Yamaha machine Cecotto took the lead at the 35-lap 350cc race right after the start. He completed the first lap, closely followed by L. Gustafsson, B. Kneubuhler, T. Herron, etc. all on Yamaha machines. On the second lap Cecotto accelerated his pace on the climb behind the pits. The race really hotted up on the third lap with G. Agostini continuing his utmost efforts on a new MV 4-cylinder machine while W. Villa, the ace rider of Harley-Davidson was still lying behind the leaders. On lap 7, however, a clutch trouble hit Ago's machine, thus making it almost hopeless for him to close gaps to Cecotto.

Cecotto went on but Villa was fast recovering the lost grounds, too. Cecotto's lead

was unchallenged, eventually. Despite several desperate attempts, Villa failed to catch Cecotto.



M. Andrews finishes 7th despite injured foot

The Scottish Six Days Trial '76, the most prestigious event of observation trials in the world, took place, covering a 1,000-km course around Edinburgh, Scotland for a period from May 3 to May 8. It was contested by all the superstars of trials including M. Lampkin (Bultaco), M. Rsthmell (Montesa), Thore Evertson (Ossa) and M. Andrews (Yamaha).

Reigning world champion M. Lampkin rode his 350 works Bultaco expertly to win this event for the first time in his career. Andrews performed well despite his injured foot and finished overall 7th.

Final results

1st.	M. Lampkin	Bultaco	37
2nd.	D. Thorpe	Bultaco	54
3rd.	M. Rathmell	Montesa	59
4th.	A. Lampkin	Bultaco	64
5th.	T. Evertson	Ossa	68
6th.	J. Metcalfe	Suzuki	71
7th.	M. Andrews	Yamaha	73
8th.	N. Birkett	Suzuki	80
9th.	N. Jefferies	Honda	86
10th.	B. Nilsson	Ossa	95

Final results

250cc class			
1st.	W. Villa	Harley-Davidson	
2nd.	G. Bonera	Harley-Davidson	
3rd.	P. Korhonen	Yamaha	
4th.	O. Chevallier	Yamaha	
5th.	G. Choukroun	Yamaha	

Takai wins Australian GP

Bathurst, New South Wales

Ikujiro Takai on the Yamaha TZ750 ridden by Hideo Kanaya at this year's Daytona 200 and Venezuelan Formula 750 won the Australian GP held at the 3.87-mile Mount Panorama circuit at Bathurst, New South Wales on April 25. Takai contested the event in a bid to stop Team Kawasaki Australia, dominator of F750 racing. Takai performed the task with ease. Australian GP – 28 laps, 108.36 miles.

Final results

1st.	I. Takai	Yamaha
2nd.	M. Wada	Kawasaki
4th.	J. Woodley	Suzuki
5th.	S. Asami	Yamaha
6th.	L. Barnett	Yamaha

*Worldwide
sports news*

Final results

350cc class

1st.	J. Cecotto	Yamaha
2nd.	W. Villa	Harley-Davidson
3rd.	J. Dodds	Yamaha
4th.	L. Gustafsson	Yamaha
5th.	D. Braun	Yamaha

125cc class

1st.	P. Bianchi	Morbideilli
2nd.	P. Pirelli	Morbideilli
3rd.	O. Buserini	Malanca
4th.	A. Nieto	Bultaco
5th.	X. Tschannen	Yamaha

500cc class

1st.	B. Sheene	Suzuki
2nd.	M. Lucchinelli	Suzuki
3rd.	P. Read	Suzuki
4th.	M. Rougerie	Suzuki
5th.	S. Avant	Suzuki

Cecotto finishes 2nd in both 350 and 500 races

French GP – April 25

The World Road Racing Championships '76 opened with the French GP held at the famous Le Mans circuit on April 25. Johnny Cecotto, reigning 350cc world champion, finished second in both 350cc and 500cc races.

350cc class

1st.	W. Villa	Harley-Davidson
2nd.	J. Cecotto	Yamaha
3rd.	J. Balde	Yamaha
4th.	T. Katayama	Yamaha
5th.	O. Chevallier	Yamaha

500cc class

1st.	B. Sheene	Suzuki
2nd.	J. Cecotto	Yamaha
3rd.	M. Lucchinelli	Suzuki
4th.	T. Lansivuori	Suzuki
5th.	G. Agostini	MV



Motorcycle News from Indonesia

Now everything is going well, with Yamaha in Indonesia, one of the leading markets for motorcycles. This clearly reflects higher popularity enjoyed by Yamaha models on the market.

KD production of lightweight models has already been placed on the right lines in order to just meet the Indonesian Government's important policy for national industrialization. A new line-up of Yamahas has already appeared on the market, thus making an exceptionally big appeal to the buying public belonging to various age groups. In line with the smooth progress of KD production program, Yamaha has long been putting particularly greater efforts in public relations activity designed and aimed to overall elevate the image of Yamaha. Now, every effort is being rewarded better than ever.

On and off the road



Local KD production at the height. Monthly output has already exceeded 10,000.

New Yamaha models ranging from 50cc to 125cc feature numerous technical improvements or refinements all of which have been developed through various data fed back to Yamaha from the market. Here again, an increasing number of users are coming to better appreciate the exclusive merits of Yamaha motorcycles including less expensive operation, handling ease, freedom of action, etc., to say nothing of high, dependable power output. Their intended use is always getting wider and more diversified both on and off the road. Indonesian motorcyclists, male or female, are enjoying their life better with Yamaha motorcycles.



For off-road riding



For pillion riding



For group touring



For shopping

Y. Ohmichi's big tour — Australia

Yoshi Ohmichi, a young Japanese electrician, has already travelled 30,000km around Australia on his Yamaha TX500. Ohmichi, weighing only 50kg, is a man of small physical build but his will is big enough to contemplate such a lone bike marathon over a long distance for many days in Australia about which he knew little.

Tough, dependable Yamaha

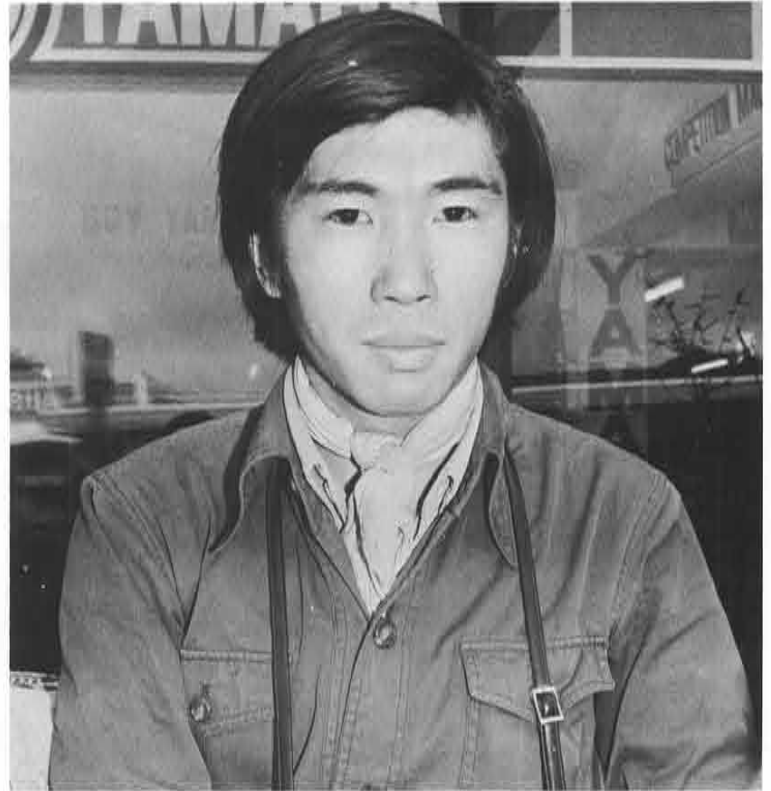
His Yamaha was mechanically sound even after travelling many hundreds of miles of punishing and dusty roads.

Except for flat tires, the only damage was a broken wind protector and safety handlebar when the bike hit a kangaroo and rolled over near Cairns. He travelled around Australia following the coast from Sydney to Cooktown, across to Darwin, down to Port Hedland and Perth, across the Nullabor to Adelaide and Melbourne. He then travelled through the center from Canberra to Alice Springs, Ayers Rock, Mount Isa to Brisbane. According to him, the roughest roads were in north-west Australia and from Alice Springs to Ayers Rock.

He had to transport his bike from Tennant Creek to Mount Isa on the back of a truck and from Mount Isa to Townsville by train because of flooded roads.

But the most frightening experience was crossing the Nullabor. "I did not realize it was such a long way" said he.

"I chose Australia for a bike tour because it is a gigantic country with a lot of places to visit" continued he, "I did not realize how tough some places would be, but the bike lasted and so did I".



Warmly received by Annand & Thompson

Ohmichi was warmly received by the staff of Annand Thompson Pty. Ltd. in Brisbane, Queensland. They arranged some most interesting and exciting publicity for him. That's to say, necessary arrangements were made with two Brisbane T.V. stations for an interview with him, together with the making of film. Consequently, he was viewed by many, many thousands of Brisbane residents on those two local T.V. stations. He himself viewed both these programmes at the personal home of Mr. W. Page, States Sales Manager, and was extremely delighted by this experience on that particular day.

They also assisted him in checking out his Yamaha as well as providing him with contacts in Sydney, his next destination.

Australian bike tour marathon

YOSHI OHMACHI has travelled 30,000 km (17,750 mi), hit a kangaroo, punctured the tyres and learned a lot about Australia after only five months in the country with his motorcycle.

MOTOR CYCLES

The bike was up the most steep on the mountain and the chain was broken for the first time on the Australian tour.

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A local newspaper devotes much space to reporting his big tour.

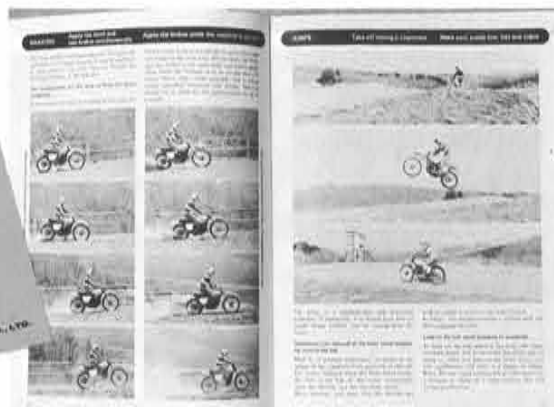
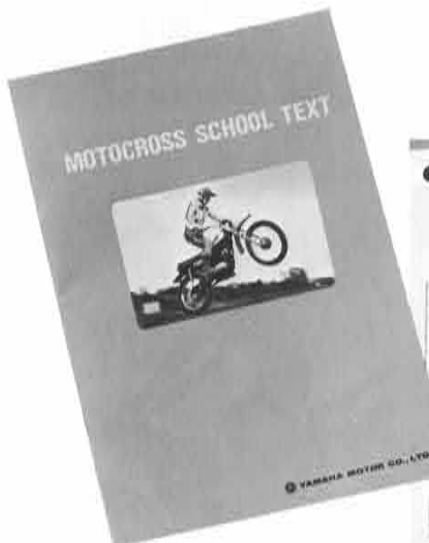
Motocross School Text

Yamaha-original motocross school text has recently been completed for use by those wishing to learn how to

ride on a competition track or to further drill or brush up their already-acquired technique.

Mr. Katsutoshi Iwao, a special instructor of Yamaha motocross school as well as one of the most competent motocross riders in Japan, has written this text, basing on his long, successful experience of actual motocross racing. The contents are divided into three parts, say, "general knowledge", "basic techniques" and "applied techniques" all of which are designed and compiled so as to be useful for both beginners and experts, with insertion of many action shots.

The text is to be used for the promotion of Yamaha motocross school.



Motorcyclists and Photographers Share Their Pleasure



Mr. Zelloufi



Riding around rough terrain

Oujda, a small but active town in Morocco, has recently added extra dimension to its charm. A motorcycle club of Yamaha enthusiasts with the initiative taken by Mr. Zelloufi, a Yamaha dealer in this town has started their unique motorcycle activity in close cooperation with a photo club led by Mr. P. Delagneau, an ardent Yamaha fan as well as a most competent photographer.

Doubled pleasure!

They recently made an innovative attempt, so-called "moto-photo touring". That was a wonderful idea to combine efforts together so that pleasure could be increased.

Motorcyclists riding their favorite Yamaha bikes ranging from GT50 to RD350, accompanied by the members of the said photo club had an off-road touring.

They rode their bikes over a rich variety of terrain to their hearts' content for a whole day. In the meantime, photographers had one of the most exceptional chances to take many, many pictures, dynamic and vivid.

Both motorcyclists and photographers had a fantastic experience. Pleasure was doubled, really!

This also created a fresh friendship between both clubs, as a matter of course.

Their works were put on display at Mr. Zelloufi's showroom for three weeks, thus making an amazingly great appeal to lots of people.

Both clubs will further develop their joint activity even on a larger scale for their better life.

Here introduced are the selection of their masterpieces.



Yamaha Trail meets every need off the road.



Yamaha Motorcycles, New Means for People's Better Life



Pleasure is doubled!



Dynamic jump! (above)



What a nice day!



Taking a rest (right)



Yamaha Motocross School

— Philippines —

Motocross enthusiasm is also in the rise in the Philippines with the most successful promotion of Yamaha motocross school program overall supported by Norkis Trading Co., Inc., general distributors for Yamaha.

Motorcross is now becoming one of the most popular sport activities in the Philippines just like in Indonesia. At this time, Katsutoshi Iwao, a special instructor of Yamaha motorcross school, took a very active role in further accelerating motocross enthusiasm especially among a lots of beginners.

Iwao, on one hand, served as a competent instructor at a training session held for the first time in this country. On the other hand, he attested his flawless racing technique by monopolizing three wins at a big motorcross meeting organized near Vigan City, Luzon.

Apart from Iwao's success, Norkis riders' performance was also most impressive as follows:

Motorcross

Expert	100	Iwao	YZ100
	125	Iwao	YZ125
	250	Iwao	OW25
Novice	Mini		YZ80
	250		YZ250
	Open		YZ250

Flat Track

Expert	100	YZ100
	125	YZ125
	250	YZ250
	Open	YZ250

After all, Yamaha scored 10 against Suzuki's 4 and Honda's 2.



"No substitute for practice" says Iwao

"You should not be too hasty in acquiring motocross techniques", says Iwao, one of the most competent motocross riders in Japan, "Try to steadily learn the requisite techniques one by one. You will find that there is a special joy in the eventual conquest of some point or other that has given you great trouble. I would like to say that, if you wish to become a top rider, you should always keep in mind a fact that there is no substitute for practice, practice and yet more practice!"



Waiting for a start signal



Mayor Singson also looks interested in motocross training.



A crowd of spectators!



Iwao (left) chatting with Norkis people - Mr. Quisumbing, President (right).



***Boat
Shows '76
— Europe —***

Holland

Hiswa Boat Show annually held in Holland is one of the most important international events of the kind in Europe. Reflecting always-growing popularity for water recreations, the Show '76 took place on a larger scale with a richer variety of products displayed for the buying public. Yamaha Motor N.V. had one indoor display and one outdoor display at the port with demonstrations of all new Yamaha outboard motors. Also, the new model "Searunner" was unveiled for the first time. This model was produced by Yamaha in technical cooperation with Amerglass. In addition, visitors looked greatly interested in the Yamaha 14 "Seahopper". More than 50 units of this model were sold during the show session.

West Germany

Düsseldorf Boat Show is also a well-known event. Yamaha outboard motors are fast finding a very good market in this country where leisure-time sport is particularly popular. Yamaha Motor N.V. and several major dealers displayed a full line of new motors.



YAMAHA ONE TONNER

"Magician II" Outright Wins Okinawa-Tokyo Ocean Race

An ocean race recently held between Okinawa and Tokyo provided one of the most sensational topics at a time just when water season opened here.

830 sea miles

The race was organized by the Nippon Ocean Race Club, national governing body of ocean racing with an entry of 13 large-size oceangoing yachts including the "Magician II" developed by Yamaha as a racing prototype one tonner. That was a big event by big boats each of which was crewed by expert yachtsmen. All yachts started off the coast of Naha, Okinawa at 10:00, April 29, thus opening a manly drama of seamen to develop over a total distance of 830 sea miles.

Good tactics

The greatest interest focussed on "navigation" on the open sea. Only "Magician II" piloted by Mr. Yoshio Shiozaki, a veteran skipper took a westward course right after the start in a bid to catch the Black Current as soon as possible while all others including "Sunbird V", "Miyakodori III" and "Contessa VI", tough rivals much larger than the 36-foot Yamaha, headed northward along the west coast of Okinawa. Weather conditions were excellent and wind was favorable. Each yacht comfortably kept on

squaring away. Now, racing came to its height!

Drastic weather change

"Magician II" convincingly joined the leading group. Nobody knew which one was going to win until racing got into a confused fight because of all abrupt and drastic change in weather on the fourth day. While passing off the Point of Shio, south Japan, the leading group was caught by a furious depression. Weather conditions took a complete turn to the worst!

Rough sea, white-crested waves rising 4 or 5 meters high and strong wind hitting the speed of 30m/sec!

That was the most punishing trial to all Yachts. In actuality, many a yacht had to give up racing on that day. Never worry about "Magician II"! Her amazing seaworthiness and crew's exceptional skill were a good match for all these hardships. "Magician II" arrived at the goal at 02:09, May 5, covering a total distance in 5 days - 2 hours - 9 minutes - 16 seconds. Her time was rated as 515,448 seconds, the eventual best time in this racing. Her nearest finisher was "Hachijo-III, a 30-foot yacht completing this race in 516,078 seconds.



Yamaha Outboard Motors in Nigeria

As already reported from time to time, Nigeria, an energetic country in West Africa, is progressively increasing her importance as one of the most promising markets for Yamaha outboard motors.

Abundant resources of fish

Just facing the Gulf of Guinea and with countless inland rivers and lakes, Nigeria is blessed with abundant resources of fish. Abundant or almost inexhaustible resources of fish are now the most important source of animal protein for Nigerian people.

With this fact in mind, we are more convinced that the improvement of fishery method or equipment is vitally important for them.

The Government of Nigeria pushing forward with its national industrialization program is also attaching special importance to this problem.

Yamaha outboard motors are to just fit this purpose. It has already been attested that powered boats can incomparably increase the work efficiency of fishermen engaging in shallow-sea or inland water fisheries by saving both labor and time.

Also, the network of inland waterways is providing an extremely important means of transport for both men and goods. Again, Yamaha outboard motors will make great contributions to it. Yamaha-powered boats will carry them quicker and safer.



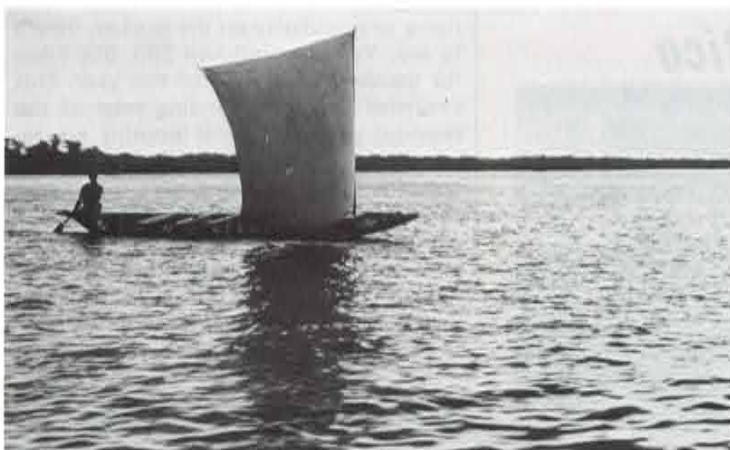
A Yamaha-powered ferry boat



Quicker and safer!



Net casting is one of the most popular fishing methods.



A locally made sailboat



Even children are greatly interested in Yamaha.

Yamaha team wins national championship — Malta

A Yamaha team swept a big motocross meeting including one counting for a national championship in Malta. That was the first title event ever held in this part of the world. The meeting consisted of four separate races sponsored by the local agents of Yamaha, Suzuki and Kawasaki.

Every race gave tremendous thrill and fun to a lot of enthusiastic spectators. Yamaha riders won four races out of five as follows:

125cc class	250cc class
1st. Yamaha	1st. Yamaha
2nd. Kawasaki	2nd. Yamaha
3rd. Kawasaki	3rd. Suzuki
185cc class	400cc class
1st. Suzuki	1st. Yamaha
2nd. Yamaha	2nd. Suzuki
3rd. Yamaha	3rd. Suzuki

Open class

- 1st. Yamaha
- 2nd. Yamaha
- 3rd. Yamaha

Charles Camilleri riding a YZ machine won the open class race and became a national champion.

Yamaha team and committee members

Back row from left to right:
James Camilleri, President, Leli Galea, Sunny Micallef, Charles Camilleri, Joe Vella and Benny Mamo, Manager.
Front row from left to right:
Terry Sammut, Mac Taylor and Lolly Scicluna.



Auto Camping Show '76 — Japan

Lightweight bikes are rapidly increasing their importance as handy, economic means for a family recreation. Much more people looked particularly interested in Yamaha leisure bikes at the Auto Camping Show '76 recently organized in Tokyo than ever before. The Yamaha corner was prepared by the Tokyo Branch of Yamaha. Yamaha-original safe riding school also made a special appeal to a lot of novice motorcyclists.

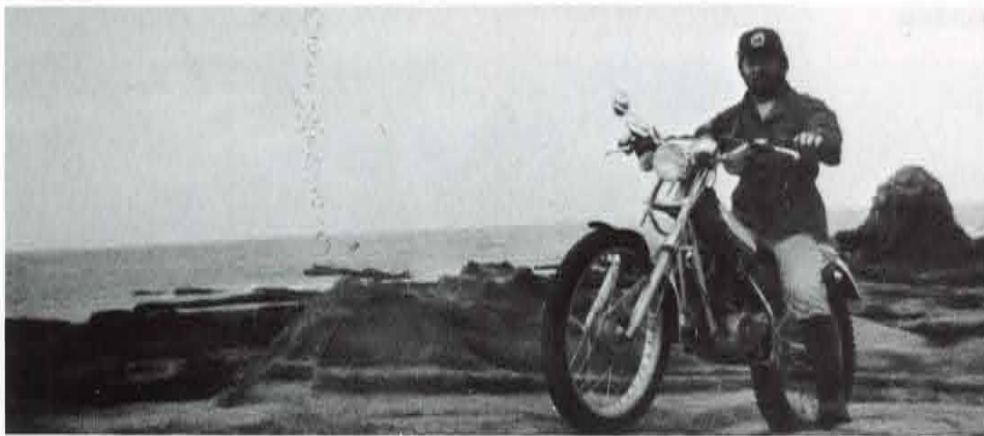


Yamaha TY125 — that's useful for touring, too — Japan

Yamaha TY125, lightweight trials model, is one of the best sellers in its own class here. Designed and constructed overall street-legal, it can be ridden through city traffic or on any normal road, too, though its mainly intended use is in actual competition or on rough terrain.

In addition, an increasing number of motorcyclists tend to use their TY bikes for a long-distance touring including a considerable off-the-road portion.

In all cases TY bikes can fully meet their needs or tastes so that the pleasure of touring can be developed to a maximum.



Good public response to Yamaha outboard motors — Puerto Rico

Enthusiasm to Yamaha outboard motors is fast growing in Puerto Rico, the West Indies.

Reflecting such a trend, the buying public looked greatly interested in a full line of Yamaha outboard motors shown at the Yamaha corner arranged by International Marine Corporation.

Yamaha outboard motors are expected to find their better market toward the future in this country with the backing of strenuous efforts on the side of Yamaha dealers.

Photo: Mr. Abraham Linkewer of International Marine Corp. and Mr. Yoshimi



Kurata from Yamaha Motor.

Yamaha's note — worthy upturn

Yamaha's sharp upturn in production is now becoming an object for industry-wide attention. Both home sales and export shipments have been all time increasing since early this year. This reflects a fact that stock has already been taken back to an optimum level both here and abroad, and also, Yamaha models '76 are rising to popularity on the market. That's to say, Yamaha produced 290,926 bikes for the Jan-Mar. period of this year. This exceeded the corresponding total of the previous year by 18,319 monthly averaged some 6,000. On the other hand, combined total of home sales and export shipments reached 280,949 for the same period, thus rising above the year-ago level by 9,368. This means that total production was only 10,000 ahead of total sales for the Jan-Mar. period. Balance between demand and supply is ideal. As to some models, demand has already gone ahead of supply despite Yamaha's full-capacity production.