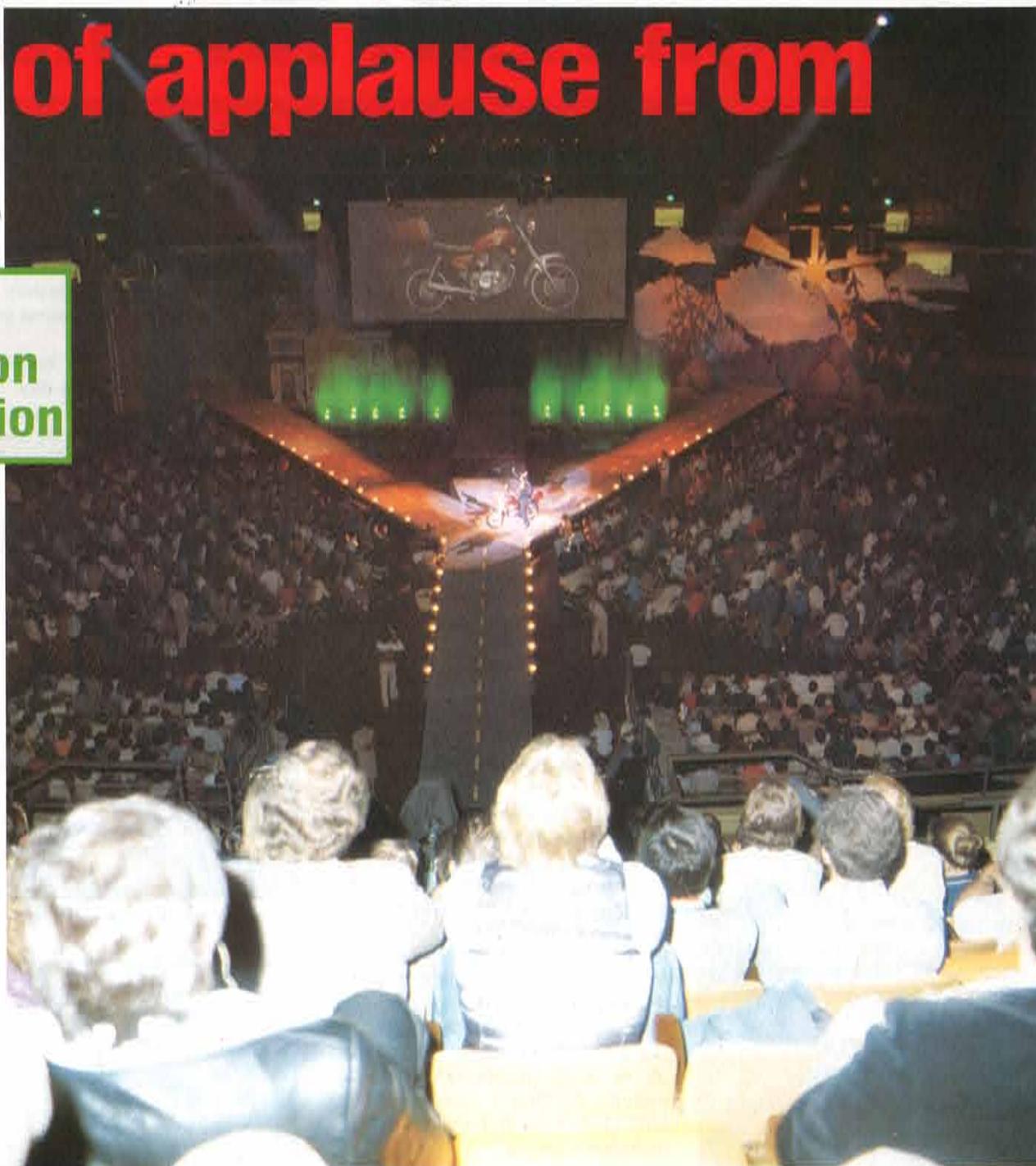




## A surge of applause from 6,000!

### The '79 YMUS Dealers Convention Arouses A Sensation

What a giant screen on the front stage! What would come out? All eyes were kept fixed on it. A breath-taking moment for 6,000 Yamaha dealers and their families! Look! There appears the close-up of a new '80 model. A long-awaited model is now unveiled! Sensation is multiplied by the quiet, comfortable sound of a running engine on the stage. Yes! There it was. Its clear-cut figure was spotlighted on the center of the stage giving rise to a new surge of applause among 6,000! Pictured here are the highlight scenes of a general presentation held during the '79 Dealers Convention held by the Yamaha Motor Corporation U.S.A. The '80 Yamaha range, which was partly introduced during the Paris Show, made its full appearance, representing Yamaha's all out resolution to win the sales war in the eighties.  
(continued on page 2)



All the exciting models are introduced one after another to win the sales war in the eighties. (general presentation)



The display corner is also buzzing with dealers' excitement. All major models are nicely arranged over a spacious corner. Arranged also are the corners for parts and accessories, and technical consultation to sell their importance.

## A way to prosperity in the eighties

# Join all forces to create a better environment for more sales

### '79 Anaheim Yamaha Motorcycle Dealers Convention

**From the U.S.A.:** The Yamaha Motor Corporation, U. S. A. annually organizes a nationwide dealers convention as the most important event of its kind where new models are unveiled and new business policies are announced for the following year. The '79 convention which opened its 3-day session on Oct. 29 at the Anaheim Convention Center of the Disneyland near Los Angeles, was the largest ever in scale with an attendance of 6,000 Yamaha dealers and their families including those from Canada.

#### Great hopes

The '79 convention took place with the beginning of the eighties drawing near and attracted a record attendance of 6,000 dealers and their families including 1,000 from Canada (Yamaha Motor Canada Limited), all of whom held great hopes of it.

The characteristics of the American market differ slightly from those of the Canadian but Yamaha's business policy and model line-up are mostly suited to both of the markets.

As mentioned above, all participants expected much of the '79 convention which would hopefully renew their determination for another leap forward in the eighties.

#### Quality products plus a better market environment



Mr. Seisuke Ueshima, President of the Y.M.U.S.

The '79 convention began with a welcoming message by Mr. Seisuke Ueshima, President of the Yamaha Motor Corporation, U.S.A. Mr. Ueshima thanked all Yamaha dealers for the smooth growth of sales in 1979 and announced Yamaha's basic policy to cope with the sales war in the eighties, emphasizing that all Yamaha forces should be joined to create an even better market environment for quality models yet to be introduced one after another in the course of time

so that giant strides can be taken toward prosperity in the eighties. Enthusiasm and excitement reached the climax when the new '80 models were spotlighted on stage to joyful music.

Yamaha's '80 range was more splendid than ever!

The black and gold coordinated XS Eleven LG Midnight Special!

The entirely-new XS850 series and exciting DOHC 4-cylinder shaft-drive XJ650G Maxim II!

The lightweight street and enduro series were also strengthened with the newly developed OHC single SR250G Exciter I & II, and 4-stroke off-road XT250G and TT250G.

In addition, the 50cc Champ and Mini Motocrosser would find a new market among a growing number of female and junior motorcyclists.

Race-proven motocrossers and road racers were introduced one after another causing a fresh sensation among dealers and their families.

Included among Yamaha's '80 range was the unique and appealing 3-wheeler model YT125 Tri-Moto.

This model is indicative of another new market trend in the United States.

The splendid '80 range represented Yamaha's outstanding technical capability coupled with untiring market research efforts.

(Used here are U.S. model designations.)

#### Excitement over the display corner

After the general presentation was over, all participants got together around the display corner prepared at the Disneyland Hotel.

Yamaha's major motorcycle models, portable generators, snowmobiles, racing karts, etc. were nicely arranged over the spacious corner, thus allowing everyone firsthand contact with these products.

There was also displayed a rich variety of riding equipment, such as helmets, goggles, wears, boots, etc. together with various tune-up parts for road racers and motocrossers. A service and maintenance consultation corner

was prepared, too.

New models were the topic for conversation among the dealers and every question was answered at this corner.

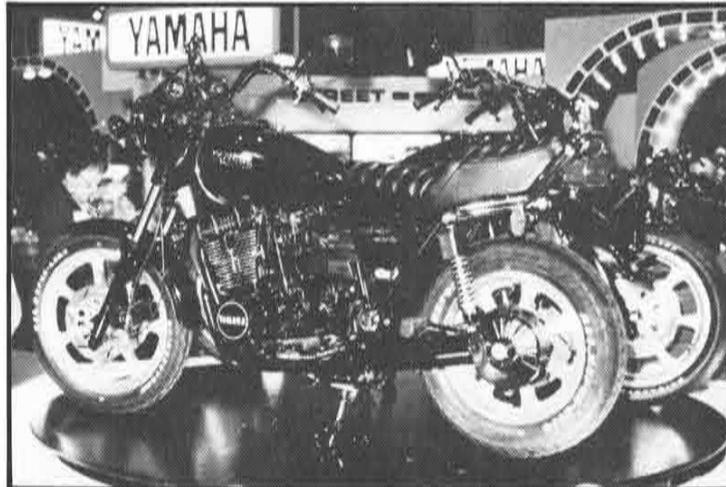
Then a reception party concluded the schedule of the first day. The display corner was open to everyone on the second day as well. Yamaha gave another wonderful present to all participants.

It was called "Yamaha Day at Disneyland" and they enjoyed all the facilities of this famous recreation complex free of charge on Oct. 30.

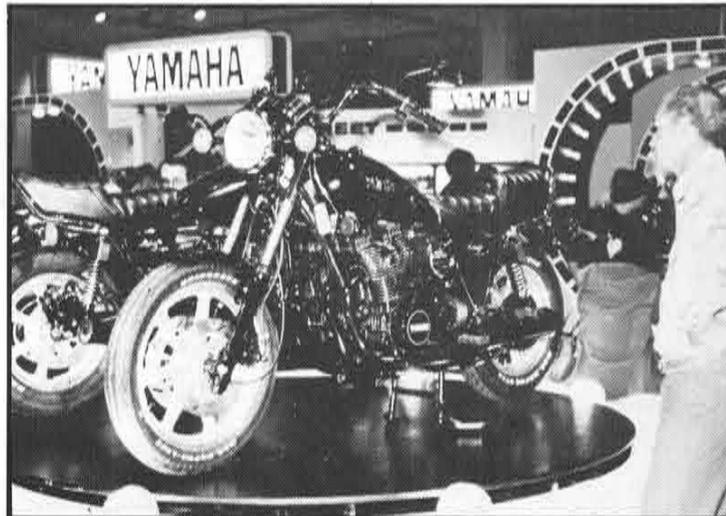
The dealers who won the Japan trip contest were awarded an even more fantastic prize. They left for Japan after the convention was over. Their schedule included a visit to the Tokyo Motor Show.



The sparkling XS Eleven SG Special is a symbol of Yamaha.



The black and gold coordinated XS Eleven LG Midnight Special. Pure gold plating causes a sensation.



The XS850 LG Midnight Special is powered by a newly developed 850cc engine. The exhaust pipe and muffler are finished in black.



The easy-to-ride, economical QT50 and Champ 50.



The YZ465G, YZ250G proven. The YZ250G, YZ80G are constructed specifically to score many more.



The XT250G is compared to a single 250cc engine economy.

# tter market



New models are introduced on the stage amidst a surge of applause from dealers and their families.



## 23rd Tokyo Motor Show Yamaha Models Set A New 250cc Trend

**From Tokyo:** The Tokyo Motor Show, which takes place every other year, opened its 12-day session on Nov. 1 this year at Harumi, Tokyo. In addition to the four Japanese manufacturers, the importers of BMW and Harley-Davidson showed their respective models.

More than one million people visited the 12-day show, reflecting the buying public's growing interest in bikes.

In particular, Yamaha provided the biggest highlight this year by displaying the '80 range under the theme - "Beautiful Motorcycle World Yamaha". Yamaha's display emphasized the true pleasure and convenience of riding a bike in daily life.

Visitors' special attention was called to Yamaha's 2-stroke and 4-stroke 250cc models, which will set a new 250cc trend in the fields of street, off-road, trail and enduro bikes. These models gave rise to a special interest among not only the buying public but also dealers and press personnel. Yamaha's American and Canadian dealers who visited the show, were deeply impressed by this real picture of always-growing Yamaha.

Mr. John Moldenhauer, a Yamaha dealer in Toronto, Canada, expressed his impression as follows:



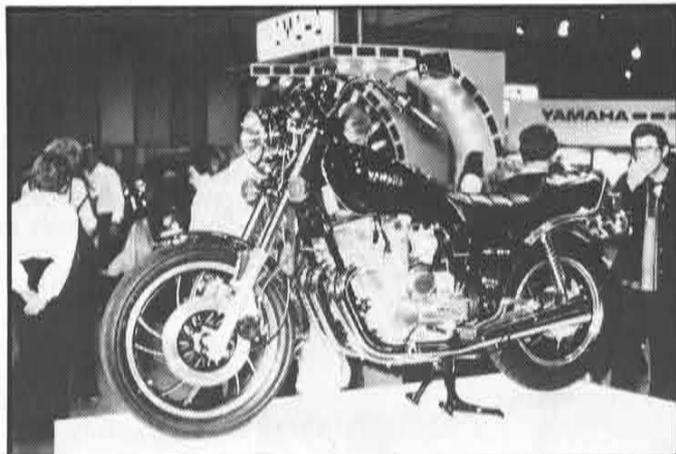
Mr. John Moldenhauer

*"I have never seen such a brisk show. Yamaha's display is truly excellent. I wish I could have much more time to see the new models. I am greatly interested in the 1100cc Midnight Special, and the XS250 Special and RZ250 will be the best sellers in their own class.*

*In Canada 400-650cc bikes are very popular and 250cc models will also gain popularity in the future as an increasing number of people are finding new merit in the use of these bikes".*



onomical and fashionable (this side)



The entirely-new DOHC 4-cylinder XJ650G Maxim I. Specific attention is called to the shaft-drive system and aluminum cast wheels.



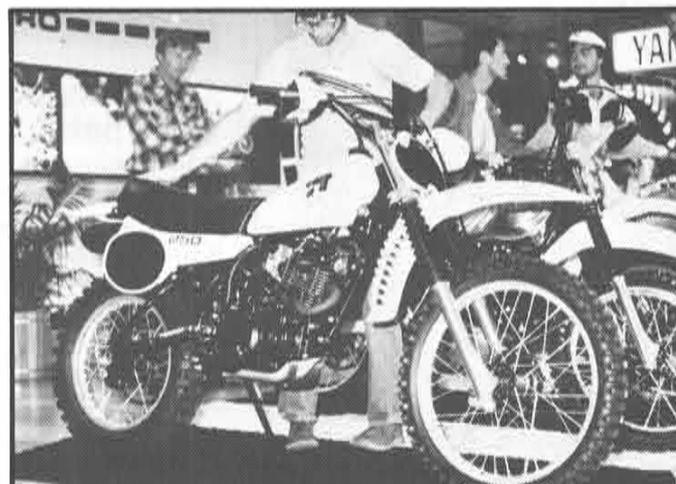
and YZ125G are all race YZ100G are designed and for junior riders wishing wins.



The unique OHC single street model SR250G Exciter I/II(left)



nd to a wild horse. The OHC features outstanding fuel



The new TT250G is a dependable terrain attacker. Look at its unique front fender.

### Welcome to Japan

# 560 guests from North America



A ceremony of awarding an honor to the dealers is held in a very congenial atmosphere.

500 YMUS and 60 YMCA dealers left Los Angeles for Japan after the convention was over on Oct. 31.

These guests arrived in Tokyo on Nov. 1 and visited the Tokyo Motor show on Nov. 2. They reached the Yamaha headquarters at Iwata on Nov. 5 after enjoying a sightseeing trip around Kyoto, an old capital. A gathering for mutual conversation and introduction was held at the Iwata Hall, attended by Mr. Hisao Koike, President of Yamaha Motor, all company directors and Mr. K. Yamauchi, Mayor of Iwata.

- \* Mr. Koike's welcoming address
- \* Mayor's welcoming address
- \* Dealer representatives' formal reply
- \* Present to Iwata City
- \* Commendation of dealers (USA and Canada) for their excellent sales
- \* Commendation of dealers for their long relationship with Yamaha
- \* Commendation of dealers with the highest rate of growth



All the members of the Yamaha symphony orchestra add color to the meeting. Their excellent performance gets an encore.

## Around the World

# Ever-growing Siam Yamaha sells Yamaha's high quality

## Thailand

"YAMAHA No.1" giveaway sticker



Siam Yamaha Co., Ltd. headed by President Thaworn Phornprapha has been successfully carrying out their "YAMAHA, It's a quality product" campaign to present Yamaha as a quality brand. Recently, they have decided to further expand and develop this movement as a step to win the sales battle of the 1980's. Last year, Siam Yamaha achieved the top sales position in the Thai market and their business trend has been quite favorable. Besides, this year, their capacity to meet demands has increased remarkably through the opening of their second factory which had long been waited for. Their sales figure is steadily nearing this year's target of 100,000. Now all the staff at Siam is more enthusiastic than ever about increasing sales. Thus, their leading position in Thailand is firm and immovable.

Mr. Prapat Ketmogkol, General Marketing Manager of ever-growing Siam Yamaha supported by their active and determined sales activities



Up to the present, Siam Yamaha has employed various active and decisive sales strategies, and as a result, constantly created new demands and expanded their market. Their policies and actions have been reported in our columns from time to time and they have drawn much attention from people of the same trade not only in Thailand but also in the neighboring countries.

For example, when Kenny Roberts and Heikki Mikkola, both representing Yamaha, won the world championship in road race & motocross, Siam Yamaha promptly planned "YAMAHA No. 1 Limited Sale" and sensationally introduced two special models on the market, namely the RX100 Limited '79 and the DT100 Limited '79. As regards the popular "YAMAHA Motocross School", they have not limited the participation only to sport fans. Furthermore, with cooperation from dealers in various districts, they have held a number of exhibitions of new models and spot sales of parts and accessories, provided inspection and maintenance services, and at times, shown movies during such events so as to establish communication channels with users at large. All these novel ideas as well



Popular Yamaha quality image-up poster

as thorough after-sale services have made Siam Yamaha what it is today.

Needless to say, the plan to expand "YAMAHA, It's a quality product" campaign this time is closely in line with their day-to-day activities to create new demands. Their main purpose, however, is to fix the brand image with the belief that Yamaha keeps up with people's needs and it is the brand that adds

quality to their life.

### Prudent PR strategies

The PR activities that were used to inform and publicize these policies of Siam Yamaha were also carried out on a large scale. Specifically, they have produced CM films for TV, theaters, and movie houses, hanging banners of major products such as the DX100

and the DT100X, and large size (double B size) posters of the RX100 and Y80 as well as image posters to emphasize Yamaha's quality. On top of that, they have renewed the leaflets for each model and the ones showing the full line-up of Yamaha bikes. All such advertisements do not fail to include praise for Yamaha's high quality. In addition, "YAMAHA No. 1" stickers were prepared as giveaway items for various occasions such as sales, after-sale services and motor sports events.

With respect to CM films, two new ones have been lately completed. One features the so-called 'Quality Life Theory!' In other words, it shows all kinds of Yamaha products from FRP boats, outboard motors portable generators, to water pumps and tries to suggest how widely Yamaha is related to people's lives. The other explains the 'Quality Product Theory' by comparing Yamaha's attitude towards quality to the techniques of traditional gold carving in Thailand passed on from father to son.

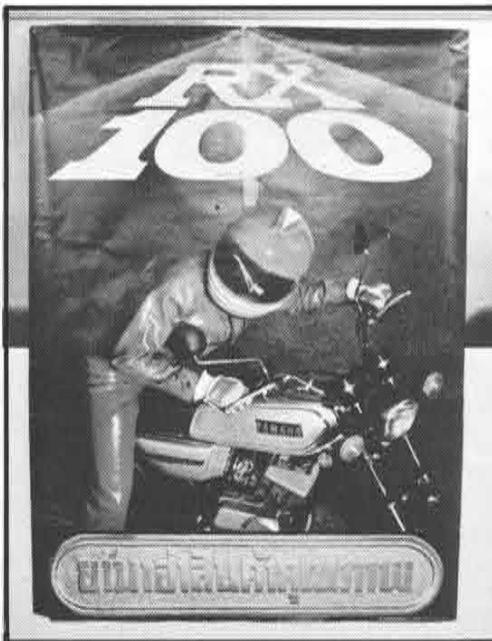
Special attention was paid to the production of posters and hanging banners as well. Consequently, these posters and banners had such an unexpectedly high popularity that not only dealers but movie theaters and restaurants as well ask for them as displays for the purpose of decoration.

### Good reaction to win the sales battle of the '80's

In pursuing this campaign, Mr. Prapat Ketmogkol, General Marketing Manager of Siam Yamaha, speaks with confidence as follows: "We, the members of Yamaha group, are well aware of our respective role and responsibility in the fields of sales, after-sale services and creation of new demands. At present, we are making every effort to lead this campaign to success with our strong solidarity. Since we have already achieved the top position in sales



Large size poster of major products

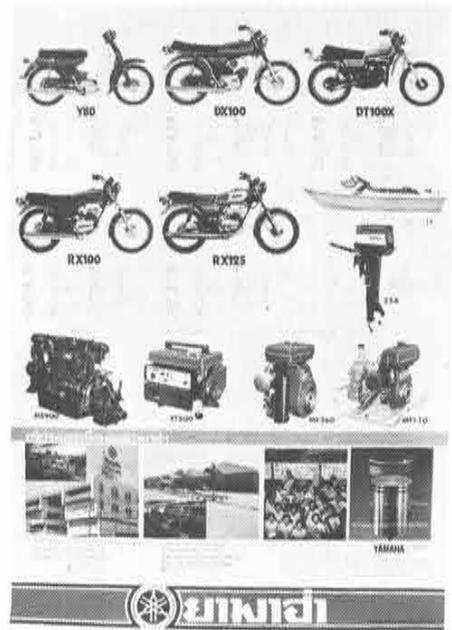


the only thing left for us to do now is to keep on moving ahead. Customers have great trust in us, the Yamaha group, and their trust is growing daily. Excellent products together with good after-sale services are the two major pillars that will support our progress in the 1980's."

Their efforts in the field of after-sale services are gradually bearing a fruit, as introduced on pages 12 and 13. Siam Yamaha is just about to reach their 100,000 target line.



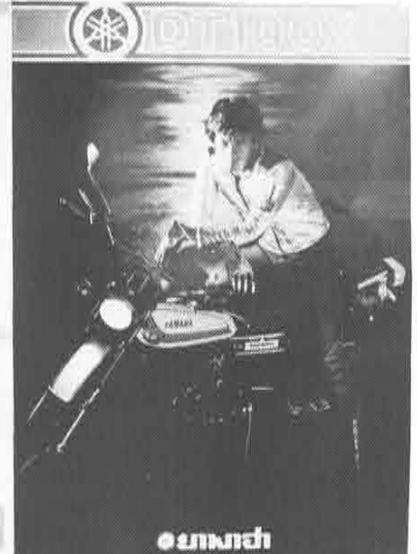
Scenes from CM films for TV, theaters, and movie houses



PR poster showing the full line-up of Yamaha bikes



Cloth hanging banner



Leaflet for a particular model (One example)

**YAMAHA NEWS**

**Contributions wanted**

We at the Editorial Room of Yamaha News are always looking forward to having you supply us with various editorial materials so that we can make Yamaha News more instrumental to sales business. Any sort of news or information would be highly appreciated, if it is about Yamaha. Newspaper or magazine clippings will also serve to help us. Please attach some photos, colored or black-white to your news or information wherever possible.

**Address: Editorial Room of Yamaha News  
Advertising & Public Relations Div.  
Overseas Markets  
Yamaha Motor Co., Ltd.  
2500 Shingai, Iwata-shi,  
Shizuoka-ken (Japan)**

**Tel: IWATA 05383-3-1111  
Telex: IWATA 4263 751 YAMAHA J  
Cable: YAMAHAMOTOR IWATA**

## Good service and sales facilities



From Yugoslavia: Yamaha outboard motors have already established a good brand reputation in Yugoslavia. As you know, people from all over Europe spend their summer holidays in this country enjoying all types of pleasure boating. A recent remarkable increase in the sales of Yamaha products has been realized by Yamaha importer Av-totehna's accurate grasp on market trends.

The company, whose main office is located in Ljubljana, with several branch offices in other parts of the country, has a strong network of sales and service offering quality outboard motors and good after-sale services in close cooperation with all affiliated dealers throughout the country. Pictured here is the Yamaha range exhibited at an international boatshow in Beograd.

# Around the World

## Contributions from a reader

# Yamaha, a universal catchword!

**From Colombia:** A wide variety of Yamaha products are now doing a great deal for a lot of people in the world. It is not too much to say that "Yamaha" has already become a synonym for quality products. Much of this fact is told in a letter from Miss Maria Rocio Palacio A., an employee of Eduardoño, importing and marketing Yamaha outboard motors in Colombia.

"I am working for Eduardoño, Colombian importer & distributor of Yamaha outboard motors. I myself am one of the most ardent Yamaha fans and read each issue of "Yamaha News" with great interest.

Yamaha — this simple word is appealing to an increasing number of Colombian people as a definite synonym for quality in a wide variety of products, such as motorcycles, outboard motors, FRP boats and so on. This situation must be the same in other countries, I guess.

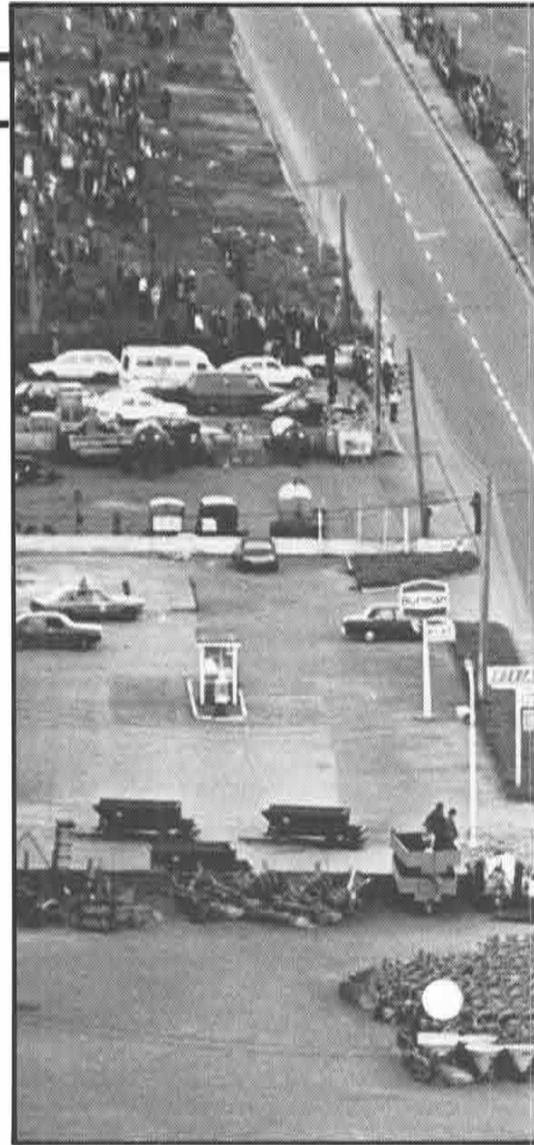
Now "Yamaha" must be a universal brandname representing "high

performance and top quality". In particular, the spread of Yamaha outboard motors is truly impressive or even surprising in our country. It is mainly through these products

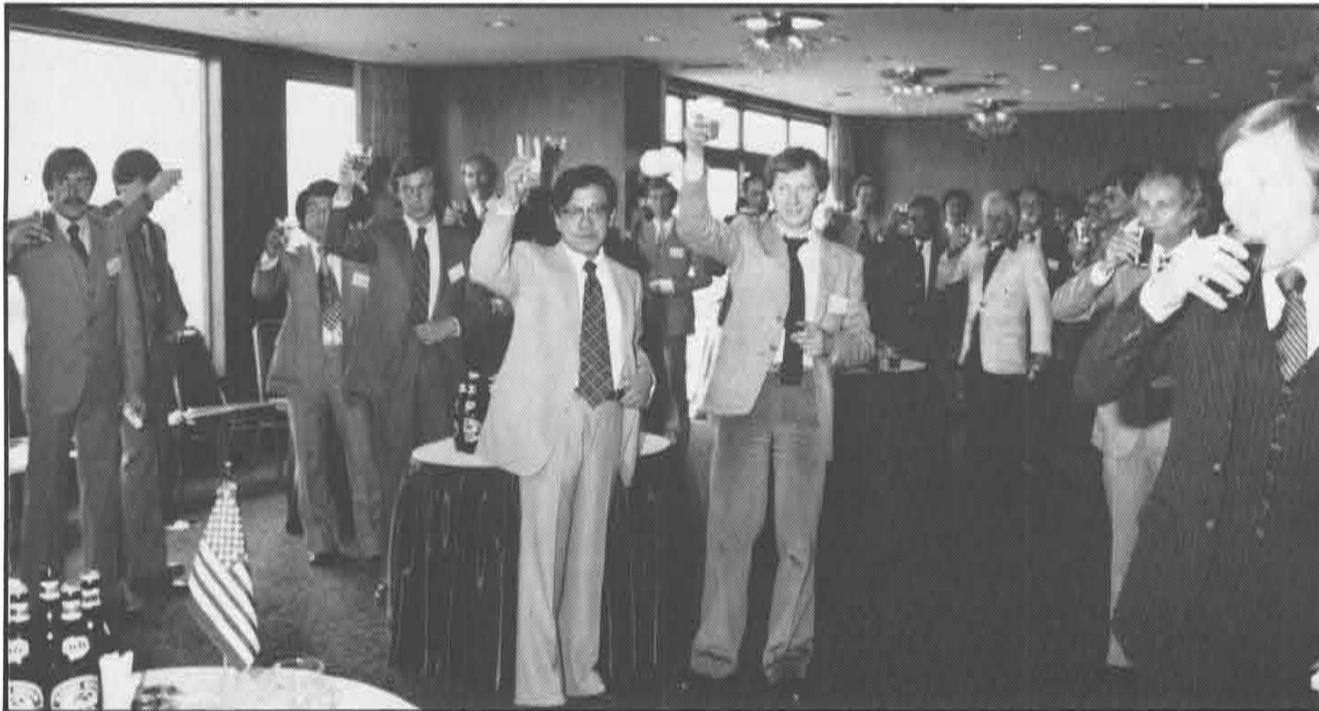


that Yamaha has established such an excellent brand reputation in Colombia. It is now accepted by a large number of fishermen that Yamaha outboard motors are the least ex-

pensive means of modernizing our coastal-water or inland-water fisheries. Yamaha-powered work boats carrying both passengers and goods up and down the rivers are also bringing a more convenient life to those people living in remote rural areas. It is our company, Eduardoño that is taking the most active and important part in promoting the sales of these products. We are also running a very efficient system of after-sale service and parts supply to meet every customer's requirement in the quickest and smoothest possible manner. We are very happy to be able to enhance the reputation of our own company through marketing and servicing such quality products."



# Congratulations, Yamaha Champions!



TBC Big Road Race stars meet together!

**From Iwata:** On Oct. 23 Yamaha Motor gave a grand welcoming party for TBC Big Road Race riders, especially in honor of Kenny Roberts and Patrick Pons, both world champions, at the Iwata Grand Hotel.

On behalf of the Company Mr. Fumio Nemoto, Managing Director presented a gorgeous framed photo to both champions in congratulation of their brilliant success. This wonderful present greatly pleased them. Both champions gave their word to continue every effort for the growth of sound motorcycle sport.

Managing Director Nemoto is presenting a framed photo to Kenny Roberts. The photo features his GP-winning ride.



Patrick Pons (left) receives a framed photo featuring his top form.



## Yamaha TZ750 is the fastest!

Danfay Distributors Ltd. importing Yamaha motorcycles to Ireland, has recently set another amazing speed record.

He was challenged to take on a Formula 1 Shadow Racing Car in a speed contest to determine whether the Formula 1 car or the Yamaha TZ750 was the fastest.

The conditions for the event were a 1/2 mile run in a measured kilometer and as many runs as possible were permitted between dawn and 7:30 a.m.

Mr. Keany was riding the Yamaha TZ750 and made about six runs and Ireland's best known racing car driver Vivian Candy was driving the Formula 1 car. The result was a very close contest with the Formula 1 car having its best average of 168.37 mph and his Yamaha TZ750 hitting a best average of 169.59 mph. This was the first speed competition of its kind ever attempted in the world and the Yamaha TZ750 beat the Formula 1 car in such a convincing manner!

**From Ireland:** Mr. Danfay J. Keany, who is an ex-TT rider and Ireland's Land Speed Record Holder as well as the Managing Director of



## Yamaha RD250 covers 160,000km across the world

**From Australia:** Mr. Yozo Tamai, a 29 year old Japanese motorcyclist who has ridden through many countries for the purpose of studying the art of landscaping, is completing the final leg of the trip.

Sponsored by Champion Spark Plugs, he has been through Canada, Alaska, USA, South America, Europe, etc. visiting a number of botanical gardens, parks, plantations, etc. since he set out from Vancouver in 1976. The odometer of his favorite RD250 has already completed a 100,000km round and gives a reading of 60,000km even on a second round.

Australia is the last country on his list and he hopes to head for his home near Osaka for Christmas by

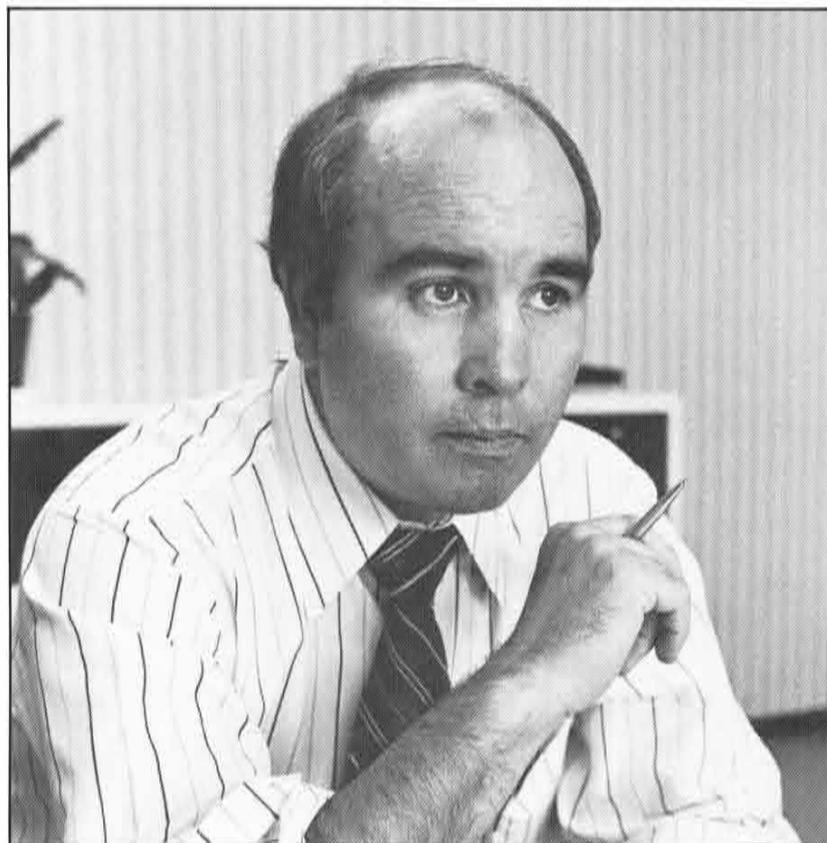
way of Singapore.

Milledge Yamaha in Mulgrave Victoria ran a service and workshop test on his Yamaha bike which had covered some 160,000km. The bike was found to be in excellent mechanical order and required only replacement shock absorbers and tires.

No more modifications were done to it, except for a new fuel tank to allow him to travel long distances with less fuel stops, particularly crossing the Nullabor Desert.

He cited his Yamaha RD250 as the best choice for this round-the-world trip.

## Welcome to Yamaha "PR is my life work"



**Public Relations Manager, Yamaha Motor Canada Limited  
Mr. Murray Byrne**

**From Iwata:** Canada is one of the most important markets for Yamaha products, especially, motorcycles and snowmobiles.

Yamaha Motor Canada Limited which is a Yamaha Motor overseas corporation with its head office located in Downsview, Ontario, is continuing every possible effort for market expansion. Mr. Murray Byrne, 44 year old is taking a very important part in this effort as Public Relations Manager. He has long worked as AD & PR agent for a number of companies in Canada, including 13 years for the Outboard Marine Corp. and 5 years for several other companies.

He is an expert PR man of long experience and fully utilizes a great store of special knowledge in his work with the company since 1976.

"PR is my life work", said Mr. Byrne when he recently paid his first visit to Yamaha at Iwata for general business

communication. "I am very happy to have such a nice position in the company. The Canadian market is considered still promising overall for Yamaha products. I will do my best to increase Yamaha's share of the market."

According to him, large-size bikes are popular in Canada and the Yamaha XS650 has already become one of the best sellers in its own class. Yamaha snowmobiles are also enjoying a constant rise in sales. These compact vehicles are widely used for leisure-time sport in winter.

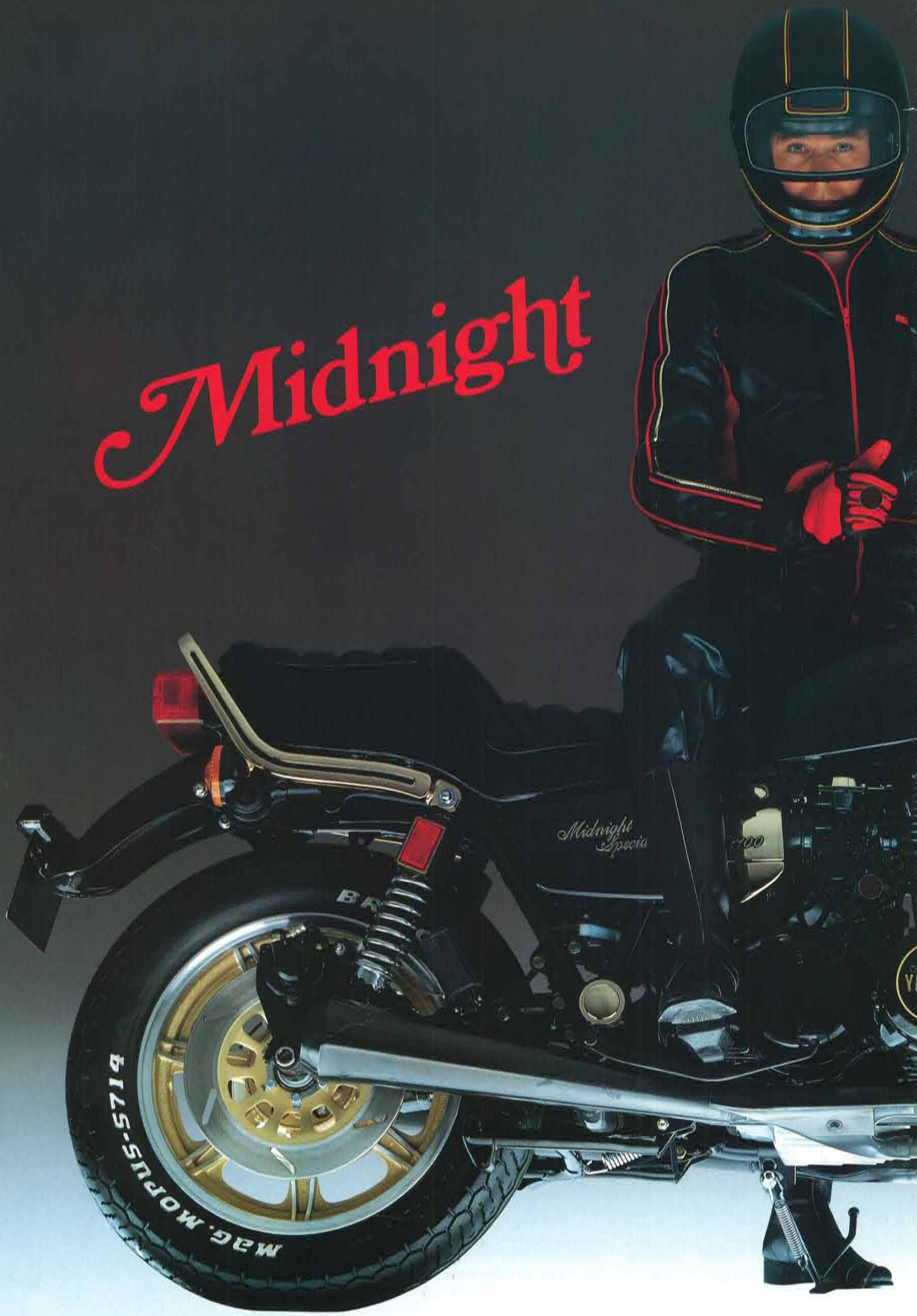
Motorcycle sport enthusiasm is rapidly growing and motocross is the most popular branch of this sport.

His sons, Chris (19 years old) and Jim (14 years old) make up a Yamaha motocross team. Jim has ridden a Chris-prepared machine to a number of wins.



**Mr. Tamai preparing to depart from Milledge Yamaha headquarters and being farewelled by Mr. Gerald O'Brien, General Manager**

# Midnight



MAG. MORPUS-5719

Midnight  
Special

1700

BA

**Special**



**YAMAHA**

**XS Eleven LG**



Student practicing jumping and landing.



Gall congratulating a student on his excellent performance.

# Mini-cycle Motocross School Creates A New Demand — Australia —



Stephen Gall explaining how to inspect a machine.

The Yamaha Mini-cycle Motocross School which was held in five states of Australia early this year, enjoyed a very favorable response from children and their parents or guardians. This is reflected in the results of a questionnaire which was introduced in our No. 7-8 issue.

Mini-cycle motocross is very popular in Australia, as in the United States. Youngsters, mostly primary school boys or girls, can take part in every competition, if licensed by the Australian National Mini Bike Association, a national governing body of this sport.

Their parents, guardians and school teachers have a very sympathetic attitude toward this sport which they hope can make great contributions to the mental and physical growth of youngsters. This is naturally helping accelerate the growth of the mini-cycle market.

## A big score!

All manufacturers are now putting specific efforts into the sales promotion of mini-bikes in Australia. With the above prevailing tendency as its setting, it will inevitably intensify the sales war in the future.

The Yamaha Mini-cycle Motocross School was the first children-oriented event ever organized by a motorcycle manufacturer in this country. The main aims of this school were:

1. Introduction and promotion of junior-oriented mini-cycles
2. Promotion of mini-cycle sport and safe riding, and elimination of bias against motor-cycles
3. Expansion of Yamaha's share of the market in the future
4. Contribution to mini-cycle merchandising
5. Bringing up motocross riders
6. Training of motocross school instructors

As reported already, this event was a noteworthy success. Children were trained in safe, correct off-road riding techniques which are useful on normal roads as well. This

will also enable them to enjoy the true pleasure of motocross competition all the more. Many more parents and teachers renewed their recognition of the importance of mini-cycles and mini-cycle sport. This success was a big step towards consolidating Yamaha's lead in the sales war.

## Distributors' enthusiasm

Encouraged by this success, all distributors concerned are now keenly interested in this school. In particular, Thompson (Brisbane, Queensland) was positive enough to promote a local mini-cycle motocross school following the

Students participating in figure-8 course.



model organization procedures shown by Yamaha.

Prior to organizing the school, they gathered information from parents or guardians by the same questionnaire method as Yamaha. Results were just as encouraging as those received by Yamaha.

According to the questionnaire, about 35% of Queensland children began to ride a mini-cycle when they were 7 years or younger. Also, some 56% of the parents bought a mini-cycle when asked to by children, and in this case 60% of them respected their children's own brand or model preference. It was noteworthy that all parents considered it definitely a good thing to have purchased a mini-cycle. Moreover, more than 30% of these parents cited a manufacturer's instructor as the best teacher in safe riding education.

More than 78% of these parents considered a mini-cycle motocross school to have a good effect on the mental or physical growth of children.

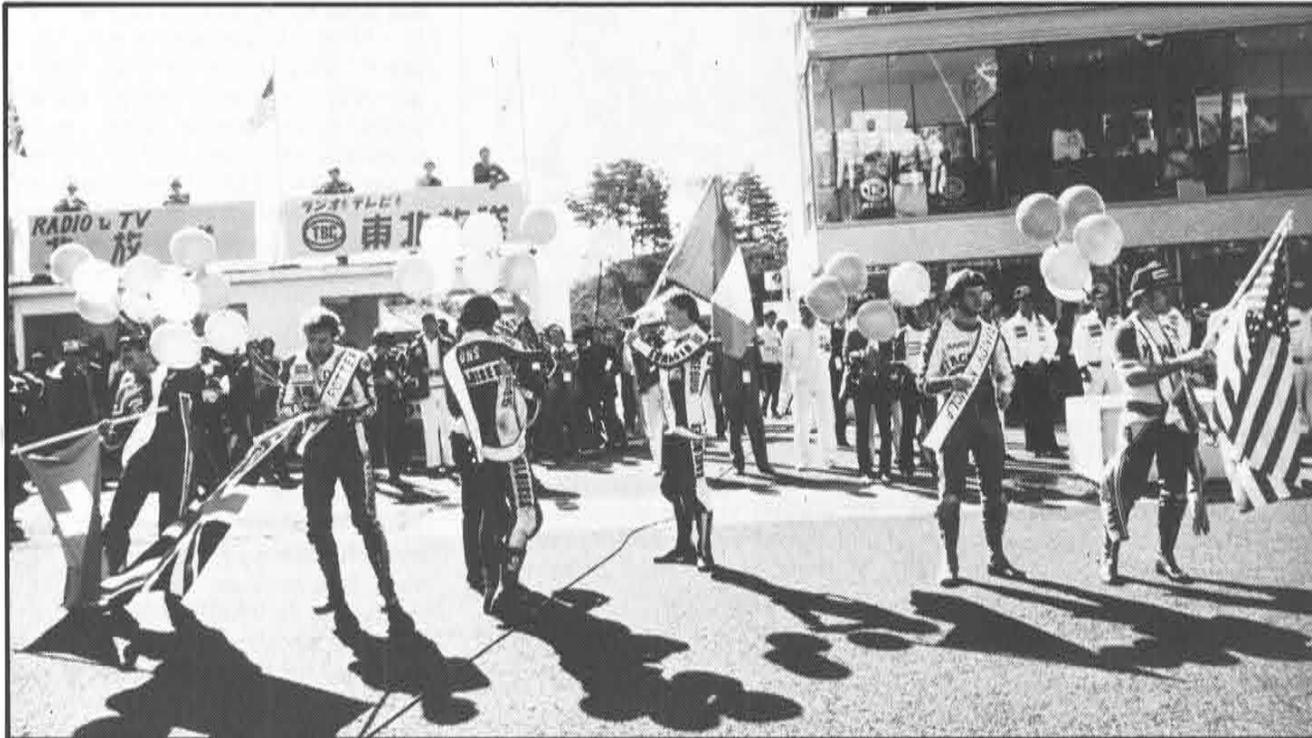
In the Annand & Thompson's mini-cycle motocross school, Stephen Gall, one of the best motocross riders, served as instructor and taught selected youngsters how to ride safely and correctly off the road in accordance with Yamaha's model curriculum. This came as a fresh sensation to the Queensland market of mini-cycles, benefiting the sales of Yamaha mini-cycle models, especially, the YZ80 motocrosser.

# Sports Highlight

**6th TBC Big Road Race**

**October 21, 1979**

# “King” Kenny scores his first Sugo victory



A colorful opening ceremony. From left to right, Frutschi, Potter, Pons, Sarron, Mamola and Roberts

The 6th TBC Big Road Race Formula 750 which took place on October 21, was favored by magnificent weather and attracted a crowd of ardent fans estimated at 32,000. The list of entries included six American and European stars; Kenny Roberts, Patrick Pons, Michel Frutschi, Christian Sarron, Randy Mamola and Dave Potter. Spectators' interest was naturally focussed on the heated race that was to develop between these stars and many of the Japanese aces including Hideo Kanaya, Sadao Asami, etc. Sugo-favorite Kanaya hit the fastest practice time to take the pole position

in the first 30-lap heat. He used one of the fantastic YZR750 machines. Masaru Mizutani (TZ750) was 2nd fastest and Sadao Asami 3rd. Roberts and Pons, both world champions, were clocked at 1'02"33 and 1'02"95 to take the 4th and 5th positions respectively on the starting grid. In the first heat Kenny made a very good start and streaked into the lead closely followed by Kanaya. Kenny also used a works YZR750. As had been expected, the race developed into a match between the two riders.



From left to right: Kanaya, Kenny and Sarron (first three finishers in the second heat)

Asami (TZ750), Pons (TZ750) and Frutschi (TZ750) were struggling for 3rd spot behind the leading pair. Kenny and Kanaya went on to widen their lead over the others with each lap. In the meantime, Sugo-favorite Asami began to get the edge on Pons and Frutschi. Kenny and Kanaya continued to fight a nip-and-tuck or wheel-to-wheel fight. The lead shifted from one to the other almost every lap, keeping the crowd of spectators thrilled. Kenny won this race eventually but it was only during the final lap that the world champion forged ahead of the Japanese ace. Asami finished 3rd. Pons 4th and Frutschi 5th. In the second 30-lap heat all riders took their grid positions according to the results of the first heat. Kenny made an even better start from the pole position. Kanaya also did well. The development of the second heat was almost the same story. During the first half stages of this race Kanaya held the advantage over the world champion.

**FIM/MFJ-approved international event**

### Outline of the TBC Big Road Race

The TBC Big Road Race has been organized by the Sugo Sports Club jointly with the Tohoku Broadcasting Company twice a year (in May and October) on the 2.65-km circuit of the Sports Land Sugo since 1977.

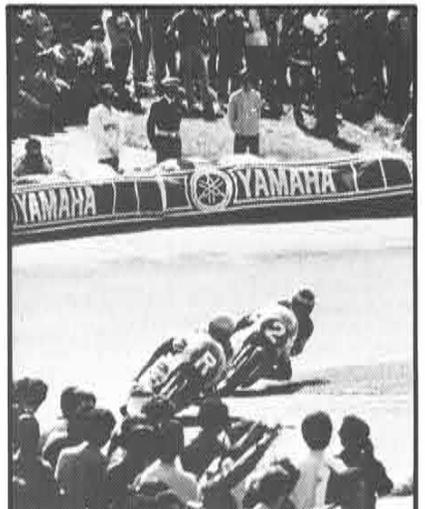
Note: The Sports Land Sugo is Yamaha's comprehensive leisure sport complex located near Sendai in northeast Japan.

The third event which took place in May 1978 was promoted to the status of an FIM-approved international Formula 750.

Since that time, the following riders have won this big bike race:

3rd event Warren Willing (Australia)  
 4th event Johnny Cecotto (Venezuela)  
 5th event Greg Pretty (Australia)

The race is run in two 30-lap heats under the international formula 750 regulations and the winner is awarded a prize of ¥1,000,000.



Spectators are thrilled by the heated match between Kenny (R) and Kanaya (No. 2), both on Yamaha YZR machines.

Christian Sarron, who was making his second Sugo outing, was in hot pursuit of the leading pair while Pons and Frutschi were competing for 4th spot. Kenny displayed his real ability during the latter half. He began to increase his edge over Kanaya with about 10 laps to go. Whipping his YZR750 Kenny enlarged his lead over Kanaya lap by lap. Kenny won the race in a very convincing manner, scoring his first Sugo victory. Kanaya finished 2nd again. Sarron 3rd. Frutschi and Pons placed 4th and 5th respectively.

## Kenny's start-to-finish win!

**Marlboro Race of the Year — Oulton Park Oct. 13**

Reigning 500cc world champion Kenny Roberts won the Marlboro Race of the year in a very spectacular manner. The Race was organized at Oulton Park, England on Oct. 13 and was contested by many of the American and European stars. Kenny led the race from the start to the finish, smashing Barry Sheene's tough challenge. With Kenny so far in front, it was the battle for second spot that kept the crowd of spectators excited. Sheene, Jeff Sayle (Yamaha 750), Dave Potter (Yamaha 750), Steve Parrish (Yamaha 750), Mick Grant (Yamaha 750), etc. were never separated by more than a few machine lengths each.

Sheene forged ahead of the rest during the final stages of the race and finished 2nd. Sayle placed 3rd. Kenny became the third American to win the title. (Steve Baker in 1976 and Pat Hennen in 1977)

### RESULTS

1. K. Roberts ..... Yamaha
2. B. Sheene ..... Suzuki
3. J. Sayle ..... Yamaha
4. S. Parrish ..... Suzuki
5. D. Potter ..... Suzuki
6. B. Ditchburn ..... Kawasaki

Kenny's winning time — 32'30"0 (101.94 mph)

### RESULTS

- |                     |        |       |
|---------------------|--------|-------|
| 1. Kenny Roberts    | YZR750 | 1-1   |
| 2. Hideo Kanaya     | YZR750 | 2-2   |
| 3. Michel Frutschi  | TZ750  | 5-4   |
| 4. Patrick Pons     | TZ750  | 4-5   |
| 5. Christian Sarron | TZ750  | 7-3   |
| 6. Sadao Asami      | YZ750  | 3-9   |
| 7. Ryoichi Mori     | TZ750  | 8-6   |
| 8. Randy Mamola     | TZ750  | 6-8   |
| 9. Shinichi Ueno    | TZ750  | 9-7   |
| 10. Junzo Sato      | TZ750  | 12-10 |
| 11. Yasuo Morita    | TZ750  | 10-13 |
| 12. Dave Potter     | TZ750  | 13-11 |
| 13. Masaru Mizutani | TZ750  | 14-12 |
| 14. Shinji Haga     | TZ750  | 11-15 |
| 15. Toshimitsu Sho  | RG500  | 15-14 |

\*15 riders started and finished.

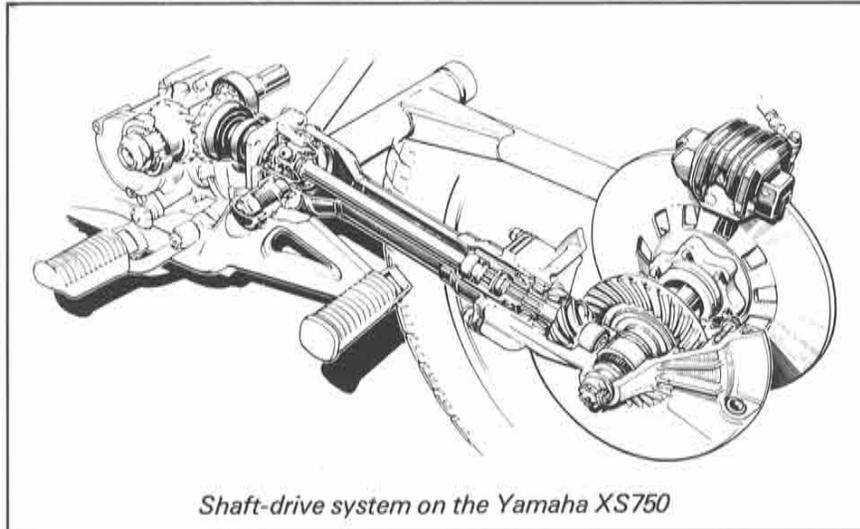
► FOR YOUR BETTER BUSINESS ◀

# Shaft-drive system

As you know, a chain-drive system has been the most popular method of power transmission so far as a motorcycle is concerned. Very few models have featured any other method of power transmission, such as shaft drive, V-belt drive or gear drive (scooter). The motorcycle must be designed and constructed so that it has a large driving force for its size and weight. The chain-drive system has best met these requirements.

## A new practical method of power transmission

Modern large-size bikes' high power and speed are becoming too much for the capacity of a conventional chain-drive system. That is, increased power or speed is sometimes beyond the maximum tension capability of a drive chain. The raised level of running noise is also involved in this problem. In addition, much more care must be given to periodic inspection and



Shaft-drive system on the Yamaha XS750

maintenance of the chain, as increased burden inevitably results in more wear or damage to it, thus reducing its durability.

The shaft-drive system is now coming to the fore as a new, practical method of power transmission. Yamaha's superbike models XS750 and XS1100 feature this system, and even some of the latest 50cc models including the QT50 have come to adopt this system. But this is not the first experience for Yamaha. As long as 20 years ago Yamaha scooters were already fitted with a similar system.

## Characteristics

Illustrated here is the functional mechanism of this system. In brief, engine power is transmitted to the drive shaft, then it is transmitted to the rear wheel through the function of bevel gears, thus showing the following exclusive characteristics:

- 1. Maintenance-free**  
Unlike the conventional chain-drive system, this system needs no chain adjustment or periodic lubrication. Oil is renewed overall, instead of periodic lubrication, after each 10,000-km (8,000-km for the US version) run in case of the XS750.
- 2. Increased durability**  
With greatly increased durability, the system has a nearly-permanent life and operation economy is also increased.
- 3. Clean operation**  
All functional components are completely covered, shutting off dirt, dust or rain while running. The system is kept clean at all times.
- 4. Quiet operation**  
The level of running noise is lowered.

On the other hand, however, this system is more complex in its construction and needs high-precision production technology involving much higher production costs. Total weight is inevitably increased while the efficiency of power transmission is somewhat lowered. In addition, in the case of a conventional longitudinal engine layout allowing for some design advantages, an anti-torque action causes sideways drift peculiar to a shaft driven bike. The longitudinally arranged crankshaft rotates in a lateral direction. This has some inevitable effect on handling when the bike is taking a corner.

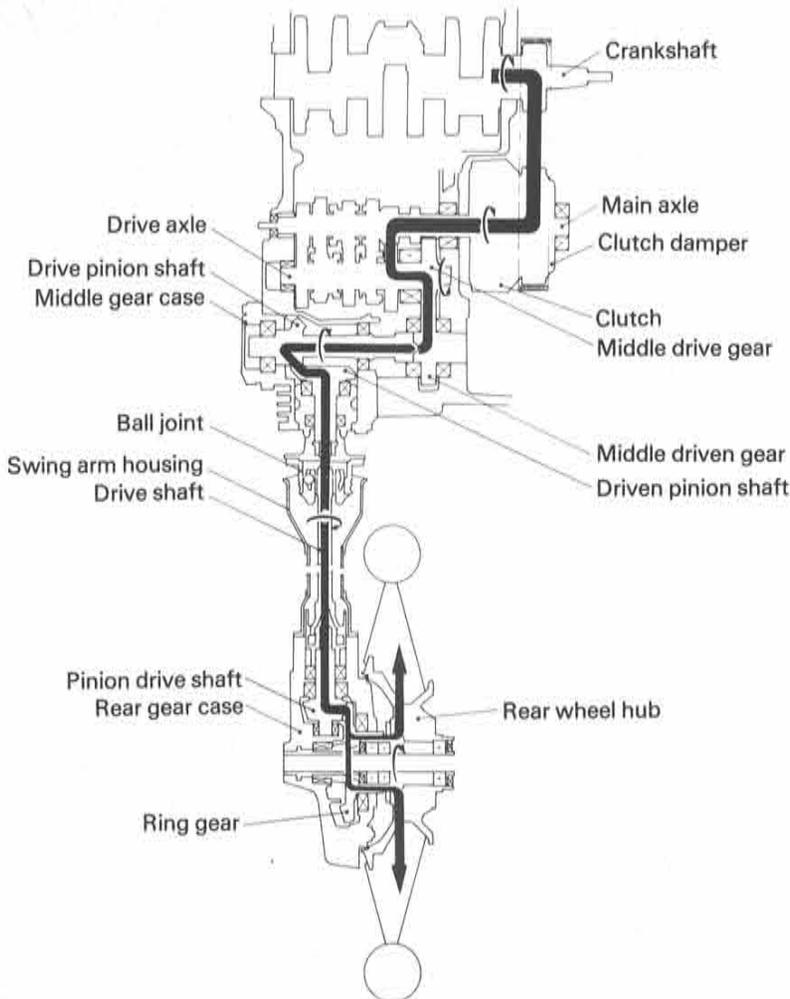
## Yamaha adopts a lateral layout

Yamaha has long studied these characteristics of the shaft-drive system taking all conceivable factors, into account, such as safety, economy, commodity value, etc. Yamaha's advanced technology has made up for the weak points of this system. For example, with a high power model, technical efforts have been concentrated on the improvement of operation safety and commodity value, bringing on a good solution to the problems of weight, production technology and cost. Also, outstanding handling stability is realized by adopting a lateral engine layout where the crankshaft rotates in the same direction as the bike advances. On a small-sized model, the shaft-drive cover is constructed in one piece with the swing arms so that total weight is appreciably reduced and the efficiency of power transmission becomes equal to that of a conventional chain-drive system. The shaft-drive system lends itself to another commodity perfection of Yamaha models. Make full use of this excellent sales point for your business.

## Functional mechanism

The XS750 features a lateral engine layout like a chain-drive model. The layout of the clutch and transmission assembly is also similar to that of a chain-drive model. The middle gear is peculiar to the shaft-drive system.

The direction of rotation takes a 90-degree turn by use of a bevel gear to transmit the power to the drive shaft. Rotation is taken back to the original direction by a bevel gear in the case to drive the rear wheel.



## Shaft-drive system on the QT50 model.

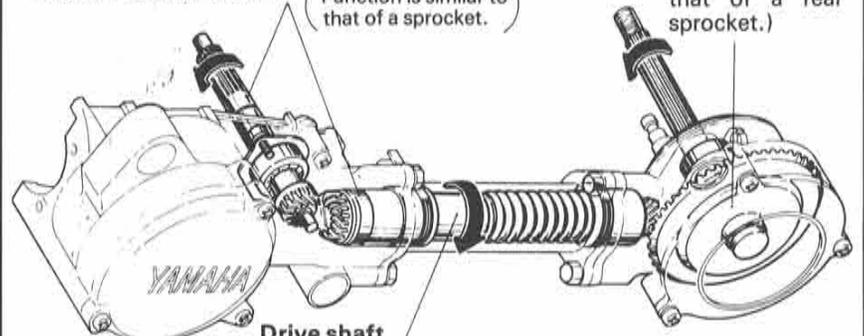
Test results show that its drive efficiency is even higher than that of a chain-drive system.

### Main axle and pinion driven gear

The main axle transmit the power to the drive shaft from the crank. The pinion driven gear gives a 90-degree turn to the direction of rotation to transmit the power to the drive shaft. (Function is similar to that of a sprocket.)

### Ring gear

Power is transmitted to the rear wheel through this gear. (Function is similar to that of a rear sprocket.)



### Drive shaft

The drive shaft transmits the power to the rear wheel. (Function is similar to that of a drive chain.)

# Technical series

## Service & Maintenance

You should strive to maintain a positive attitude toward improving your level of repair/service techniques and knowledge so that you can see every customer use his or her Yamaha bike in the best operative condition. This technical series has been designed with this in mind and provides proper coverage of the fundamentals required for every Yamaha serviceman. Gain more through elevating the brand image of Yamaha!

(These pages should be kept long and fully utilized for your better service work.)

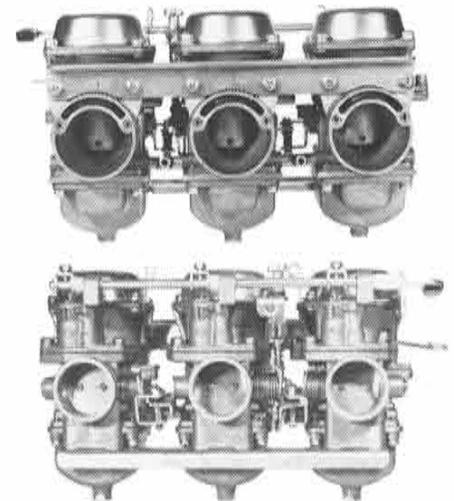
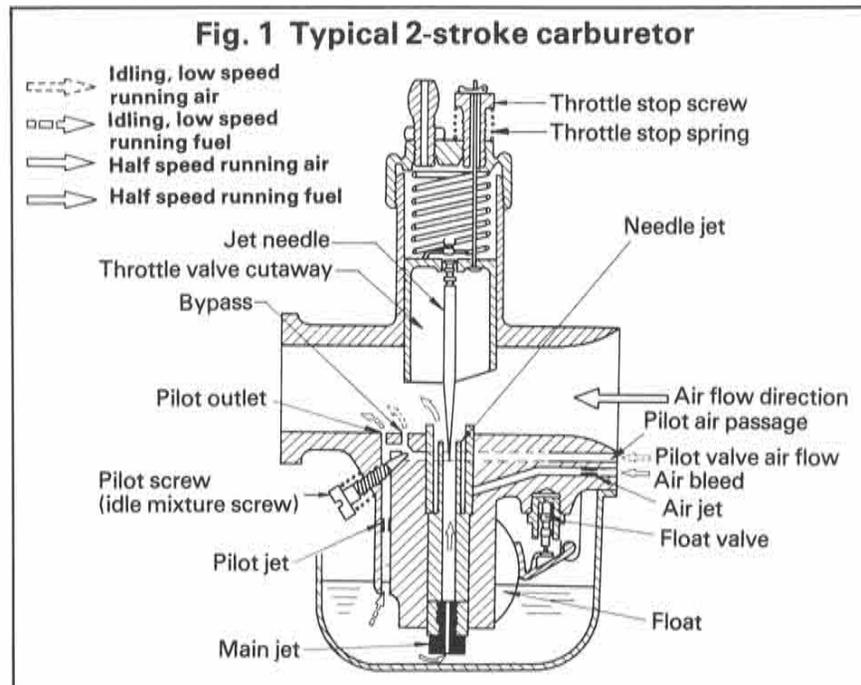
# Carburetor

The present article will deal specifically with the fuel/air mixture system commonly known as carburetor.

Essentially the carburetor provides the internal combustion engine with an optimum fuel/air proportion of approximately 12:1. Besides this, the most important average rider-related point is perhaps the smooth delivery of power throughout the full range of the bike's powerband.

Briefly let's have a look at some of the other related functions:

- (1) Deciding fuel/air mixture quantities (power control)
- (2) Providing fuel/air ratio at any speed (ratio control)
- (3) Vaporizing fuel into sufficiently small particles (fuel vaporization)



SU type 4-stroke carburetor

opening is held to 1/4 or less in most of cases.

Therefore, J.N. clip, T.V. C.A. number and A.S. backing-off or screwing-in will be the main points for adjustment.

There is a SU type carburetor used on 4-stroke bikes but explanation of it is reserved for another occasion.

### How the fuel/air mixture is produced

Now, let's proceed on to a brief explanation as to how the system actually works to produce the fuel/air mixture. Take a glance at the diagram of the vaporizer. This will help make a seemingly difficult problem easier to understand.

(2) Air is naturally drawn into the cylinder.

(3) In this case air enters the venturi having the smallest cross sectional area at the highest velocity, thus reducing the pressure to the lowest level.

(4) The venturi creates the suction to force fuel into the air flow through a fuel outlet.

Then, let's explain the functions of primary parts known as setting parts. (see Fig.1)

Different parts work in accordance with the opening of the carburetion control grip (full throttle, 1/2 throttle, etc.)

For instance:

Main jet — regulating the flow rate of fuel at 3/4 to full throttle.

Jet needle — regulating the flow rate of fuel at 1/4 to 3/4 throttle.

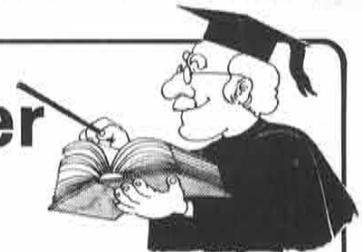
T.V. cutaway — regulating the flow rate of fuel at 1/8 to 1/4 throttle.

A.S. — regulating the flow rate of fuel at idling to 1/8 throttle.

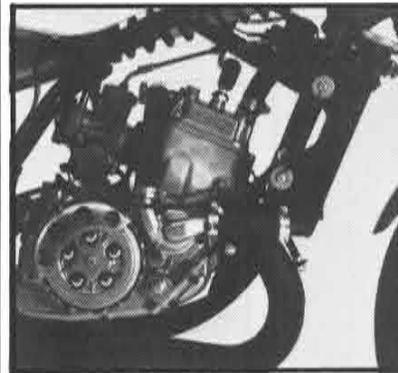
Finally, a practical troubleshooting guide has been compiled as follows:

On the whole, motorcycles are ridden at a speed of 40 to 60km per hour. This then means that throttle

## Q & A corner



### Merits and demerits of the water-cooled engine



in the TZ250 and TZ350 production racers.

As a result of successful development the 1980 RD350 will also feature the same type of cooling system.

The most notable characteristic of this system is that water dissipates heat much better than air specifically in the case of multi-cylinder engines as it circulates and can evenly cool the cylinder and cylinder head, regardless the method of cylinder layout. The engine has also a water wall to lower a level of running noise.

On the other hand, however, its cooling mechanism is complex and results in an increase in production cost.

Also, some anti-frozen measures must be taken when used in a cold district and warming-up is more lengthy. Some weight increase is also inevitable.

Briefly, these are some of the points relating to the water-cooling system but discussion is varied as to its merits or demerits.

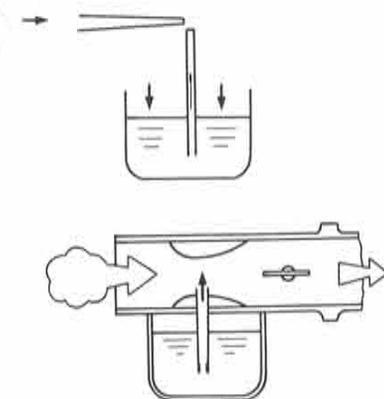
**Q** New trends in engine design have brought about the rising prominence of the water-cooled engine. What are some of the merits concerning this latest development?

**A** If we look at today's models, almost all are found cooled by a natural air stream. Some covered type ones (scooters) adopts a forced air stream. The water-cooling system is a relatively new development. Yamaha has for the past few years utilized this system

### Please forward us your questions

We'll be greatly pleased to answer your questions concerning not only motorcycles but also any other Yamaha products.

Address: Q & A corner, Yamaha News Editorial Room, AD&PR Division, Yamaha Motor Co., Ltd. 2500 Shingai, Iwata-shi, Shizuoka-ken (Japan)



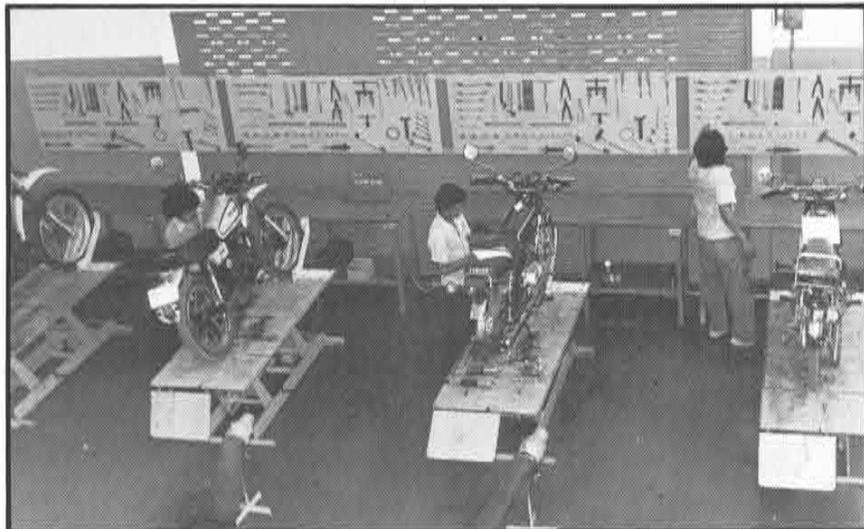
(1) Air pressure within the cylinder (crankcase in case of a 2-stroke engine) becomes lower than normal atmospheric pressure during the intake stroke.

Trouble	* Engine speed is not increased smoothly. * Exhaust smoke is too rich.	* Knocking sound * Engine continues to run even with killswitch on.
Cause	Mixture is too rich.	Mixture is too lean.
Remedy	T.V. 3/4 ~ 1/1 OPEN Change main jet to a smaller size.	Change main jet to a larger size.
	1/4 ~ 3/4 OPEN Lift jet needle clip one slot.	Lower jet needle clip one slot.
	1/8 ~ 1/4 OPEN Use a larger cutaway throttle valve (smaller C.A. number)	Use a smaller cutaway throttle valve (larger C.A. number)
	IDLING ~ 1/8 OPEN Turn A.S. anti-clockwise. (back off)	Turn A.S. clockwise. (screw in)

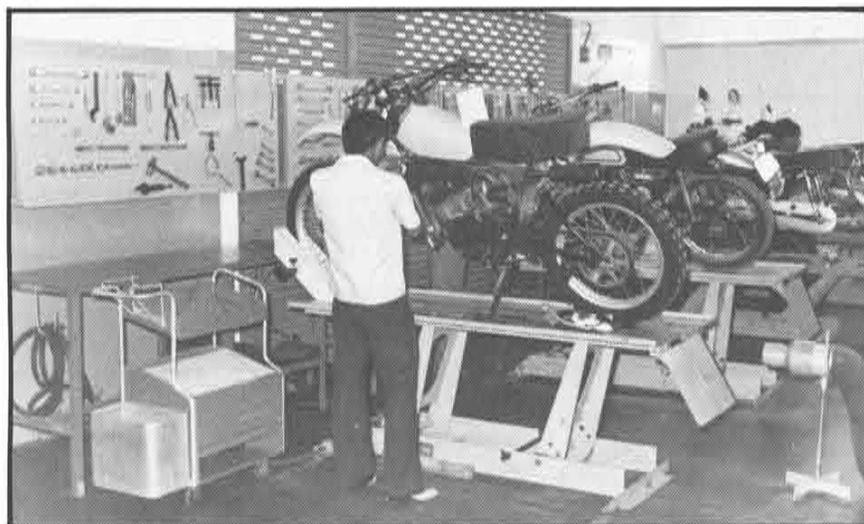
M.J. = Main jet J.N. = Jet needle C.A. = Throttle valve cutaway A.S. = Air screw T.V. = Throttle valve

# A strengthened service network will bring more sales

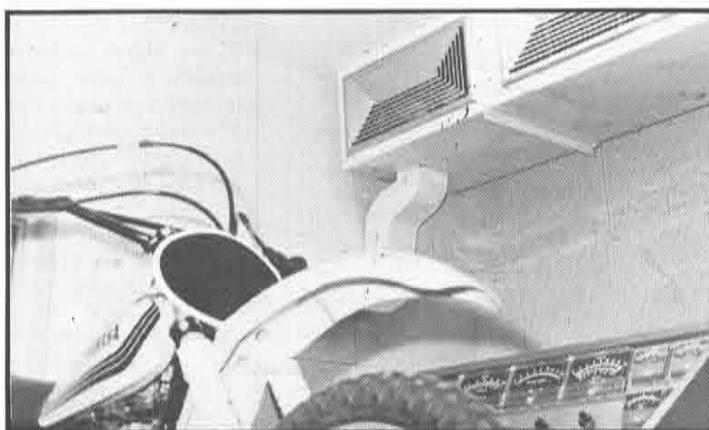
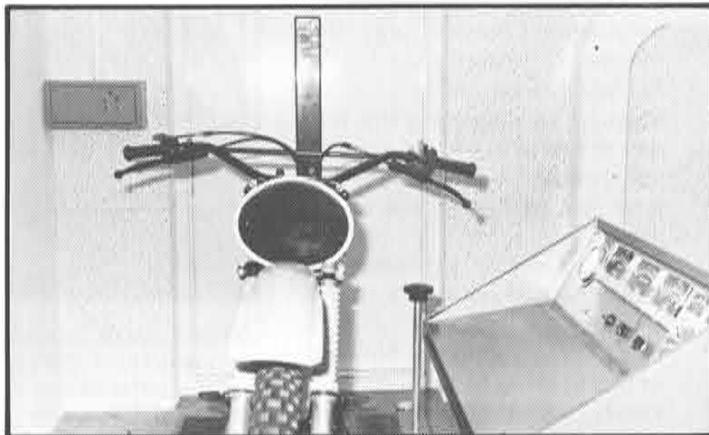
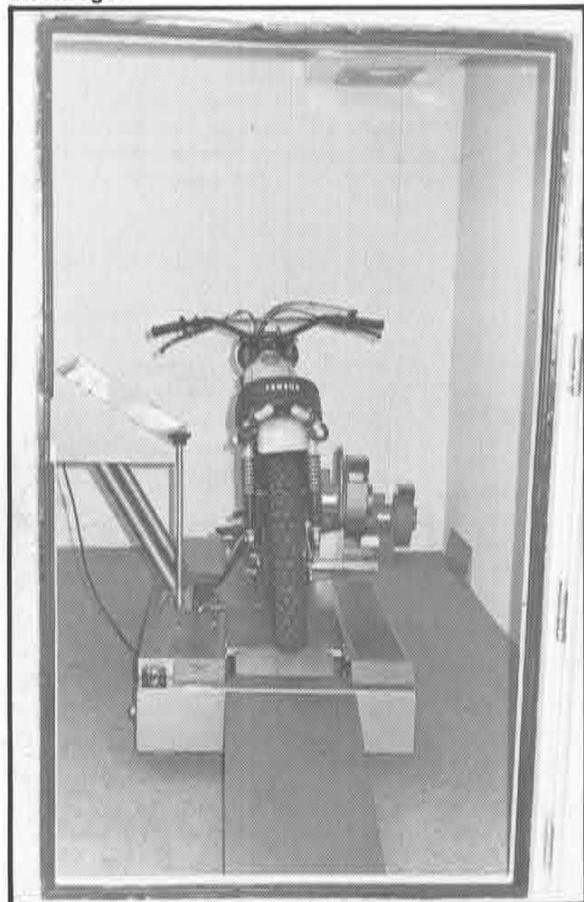
## Siam Yamaha — Thailand



Bangkok service center's service room features a very functional layout. Specific care is given to ventilation. A forced exhaust system is used, discharging exhaust gas out of the room while an engine is running. Lighting is also excellent. A specially treated floor allows easy cleaning.



Bike lifts are made in Thailand and Japan. The tube seen on the right side is the exhaust system leading to an underground water tank. Each bike lift is fitted with this system. The tube is fitted to a muffler and switched on to prevent exhaust emissions from staying in the room while an engine is running. Exhaust emissions are induced and cleaned in the water tank, and then discharged.



Siam Yamaha is now developing a large-scale sales promotion campaign called "Yamaha, it's a quality product", the outline of which is introduced in page 4 of this issue.

In connection with this, the improvement of their service network is also considered very important. The company is directing an all-out effort toward this goal in close cooperation with all desalers concerned, thus winning customers' complete trust.

### A target of 100,000

As reported already, Siam Yamaha's second plant, which was opened in February this year, has already started full-scale operation in order to meet a sales target set at 100,000 this year. All forces are now joined to attain this target.

Along with the strengthened production and marketing system, the company has invested a large amount of money in a substantial improvement of its nationwide service system.

With the completion of the second plant, the company opened an ultra-modern service center located on a site connected to the main office building in Bangkok. In addition, the northern spare parts & service center located in Chiang-mai, a major city in northern Thailand, started its operation on Oct. 20.

As illustrated, the northern spare parts & service center is a bright, modern building which can be used as a showroom, too.

The center has the important functions of a parts supply & service

base in northern Thailand. All dealers have long looked forward to its opening.

The two new service centers of Siam Yamaha have greatly strengthened the nationwide service system of the company, thus attracting interest and attention industry-wide.

Following this example some of the main dealers have set out to make up their own parts supply and service systems. This will bring further increase in sales.

### Yamaha service training

Siam Yamaha's positive policy is also reflected in the program of establishing its repair shop system in cooperation with Yamaha Motor. The company has laid plans to promote the program of "Yamaha service training" for all affiliated repair shops. This program is already materialized in some districts.

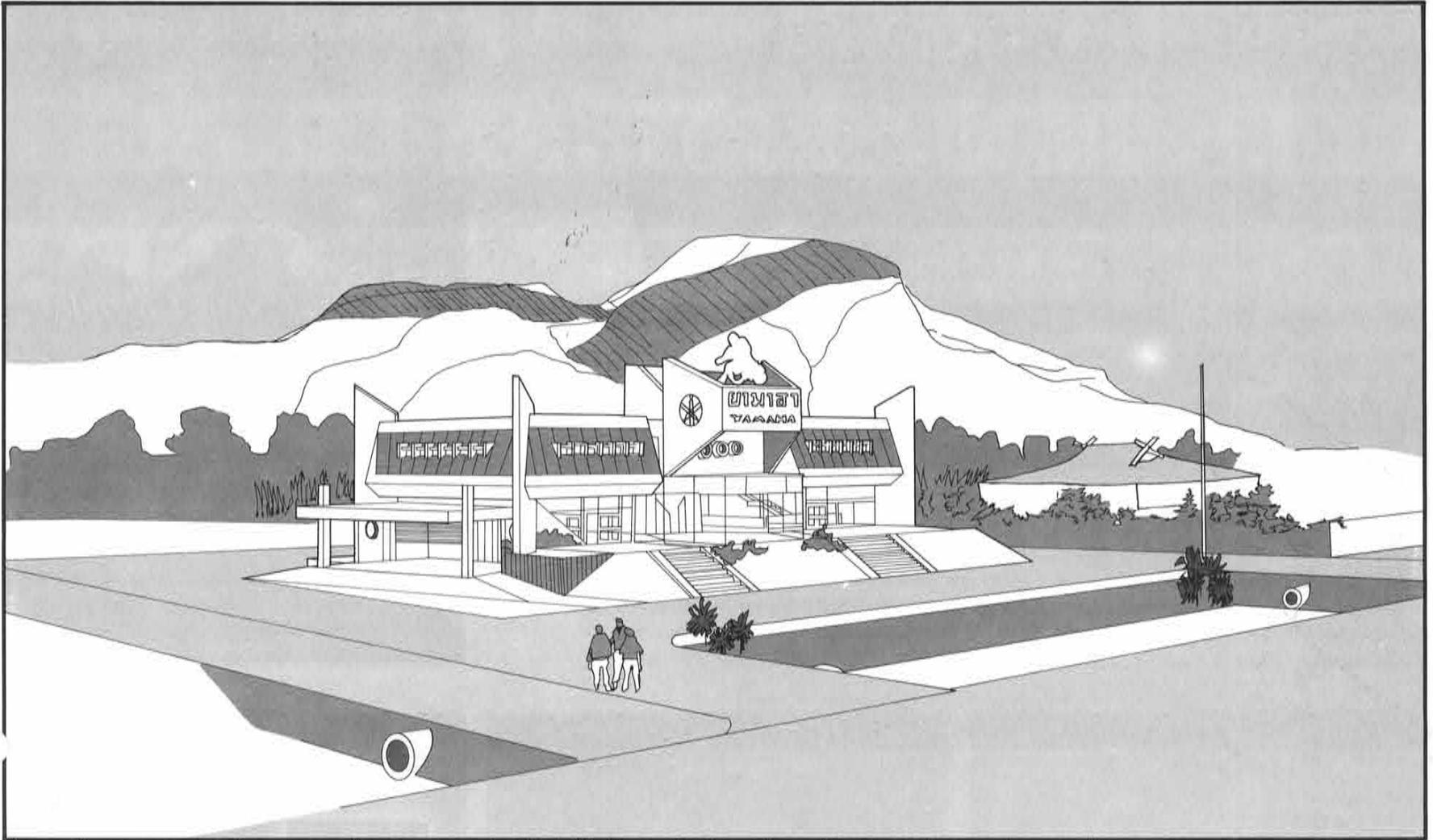
Siam Yamaha is offering bikes as teaching aids with various informative materials and tools so that mechanics can acquire advanced service know-how concerning each Yamaha model, thus elevating general repair/service quality.

This program is going on smoothly in Chiang-mai, Pisanuloke, Nakorn Rachsima, Saraburee, etc., winning immense popularity everywhere.

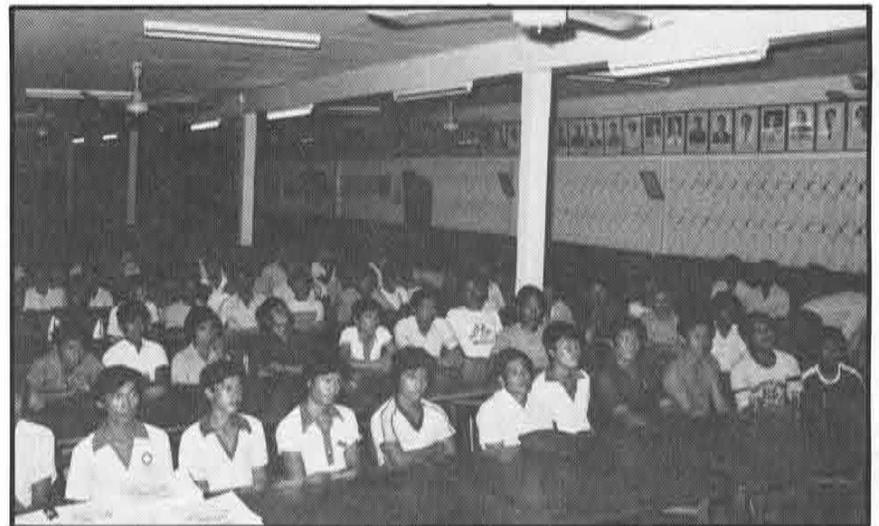
Some of these repair shops have already been awarded a Yamaha-designated service and spare parts shop sign.

All these efforts are improving the nationwide service and parts supply system for Yamaha motorcycles at a very quick pace. Yamaha's brand reputation is becoming even better among all users, creating a good PR effect on prospective buyers as well.

Bangkok service center is equipped with a chassis dynamo for precise racer tuning-up. This ensures higher safety for test riders. The chassis dynamo room, like an audio test room, is completely soundproofed by use of sound-absorbing wall and roof materials, together with thick floor carpets and double window glass so that the maximum tuning-up precision is attained.



The northern spare parts & service center was opened on Oct. 20. The center is used as a showroom, too, serving as an important base in northern Thailand.



A wide variety of tools and materials for Yamaha service training. —service manuals and tools for individual models, various sorts of testers, tune-up parts, etc. 103 repair shop mechanics attended the training course given in Pisanuloke.

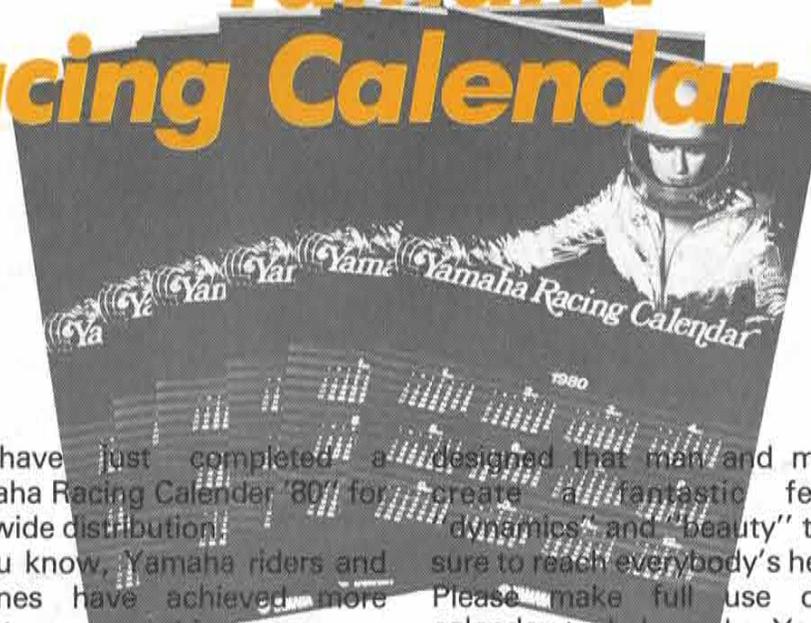


The dealer representative is awarding a diploma to a repair shop mechanic who has finished the course. Pictured at the middle is Mr. Sumphun, Service Manager of Siam Yamaha.



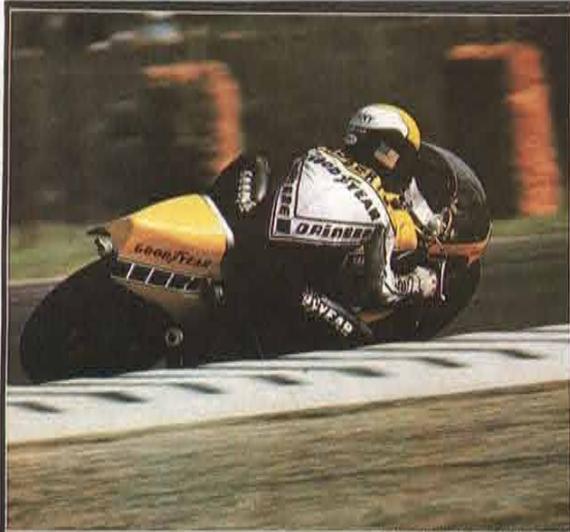
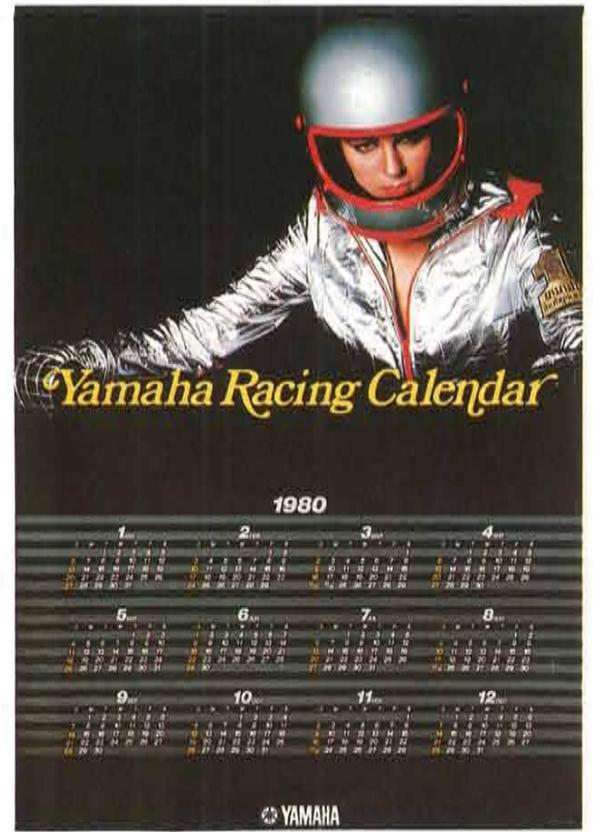
This repair shop shows a Yamaha-designated spare parts & service shop sign.

# Yamaha Racing Calendar '80



We have just completed a "Yamaha Racing Calendar '80" for worldwide distribution. As you know, Yamaha riders and machines have achieved more brilliant successes this year. Each page of the calendar features selected highlight scenes from road racing or motocross so

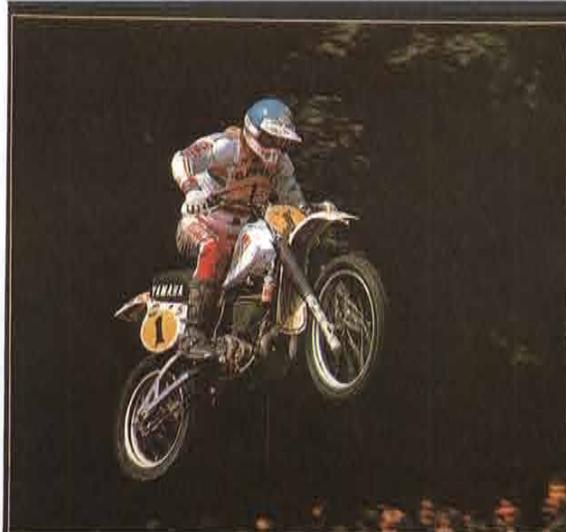
designed that man and machine create a fantastic feel of dynamics and "beauty" that are sure to reach everybody's heart. Please make full use of this calendar to help make Yamaha's brand image more impressive to as many people as possible.



1980 JAN  
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1980 FEB  
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YAMAHA



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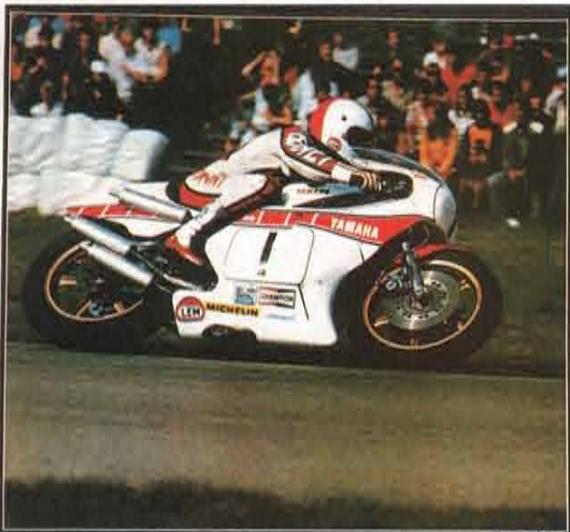
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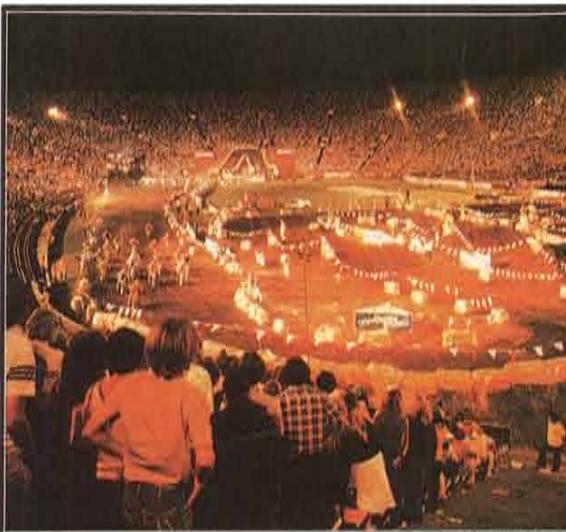
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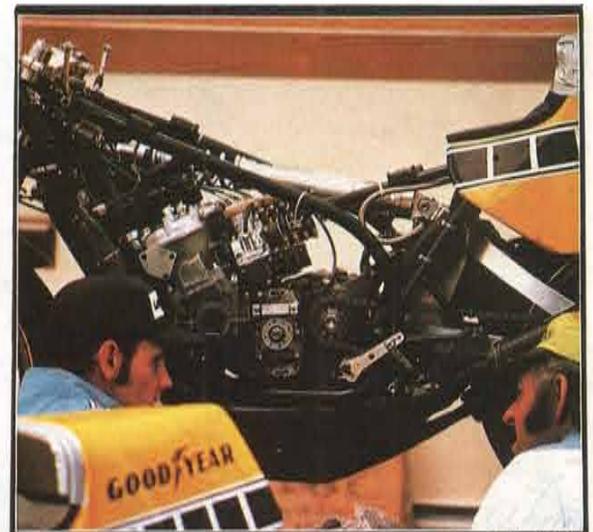
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YAMAHA



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YAMAHA