



YAMAHA NEWS

1976

NO. 10

Everything looks set for another remarkable expansion ----- OCEANIAN MOTORCYCLE MARKET



The Oceanian motorcycle market covering Australia and New Zealand is now showing a distinct sign for another leap forward. Shipments from Japan once remained relatively inactive in conjunction with stiffer conditions levied on imported motorcycles. But, things have already begun to take a very favorable turn, enabling motorcycle manufacturers to gradually increase shipments to this highly promising market. Especially, "Yamaha" is fast becoming the leading motorcycle brand in most of the states of Australia. Combined efforts on the part of distributors and dealers in close cooperation with the staff of Yamaha office in Sydney are now taking a definite shape. Yamaha is offering a wider selection range of quality motorcycles including the XT500, TY175, RD400 and AG bikes so that every need or taste of the buying public can be better met.

Distributors conference

In order to set another spurs to an upward tendency, the representatives of all Oceanian distributors (7 from Australia and 1



Introduction of a new model at the conference

from New Zealand) had a two-day conference at Brisbane, attended by Mr. Eguchi Managing Director of Yamaha and Mr. Aoba, Chief of Sydney Office. All were in high spirits, discussing every important matter concerning further sales promotion and expecting that everything could go right with Yamaha.

Tommy's Yamaha

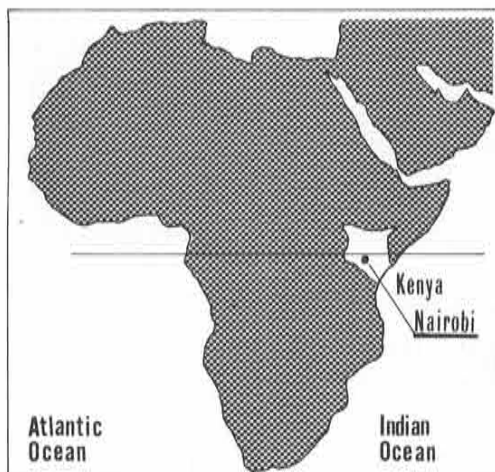
Yamaha motorcycles are rapidly rising to popularity in New Zealand, too. This is greatly attributable to Tommy's Yamaha, a newly opened dealer in Christchurch, South Island. Tommy's Yamaha is claimed to be the largest motorcycle dealer in the southern hemisphere and sales of Yamaha motorcycles have sharply risen thanks to their untiring efforts and superb business capability for the last few months.



An eye-catching signboard



New South Wales:
McCulloch of Australia Pty. Ltd. (Sydney)
Victoria:
Milledge Bros. Pty. Ltd. (South Melbourne)
Tasmania:
Sport & Road Pty. Ltd. (Dovonport)
Queensland:
Annand & Thompson (Wholesale) Pty. Ltd. (Brisbane)
Western Australia:
Ken George Distributors Pty. Ltd. (Perth)
South Australia:
Pitmans Motor Cycles Pty. Ltd. (Adelaide)
Northern Territory:
Jack Veal's Motor Cycles Pty. Ltd. (Darwin)
New Zealand:
Moller Yamaha Ltd. (Auckland)



News from Kenya

Yamaha motorcycles are finding a better market; brisk, well-planned campaign by Car & General hits the mark



Mr. Okamoto giving at-the-spot advice

Strengthened service system

The staff of Car & General are also keen to improve or strengthen their after-service system accompanied by the smoother supply of spare parts in order to better meet an increasing number of Yamaha motorcycles on the road. Mr. Takashi Okamoto, Export Manager for Africa and the Middle East, recently visited Kenya for business talks with the staff of Car & General and to assess the overall potential for Yamaha products. During his stay in Nairobi he visited Car & General's workshops at Dunga Road, intending to review the firm's service arrangements and stock of spare parts, giving at-the-spot guidance or advice to their mechanics.

Motorcycle sport

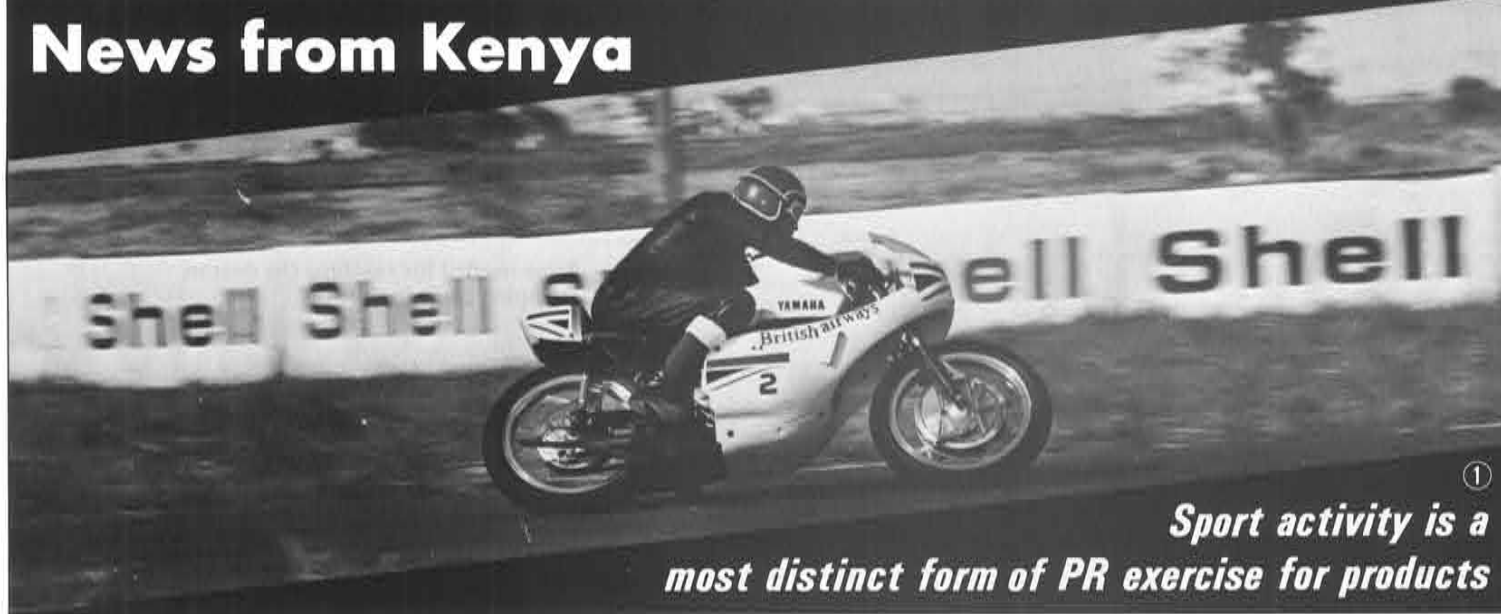
Apart from a larger number of utility bike users, sport-minded motorcyclists are also rapidly increasing in number in this country. Road racing, motocross and trials are steadily winning popularity among young, active enthusiasts. Taking a lively interest in the development of motorcycle sport in this country, Mr. Okamoto attended an East African Motor Sports Club social evening where he presented prizes for a trials event.

The motorcycle market of Kenya in east Africa is now presenting a very favorable aspect for Yamaha, backed by Car & General's brisk, well-planned campaign. In Car & General located at Nairobi they have a program of providing their customers with new bulletins regularly issued to efficiently publicize various Yamaha products. In those bulletins particular efforts are directed at encouraging the use of motorcycles instead of cars. It is anticipated at a time when operation economy is more minded that motorcycles will become increasingly popular in this country toward the future. They can be widely used in rural areas in addition to providing low cost transportation in towns. In Kenya the best selling Yamaha is the 100cc model which can cover nearly 120 miles per gallon. It is claimed to be the most economic model in its own class.



Mr. T. Davis (left), Chairman of the Club's motorcycle section and Mr. Okamoto (right)

News from Kenya



Sport activity is a most distinct form of PR exercise for products

Top riders of Yamaha

Road racing, motocross and trials — Yamaha riders are now dominating all the major disciplines of motorcycle sport in Kenya. Their success proves an extremely strong impact onto the market.

① Vic Preston Junior, a former motorcycle champion of East Africa, speeds through a corner at the Embakasi track. Preston has the distinction of holding the lap record at both the Embakasi and Nakuru tracks on his Yamaha. Each of these racing circuits is used three times a year for road racing which attracts large crowds.

② Bill de Garis, the champion motorcycle rider of East Africa, is pictured at speed on his Yamaha at the Embakasi road racing circuit. This two kilometre circuit is located on the outskirts of Nairobi, Kenya's capital city.

③ Glen Edmunds is one of Kenya's promising young riders. He dominates the 250cc races on his Yamaha at both Embakasi and Nakuru. The Nakuru race track is located one hundred miles north-west of Nairobi in one of Kenya's agricultural areas.

④ 16 year old Rob Carr-Hartley is one of Kenya's most promising young scramble riders. At a recent meeting in Mombasa, Rob Carr-Hartley won three major races including the 250cc class.

⑤ Motorcycle trials riding is considered to be a man's sport, but in Kenya Cinda Adams often shows just how well a girl can ride a bike. She is pictured tackling an observed section on her Yamaha in a trials event in which she finished fifth out of 34 entries.



Environmental traffic conditions — 50cc category

As stated on Part I (April issue), nearly 70% of 50cc bike users preferred to buy UB or BB type during the said survey period (June '74 to May '75).

In brief, 50cc bike users attached a far greater importance to the utility side of those bikes than anything else. This naturally led to the analyzation of traffic conditions around them.

Door-to-door convenience

About 80% of total 50cc bike users lived within 10 minutes' walk from the nearest stations or bus stops. Also, nearly 70% of them had some places for shopping within 10 minutes' walk. This indicated that their living places lacked neither traffic nor shopping facilities. This meant that they regarded 50cc bikes not as a serious means of transport but as something providing door-to-door convenience, as it were.

Knowledge of motorcycle sport — 251-750cc category

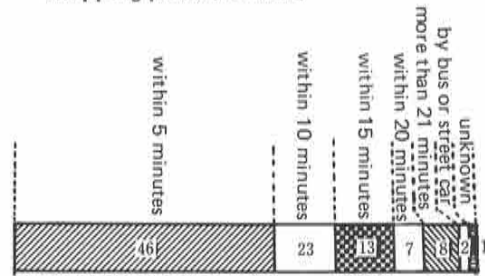
Nearly 80% of those users had knowledge of motorcycle sport more or less.

The users aged between 20 and 29 years showed the keenest interest in motorcycle sport.

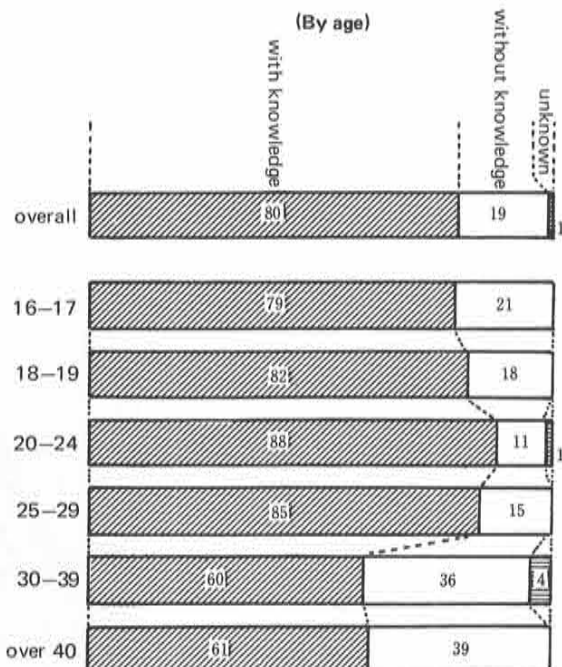
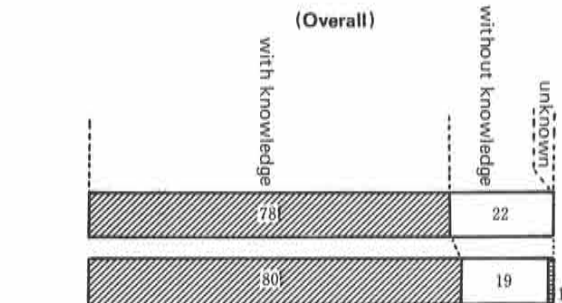
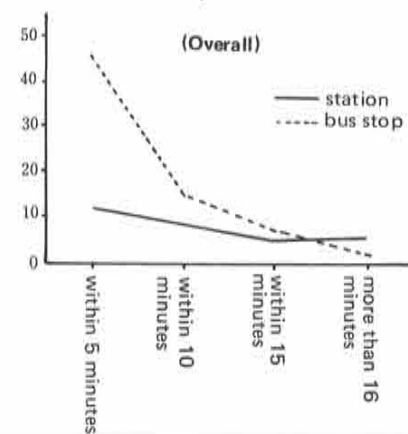
See charts for every detail.



Time needed for reaching the nearest shopping place (on foot)



Time needed for reaching the nearest station or bus stop (on foot)



Yamaha MX School

Far greater response to second-phase session – Iran



The most sensational success in actual competition aroused a far greater response to the second-phase session of Yamaha MX school in Iran than before.

As already reported by this journal, Yamaha riders outright dominated the first Iranian Championship Motocross Meeting held on July 2. It had the strongest ever impact on all the people interested in motorcycle sport in this country. Besides the most exciting, dependable performance of Yamaha motocross machines, superb riding techniques demonstrated by Yamaha riders deeply impressed them.

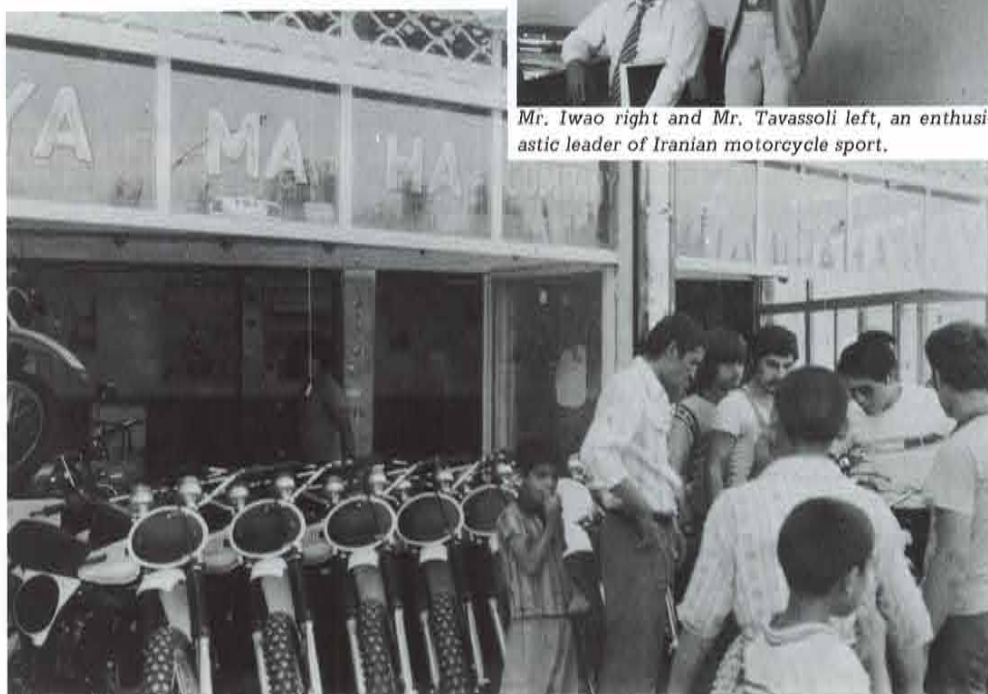
This was reasonably followed by an upsurging enthusiasm to motocross and the second-phase session of Yamaha MX school was much more successfully carried out for the period from July 5 to August 10, covering such major cities as Tehran, Esfahan, Shiraz and Ahwaz.

Mr. K. Iwao, one of the most renowned Japanese riders, served as a chief instructor again, overall aided by the staff of Cyclet Part Company (managed by Mr. Tavassoli) and members of the Motor Cyclists Association of Iran (MAI).

It is expected that Yamaha MX school will further accelerate a new tendency of sport-biking in Iran.



Mr. Iwao right and Mr. Tavassoli left, an enthusiastic leader of Iranian motorcycle sport.



YZ machines rising to popularity

MX SCHOOL

● IRAN

enthusiasm
t-biking

and directed by Mr. Tavassoli, managing director of Cyclet Part Company, is now the strongest one in Iran. Mr. Iwao, chief instructor says:

“Though I am conscious of my own numerous shortcomings, I am continuing my best endeavours to put my experience gained through a career in motocross to work. I believe that is of no use to be too hasty in the acquisition of motocross technique; it is far better 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 that has given you great trouble. Finally, at the risk of starting the obvious, I would like to say that, if you wish to become a top rider, there is no substitute for practice, practice and yet more practice”.



Up or down a hill, he displays his advanced techniques.



A practice race just starts!



Rushing into a first bender!

Yamaha FRP Boats

Fishermen Store up Their Energy for Tomorrow!

Shimonada which is located in the northern part of Shikoku, the smallest of Japan's four main islands, is noted as one of the most brisk fishing bases facing the Seto Inland Sea.

Increased number of Yamaha FRP boats

As is the case with many other fishing bases all over this country, the increased number of Yamaha FRP fishing boats are offering the most needed services for fishermen in this district, too. Varying types or sizes of Yamaha FRP boats, powered by outboard or inboard motors, prove a great aid to them engaging in coastal or deep-sea fisheries. Encouraged by raised work efficiency, fishermen are always in high spirits to operate longer on the sea for a larger catch of fish. Their labor can be rewarded much better than ever before.

Fishermen's festival

Fishermen's festival — it's a delightful town-wide event given much variety of program. Enjoying themselves over it, fishermen wish to store up their energy for tomorrow. A boat race contested by many teams of beefy, sun-tanned fishermen became the most exciting topic for conversation this year.



How vigorous they are!

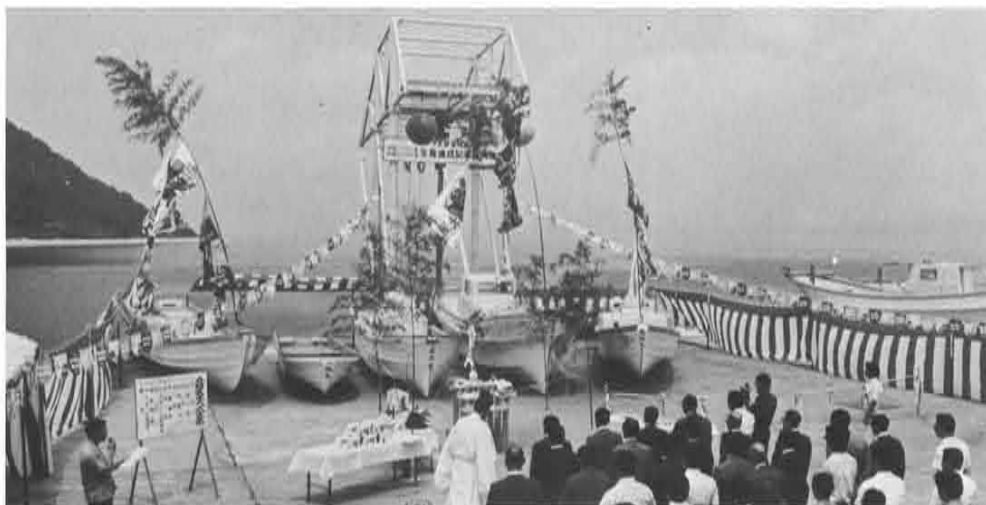


Loud cheers!



Carrying a portable shrine

25,000 Fishing Boats! — Amakusa Factory



Six years have just passed since the Amakusa Factory of Yamaha was founded in the northern picturesque district of Kyushu, southernmost of Japan's four main islands and started production of FRP fishing boats, both large and small in size. 25,000 boats in all total have already rolled off the line up to now.

It is the highest production figure ever achieved by a single factory within such a short period of time in this country. It also indicates that Yamaha FRP fishing boats have expanded their market throughout Japan with amazing rapidity, thereby making much contributions to the overall improvement of fishermen's working method and efficiency.

It is positively Yamaha that is and will be the leader of Japanese boating industry.

Yamaha develops an industrial robot

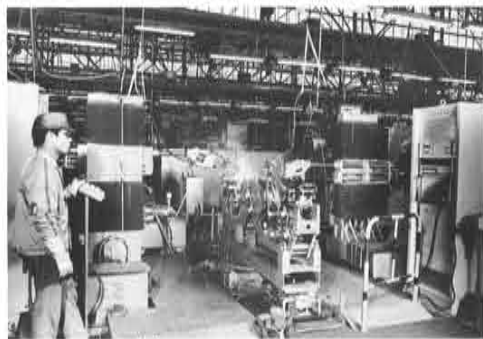
A new level of Yamaha's long-proven technology has given birth to a new, noteworthy product. It is an industrial robot intended exclusively for arch-welding use.

The robot features a teaching reproduction system and handles welding work at a speed of 1,200mm per minute. Thus, work efficiency is more than twice that of manual operation.

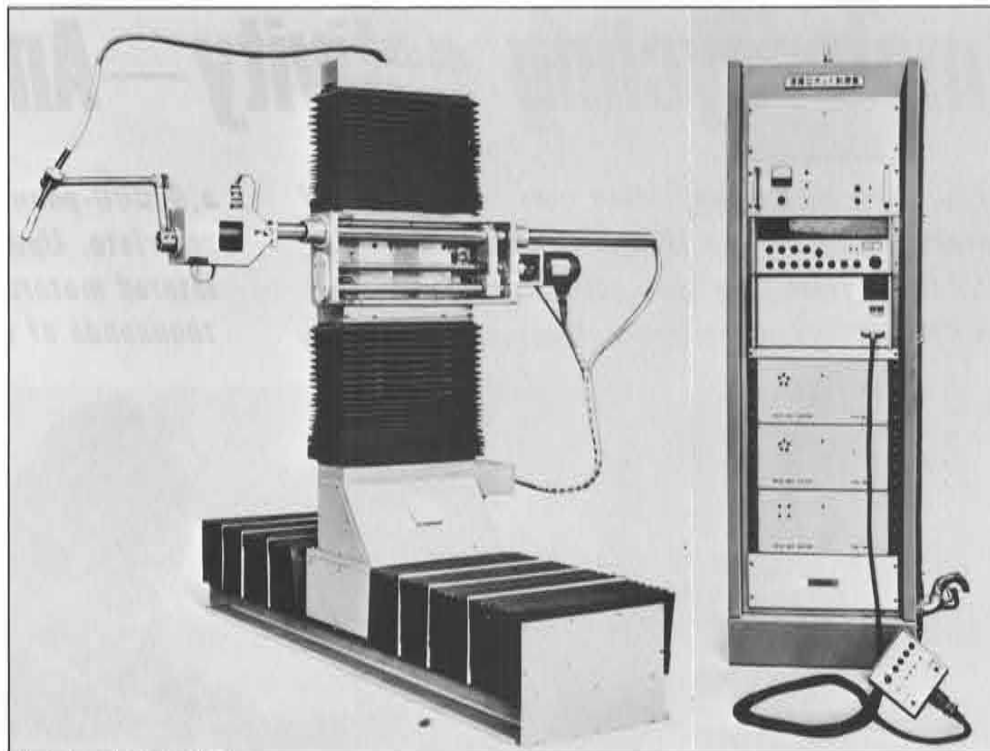
It has a superb faculty of memory. Once it is taught the knowhow of arch welding by an expert welder, the robot can select or take an optimum position or condition for welding operation.

The robot is expected to become a new, dependable work hand for various types of workshops as a unique laborsaving or productivity-raising equipment.

Yamaha installed three sets of this robot inside the welding shop of Yamaha Chassis for a series of thorough tests prior to marketing. Their performance were found quite satisfactory.



Inside a workshop



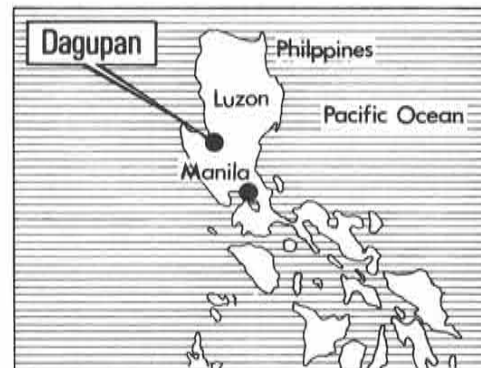
Robot and control box

Goodwill Relation between Iwata and Dagupan

The people of Iwata where the main office of Yamaha is located, joined forces in an all-out effort to give relief to the sufferers of typhoon-stricken Dagupan, some 130 miles northeast of Manila on the Luzon Island of the Philippines. Both cities have been in a sister-city affiliation since February 1975. Such a goodwill relation started in August 1973 when the Mayor of Dagupan came to inspect the industries of Iwata City at the invitation of Yamaha.

According to the news, more than 1,000 houses in Dagupan were heavily damaged by the said typhoon. The people of Iwata launched a citywide campaign and various relief goods were raised in large quantities

for the sufferers of Dagupan.



News from Iwata

Forthcoming KD Production in Syria

Yamaha will shortly start KD production of lightweight motorcycles in technical cooperation with a local partner company in the Syrian Arab Republic. According to the plan announced by Yamaha, Mohamed, a local company authorized to import component items for local assembly in compliance with the Government's positive industrialization policy, will start KD production with technical aids given by Yamaha within the year. Yearly production will be around 60,000 for the time being, covering 80cc, 100cc and 125cc models. Important component items including engines will be supplied by Yamaha. The contract will hold good for five years. The Government will buy all bikes by bulk for distribution to both public and private users.

This method will help the company smoothly promote its production schedule. Yamaha will be the first Japanese motorcycle manufacturer to KD-assemble bikes in a socialistic country.



Relief goods handed to a deputy mayor (right)

They set a pace of women's motorcycling activity—America

Part 2

There are all kinds of bikes now in all kinds of sizes, and all kinds of women using them—for transportation, for business, for pleasure, for all the everyday comings and goings where only

a 4,000-pound automobile was once thought appropriate. Upwards of 200,000 women own registered motorcycles, and that doesn't count their thousands of unregistered racing bikes.



Model gets career boost from motorcycle:

Keven Dignam is "one of a handful" of West Coast models who can ride a motorcycle, she says, and the big bikes have helped her career immensely.

Her riding ability helped get her the spot as motorcycle-riding dispatcher on the short-lived "Mobile One" television series and she has also been seen handling a motorcycle on "Mannix" and "Happy Days." Keven has appeared in magazine ads, and TV commercials for soft drinks, shampoos, cars, and soaps. She is surely one of the busiest of Los Angeles models.



She turns fantasy into reality: Is there any unfinished business in the daydream department for Linzy O'Neal, circus performer? Perhaps. "I'm just getting into motorcycles. Just learning. It's great. I took my first lesson on a Hollywood parking lot and right away, my private fantasy machine started perking. A lot of women are racing now. You see them in the sports news. If I work at it enough, maybe...." (left)

Recipe for gracious living: Judy Mitchell, mother of three is indulging her long-time fascination. She has recently bought a trail bike. The summer traffic jams can be particularly difficult. But, she has the problem licked, with her bike. (right)



World-wide Sports News

Torao Wins National Championship — Motocross —

Motocross racing has won tremendous popularity in Japan for the past few years. Some 200 events take place all around this country each year, including the 10-round national championship series which is run on a two-heat-per-round system as is the case with the world championship MX in Europe or America.

Torao who had once ranked second in the 125cc world championship status, led the 125cc title battle from the opening of this year's series.

Riding a dependable Yamaha water-cooled YZ machine, Torao made his lead over others unchallenged even before the last round of the series. It was his third national championship victory.



AMA Championships '76 Roberts and Hannah, Points Leaders

Kenny Roberts, the 24-year-old two-time national motorcycle champion emerged again as the points leader in Grand National competition as he narrowly edged out Jay Springsteen for a victory at the Terre Haute, Indiana, Half-mile race, Sunday, August 15.

Roberts' victory, his third of the season, enabled him to surpass perennial rival, Gary Scott, in the points column as Scott, the current AMA national champion, could place no higher than fourth. In San Antonio, Texas, on the same day, Roberts' Yamaha motocross counterpart, Bob Hannah, was taking two first place moto victories in 125cc national championship competition running his points lead to 58 over reigning 125 King, Marty Smith.

Hannah, who only needs to finish second behind Smith in the next race to clinch the 125 title, ran an intelligent race breathing down Smith's neck for the entire first leg. With two laps remaining, Hannah made his charge, overtaking Smith and pulling out a five-second lead by the checkered flag.



World Championship Observation Trials

Mick performs well

The Swedish round had only one lap of 50 miles in length, containing 90 sections, of which 59 were ridden by the expert riders and the rest, by the Swedish national riders. The first eight ones were repeated at the end of the one-lap event, and a time limit was 6 1/2 hours. The weather was very good, making the sections very dry. They all consisted of very tight turns up rocky climbs. Mick enjoyed the trial but was unlucky to lose 2nd place to Vesterinen, as he cleaned only 37 sections to Vesterinen's 38. U.Karlsson of Sweden rode very well, knowing all the sections of this round much better than others, as they were situated in his home town and had used them for practising before. He won this event with only 33 marks lost. After this round, Vesterin became the most promising rider for the title.



Final results

1st.	U. Karlson	Montesa	33
2nd.	Y. Vesterinen	Bultaco	48
3rd.	M. Andrews	Yamaha	48
4th.	M. Lampkin	Bultaco	49.7
5th.	M. Soler	Bultaco	52
6th.	M. Rathmell	Montesa	54.3

World Championship Status

1st.	Y. Vesterinen	Bultaco	87
2nd.	M. Lampkin	Bultaco	85
3rd.	M. Rathmell	Montesa	80
4th.	C. Coutard	Bultaco	56
5th.	M. Andrews	Yamaha	52.5
6th.	M. Soler	Bultaco	45

Popularity-winning Yamaha bikes — Seychelles

Yamaha motorcycles are rapidly rising to tremendous popularity in Seychelles, a small island country on the Indian Ocean. It draws special attention that an increasing number of users are becoming sport-minded in this country.

Reflecting such a new trend, the track race and motocross meeting recently took place, attracting a large entry of machines. Yamaha

riders were most successful in both categories as follows:

Track race

1st. Guy Barallon	Yamaha DT2 250
2nd. Mukesh Valabhji	Yamaha TY80
3rd. King Hamman	Yamaha CT175

Motocross

1st. Georges Roberts	Yamaha DT1 250
2nd. Francois Duchateau	Yamaha CT175

Successful sport activity is expected to enhance the image of Yamaha motorcycles in a highly efficient way.



All are lined up for start.

XT500 Arouses Fresh Trail Enthusiasm — Japan —

The XT500, Yamaha's first ever developed 4-stroke single-cylinder model intended mainly for use off the road, is now arousing a fresh trail enthusiasm among active young riders here.

"The XT500 is a bike of strikingly marked individuality", they say, "It is so constructed and designed that the thrill or excitement of terrain attacking can be developed to a maximum. The feel of a big 4-stroke single-cylinder is unsurpassed, indeed. Yamaha's long experience of developing off-road bikes has given birth to this unique model".



G. Roberts in full action

New TT Formula

In accordance with the decision recently taken by the Fédération Internationale Motocycliste, international motorcycle sport governing body, the Auto-Cycle Union of Great Britain proposed a new TT formula that only 4-stroke machines should take part in racing. But, it was rejected by the FIM.

Thus, the ACU has come up with a new TT formula which will include both 4-stroke and 2-stroke machines. Under the new plan there will be three categories: 1. 250cc 2-strokes and 400cc strokes, 2. 350cc 2-strokes and 250-600cc 4-strokes, 3. 500cc 2-strokes and 350-1,000cc 4-strokes. The new formula will also allow for all weather tires and TT-type gravity feed fuel fillers. In addition, FIM noise levels will be observed and the number of gears will be limited to six. The maximum tank capacities would be: 1. 18 liters, 2. 20 liters and 3. 24 liters. "It is an immediate formula because it must be introduced in 1977 and in consequence it must take into account the potential of currently available racing machinery", says the ACU spokesman.